

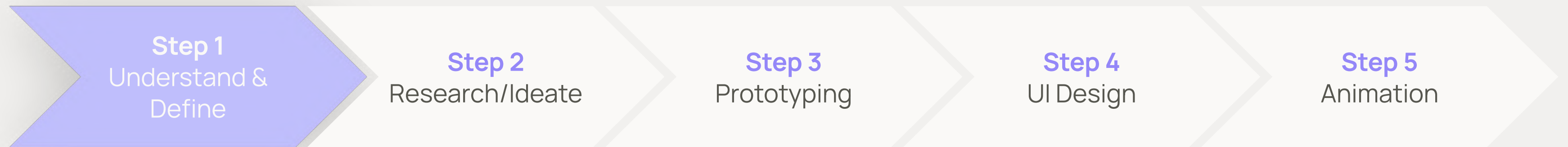


SHOW CASE

# Case - MVV Navigator

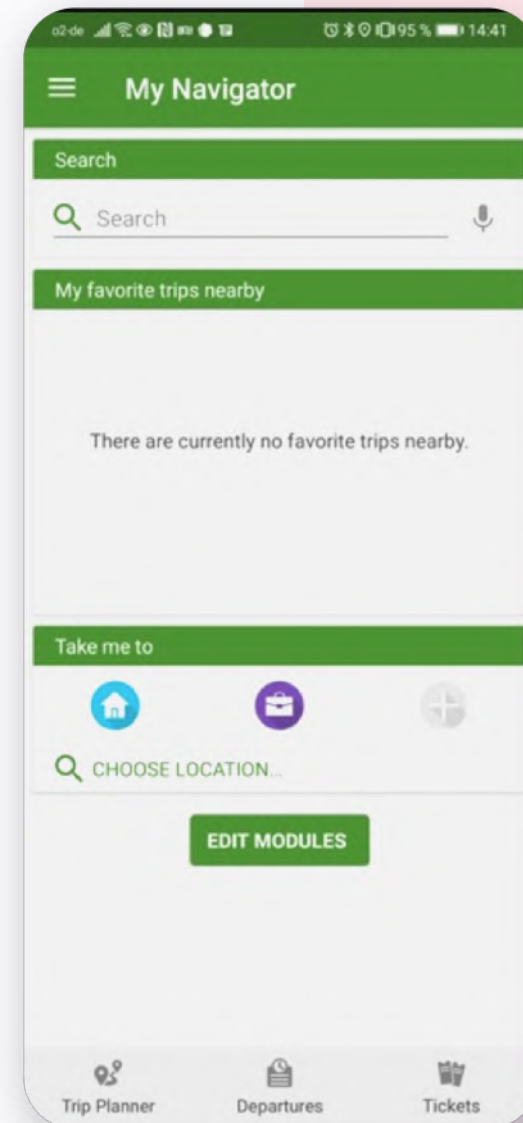
TASK

# Design Process



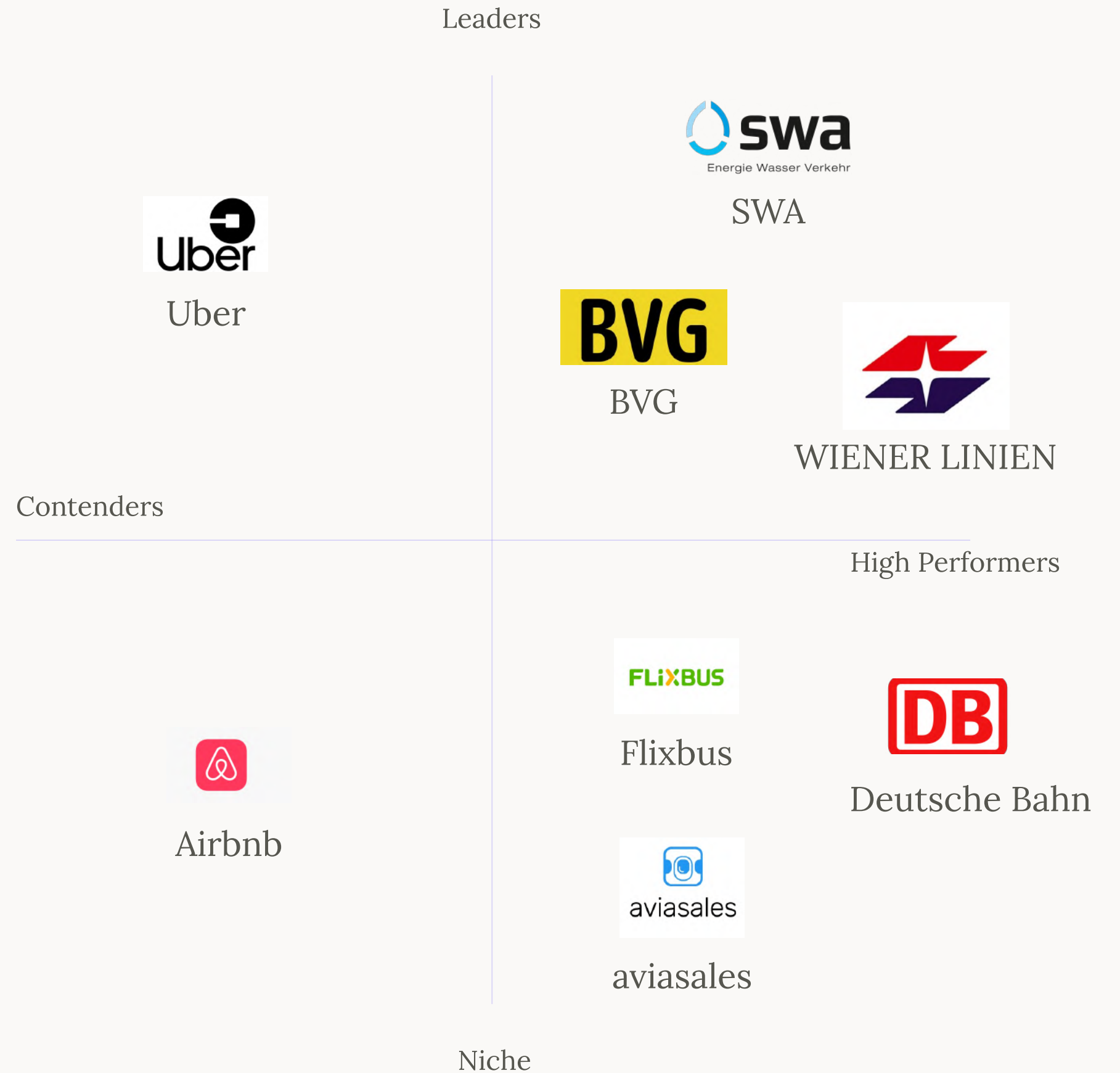
# Putting yourself in the User's shoes

- 01 **No User Story and Acceptance Criteria**  
Knowing this would help me comprehend the user's issues and solve them appropriately
- 02 **No data about any users' pain points**  
Without understanding the pain of the users, this is still an unproven assumption
- 03 **No data about target audience**  
Understanding the users' pains and needs is critical to discover an appropriate solution (wear the user's shoes)
- 04 **No information about technical restrictions**  
Technical constraints and platforms help to use development resources wisely
- 05 **'rethink functionality' = add a new feature?**  
Changing functionalities will change the behaviour of users, which requires additional resources for onboarding.

