

SHOW CASE

Case -MVV Navigator

TASK Design Process





Step 5 Animation

Putting yourself in the User's shoes



No User Story and Acceptance Criteria

Knowing this would help me comprehend the user's issues and solve them appropriately



No data about any users' pain points

Without understanding the pain of the users, this is still an unproven assumption



No data about target audience

Understanding the users' pains and needs is critical to discover an appropriate solution (wear the user's shoes)



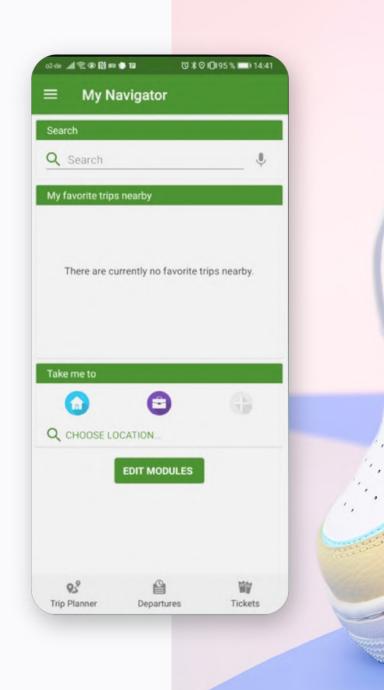
No information about technical restrictions Technical constraints and platforms help to use

development resources wisely



'rethink functionality' = add a new feature?

Changing functionalities will change the behaviour of users, which requires additional resources for onboarding.





Competitor Analysis

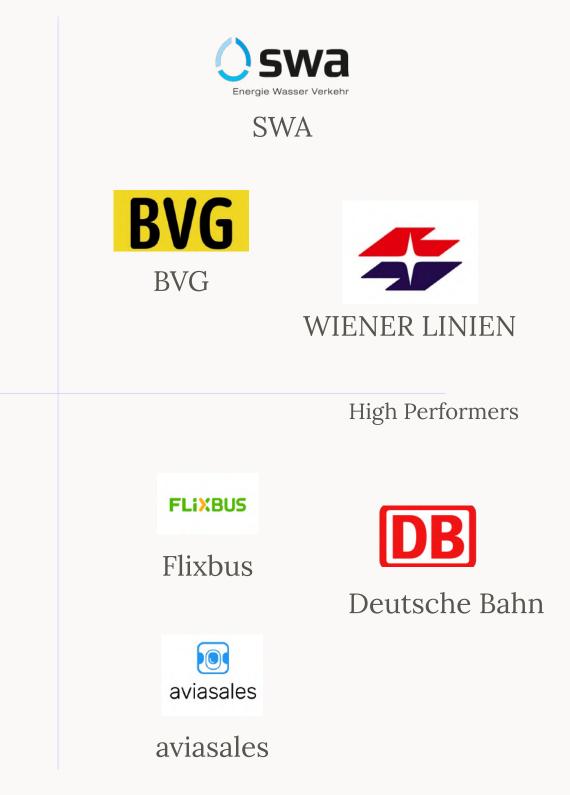


Contenders



Evaluating strengths and weaknesses of competitors

Leaders



Niche

TO DEFINE THE USER JOURNEY

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Who?

is the user and what are their specific needs

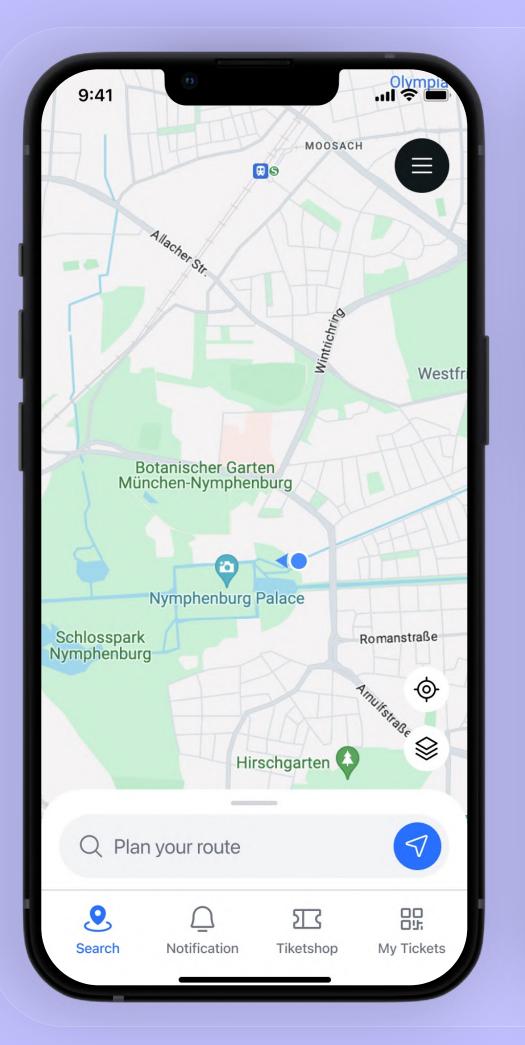
are the key features that need to be highlighted

