

COM4003 – Week 4

Personal Profile Design

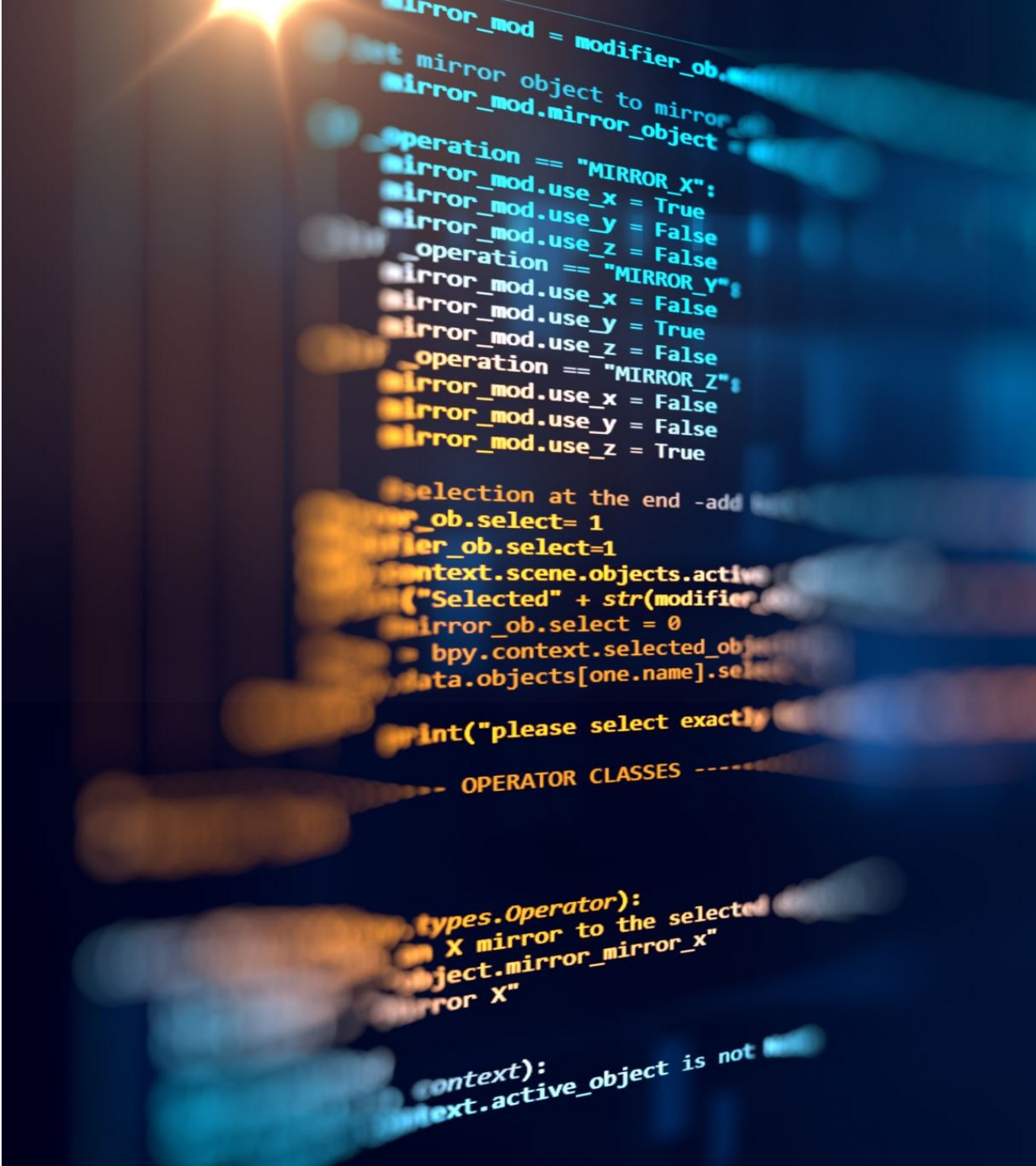
Intro

By now you should have learned about

- Software development models
- Good attributes of software
- Activities in design and development of a software

Quick Review of Software Development

- Attributes of software development
 - Acceptability
 - Dependability
 - Efficiency
 - Maintainability
- Activities in software development
 - Requirements/Specification
 - Scope and Design
 - Evaluation
 - Evolution



User Journey

A user journey is a series of steps a user takes to achieve a specific goal in a digital product or service.