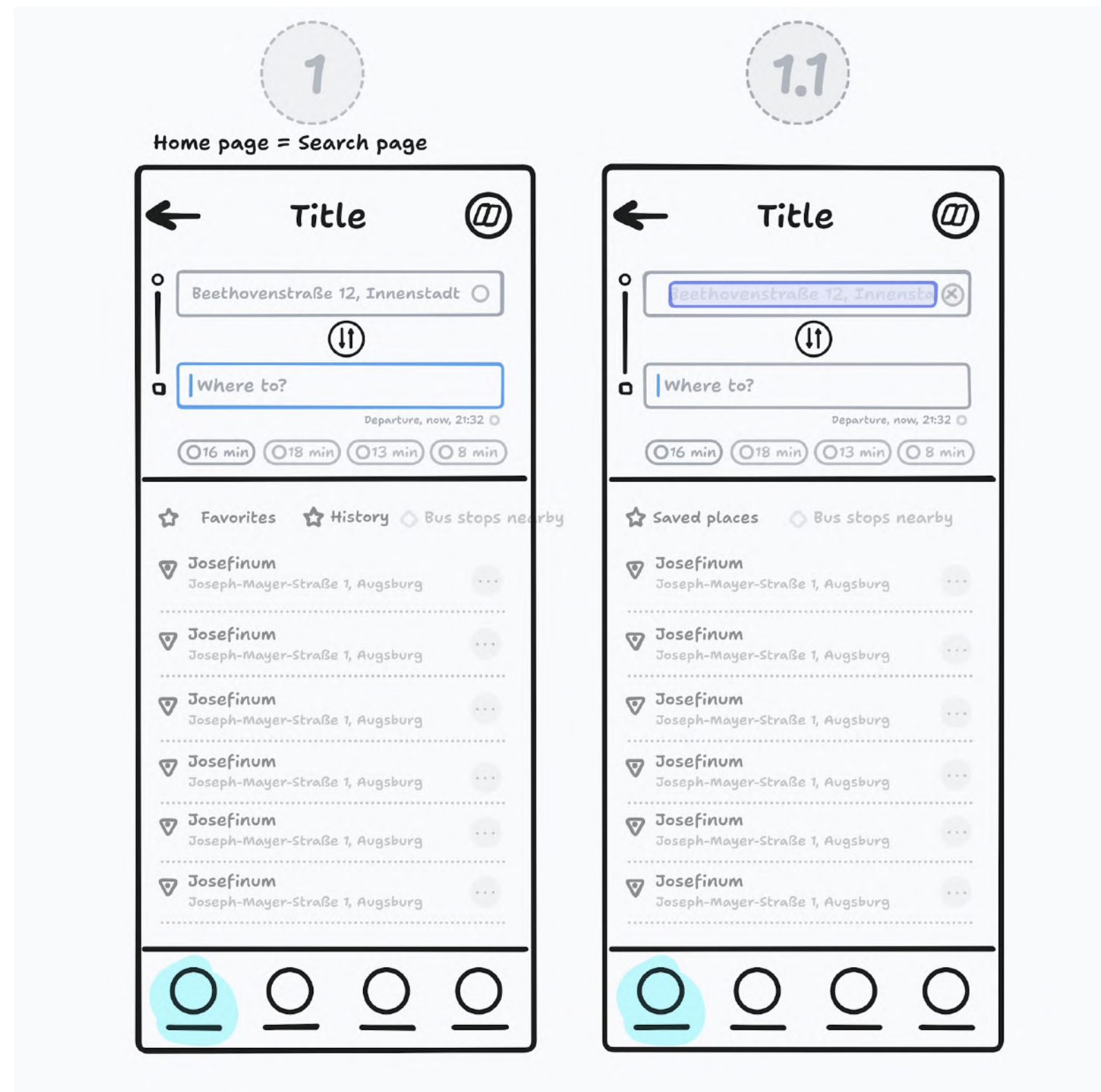


# Competitor Analysis

Evaluating strengths