would the user navigate the app

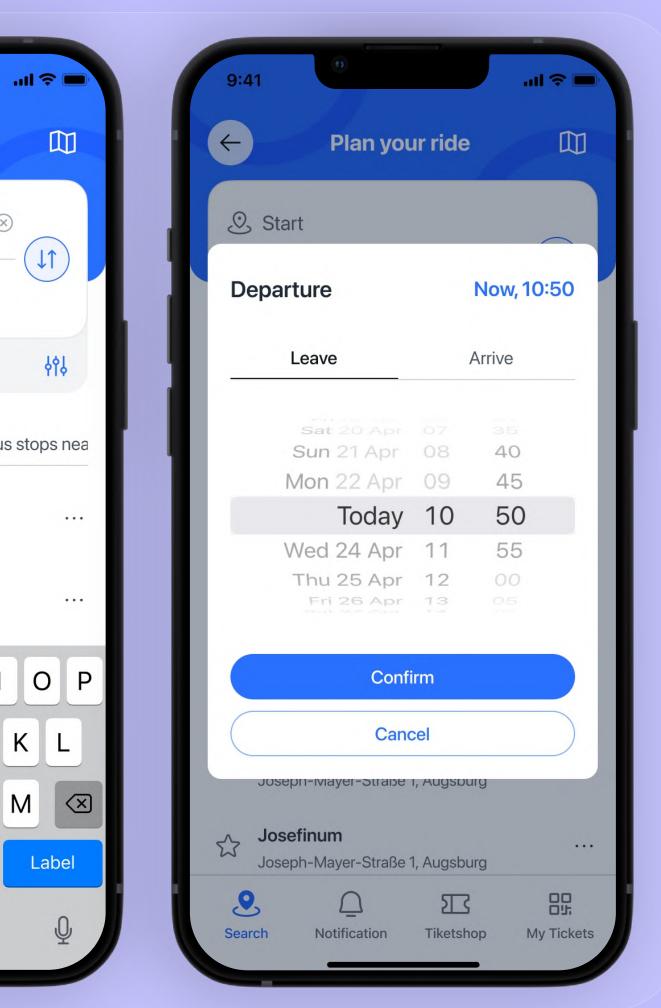
What?

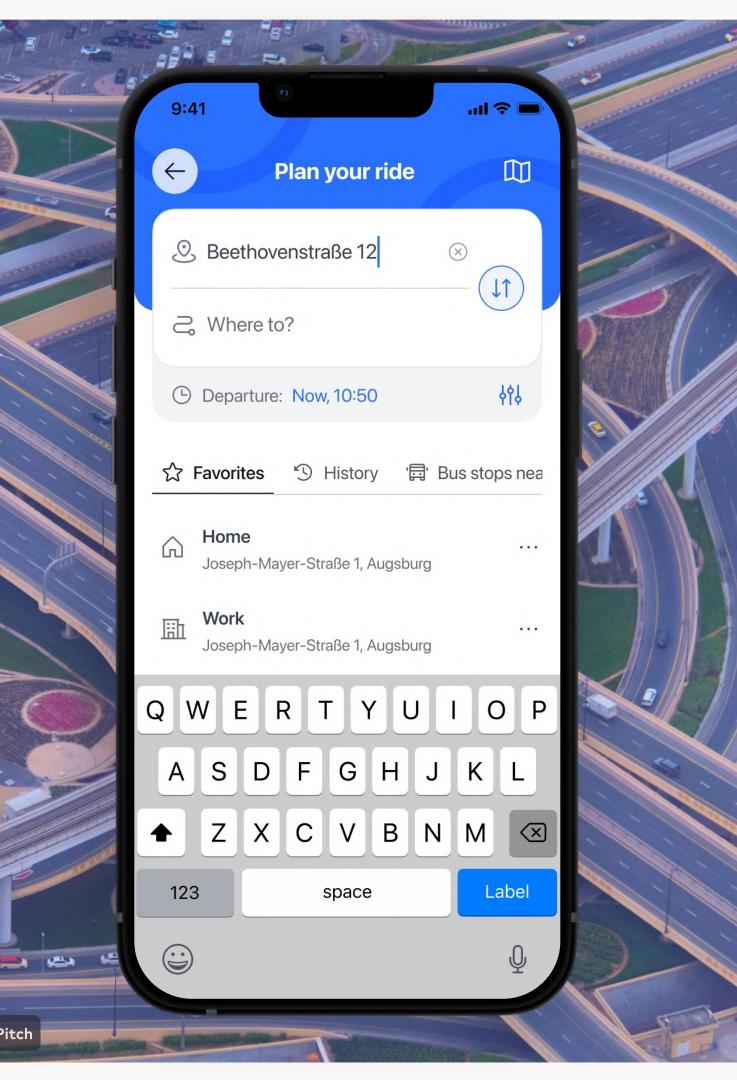
How?

Solution



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123	space	
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Try Pitch

Conclusion

Sometimes geolocation can be defined with an error

(03)

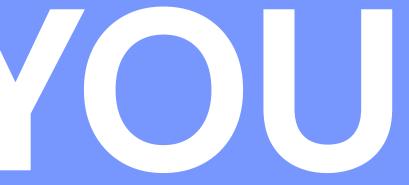
locations

Reducing clicks

(02) Show alternatives by the time

Navigation is important

Quick creation of favourite



Pitch

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