Components of a User Journey:

Touchpoints
Actions
Motivations
Emotions

Importance and Benefits:

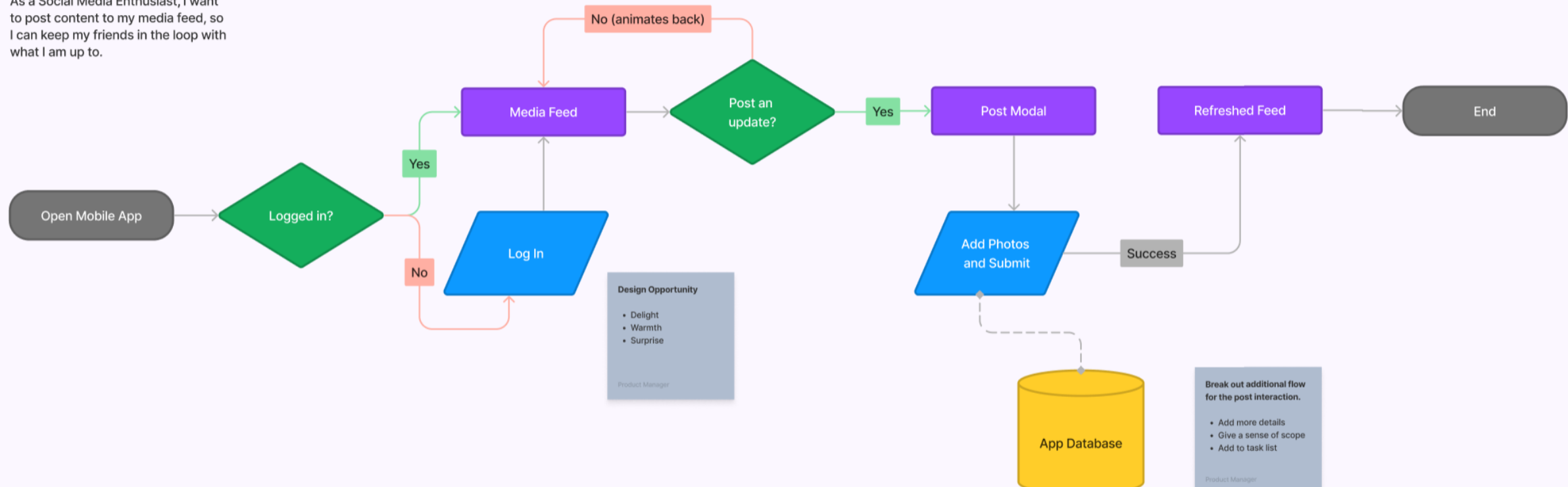
- Helps in creating user-centric products and features.
 - Pinpointing where users face issues or drop off.
 - Optimize the user experience based on feedback and data.
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- Always start with **user needs** and **goals (users can be different to product owner)**
 - Iterate and refine based on real-world feedback.
 - A smooth user journey = enhanced user satisfaction.

User Journey

- Figma
 - [Figma for Education | Free Tools for the Classroom](#)
- Miro
 - [Miro | Visual Workspace for Innovation](#)

User story

As a Social Media Enthusiast, I want to post content to my media feed, so I can keep my friends in the loop with what I am up to.



MVP (Minimum Viable Product)

An MVP is a product with the minimum set of features required to satisfy early adopters and validate a product idea in the market.

Core Principles:

- Scope of project
- In consultation with the PO (Product Owner)
- Simplicity
- Quick Development and Feedback Loop

Steps to Create an MVP:

Define the problem you're solving.
Identify Core Features
Focus on simplicity and functionality.
Identify the Target Audience
Identify what works and what doesn't.
Make improvements and repeat the process.

Full Product is the expanded version post-validation including refined features based on feedback.

Planning and MVP (Minimum Viable Product)

You should have an agreement with the client (product owner) on the range of features and the development model. This will form the expectations from you (your team) and the software at the end of the production.

You can use MS Planner to get started with planning and breaking out a project into software development activities.

Let's check it out together.

<https://tasks.office.com/>

Personal Profile Project

Consider the design and development of a personal profile online web portal.

Identify the requirements, and scope of the project and provide an initial user journey of the users.

Examples of MVP Concepts

- Dropbox started as a simple video demonstrating its core concept.
- Airbnb's MVP was a basic website renting out air mattresses.
- Amazon: Online Bookstore
- Facebook: A Harvard-only social network
- Twitter: Internal messaging service (for Odeo)
- Groupon: A WordPress blog to post daily deals (in Chicago)

Activity

A client has approached you to assist them in designing and developing a personal profile website.

Consider the attributes and activities in the software development and set out a plan for the project's design.

Present a user journey diagram and provide a brief breakdown of the plan in the MS Planner.