and weaknesses of competitors



## TO DEFINE THE USER JOURNEY



# Who?

is the user and what are their specific needs

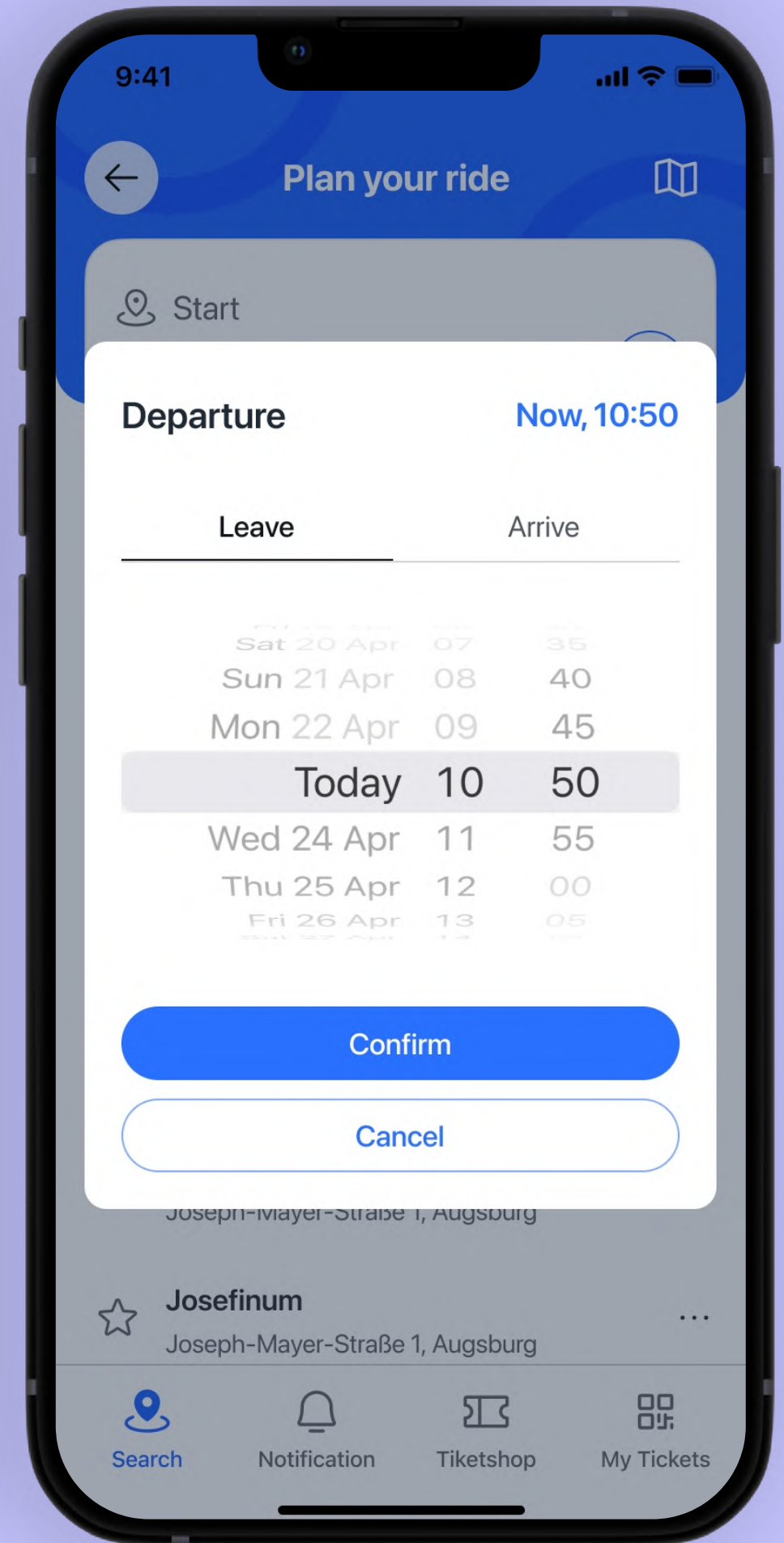
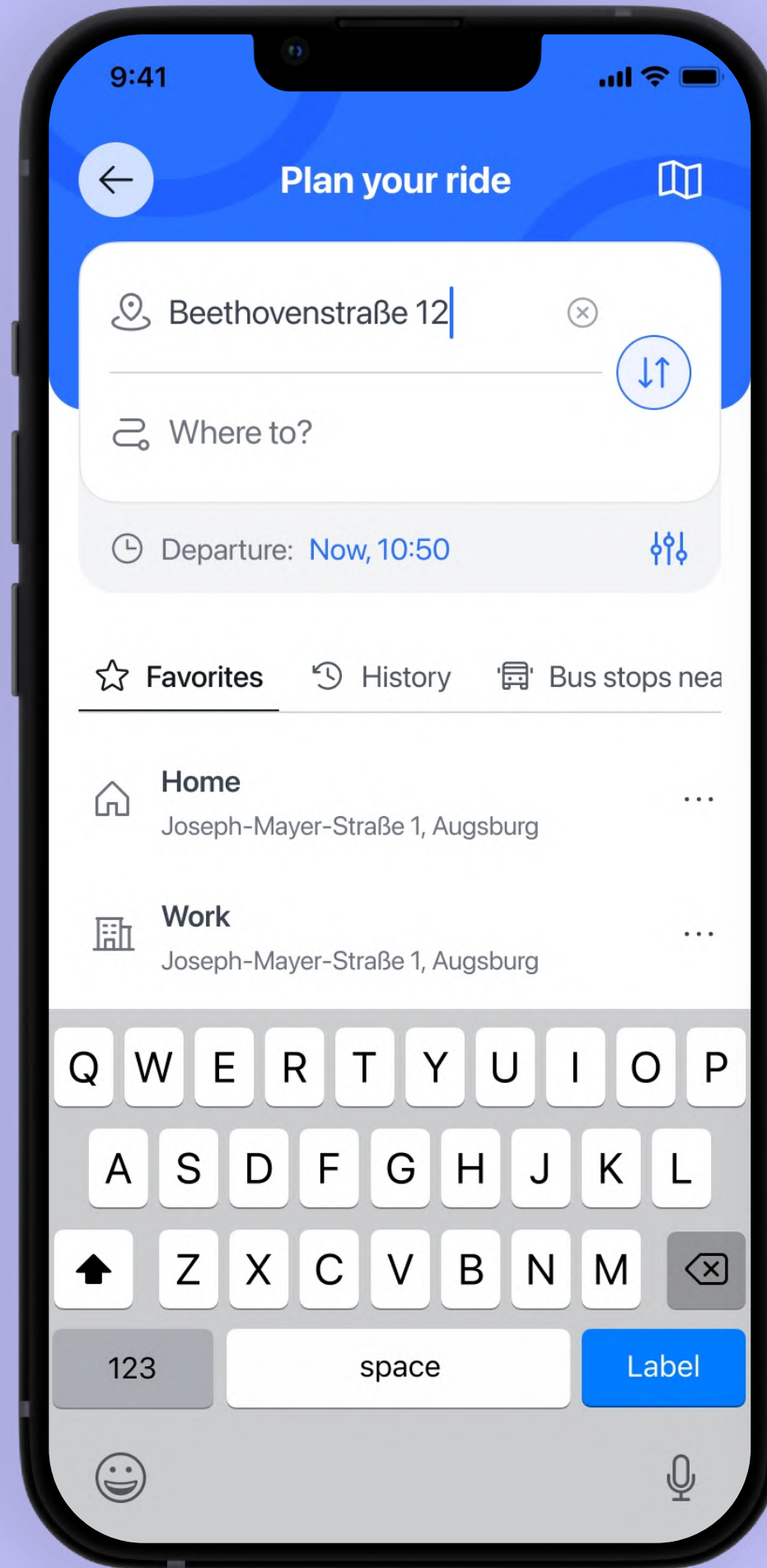
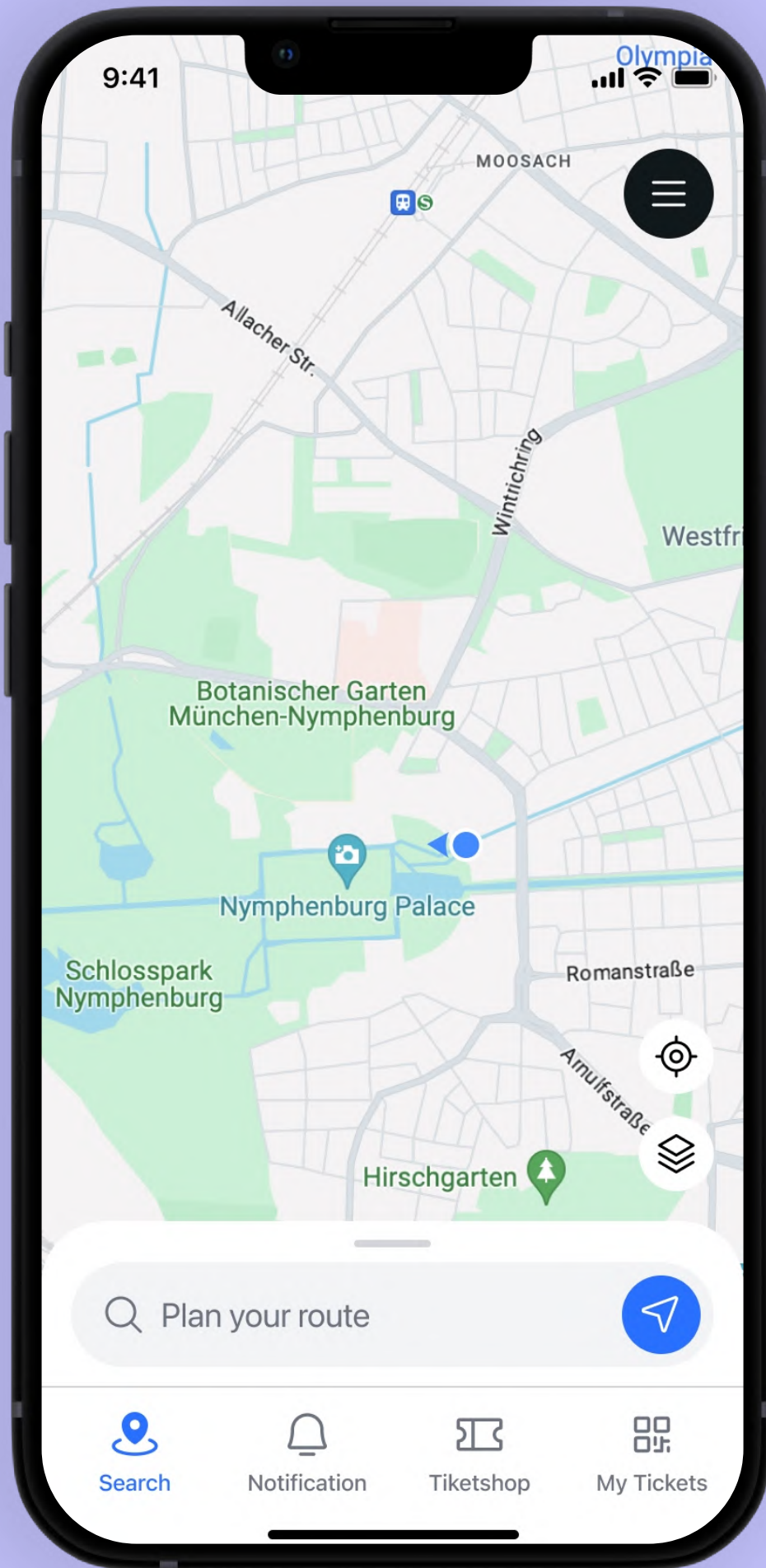
# What?

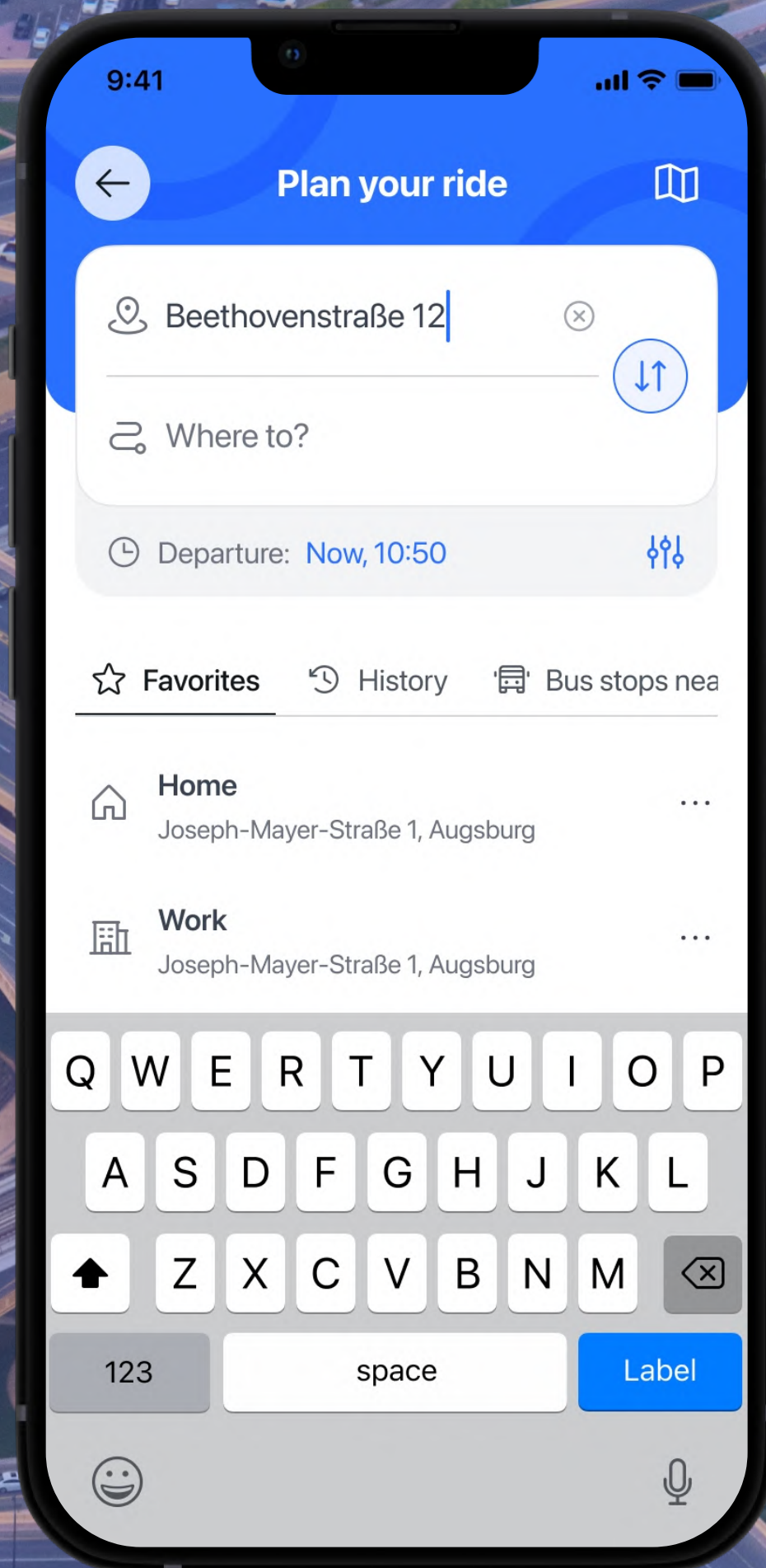
are the key features that need to be highlighted

# How?

would the user navigate the app

Solution





# Conclusion

- 01 Sometimes geolocation can be defined with an error
- 02 Show alternatives by the time
- 03 Navigation is important
- 04 Quick creation of favourite locations
- 05 Reducing clicks

**THANK YOU**





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