

# Product Design Sprint

# Roadmap

- 1 - Use case & angle**
- 2 - Core journey**
- 3 - Zoning**
- 4 - Mockup**
- 5 - Prototyping**

# Objective

Demo your app tonight  
**As if you had coded it :)**

**1 - Use case & angle**  
the key to a great product

# Use case = verb + complement



**book a flat**



**write a story**



**order a cab**



**manage a project**

# Find a unique angle.



It's the place of a local, not a hotel



With stories with great design,  
everyone feels like a great author



A cab should be ordered in one click



You need nothing more than lists and cards

Best alumni projects have  
a simple use case



Create a tournament

*SUPER*FESTIVAL

Organise your festival



Build a travel guide

# Same use case, different angles



vs



local's flat

hotel with discount



Top 20 Paris Vacation Rentals, x Boris !

← → ↻ Airbnb, Inc. [US] | https://www.airbnb.com/s/Paris--France?guests=1&checkin=10%2F16%2F2016&checkout=10%2F17%2F2016&price\_min=9&price\_max=31&s... ☆ ⓘ ⋮

Paris, France Host 1 Trips Messages 7 Help Boris

Filters Only 1% of listings are left for these dates. We recommend booking a place soon. Learn more

€29 Charmant appartement parisien Shared room · 2 guests · ★★★★☆ · 17 reviews

€30 Jolie petite chambre Private room · 1 guest · ★★★★☆ · 37 reviews

€26 Joli studio à Ivry-sur-Seine

€29 Chambre dans un appartement à Ivry-sur-Seine

Search as I move the map

Map of Paris showing price points across different neighborhoods. Key areas labeled include:

- 17TH ARR.: €30, €29, €25, €19
- 16TH ARR.: €29, €25, €29
- 15TH ARR.: €29, €26, €30
- 14TH ARR.: €29, €26, €30
- 13TH ARR.: €29
- 12TH ARR.: €29
- 11TH ARR.: €29
- 10TH ARR.: €29
- 9TH ARR.: €29
- 8TH ARR.: €29
- 7TH ARR.: €29
- 6TH ARR.: €29
- 5TH ARR.: €29
- 4TH ARR.: €29
- 3RD ARR.: €29
- 2ND ARR.: €29
- 1ST ARR.: €29



booking.com

Booking.com

Home → France → Ile de France → Paris → Search results  
57,719 properties 5,783 properties 4,253 properties Paris, 1 adult, 1 Night (Oct 15 - Oct 16) Change dates

**Search**

Destination/Hotel Name:

Work  Leisure [?](#)

Check-in

Check-out

1-night stay

Rooms: 1  Adults: 1  Children: 0

**Search**

**Paris is a top choice on our site with travelers for your selected dates (69% reserved).**  
Tip: Prices might be higher than normal, so try searching with different dates if possible.

**69% reserved**

**Paris: 4,253 properties found**

3 reasons to visit: **Eiffel Tower** Sightseeing **Musee D'orsay** Fine Art Museums **Notre Dame** Churches [Map View](#)

Our Recommendations First Lowest Price First Distance From Downtown Review Score Stars

**Deal of the Day** Time remaining: 1 day 05:00:36

**34% LESS THAN NORMAL**

**Hotel Devillas**    
5th arr., Paris – Subway Access **Good 7.5** 1326 reviews

  
**Executive Double Room** € 161  € 106 [Reserve](#)

**Give Us Your Must-Haves**  
Filters help our customers find the perfect place to stay. Click the things that are most important to you, and we'll show you what we've got.

**California Champs Elysées**    
(3.8 km from center) **Very good 8.1** 1,421 reviews

**Twin/Double Room** In high demand! € 305 [Select your room >](#)

# 2 - Core user journey

## The one you want to demo

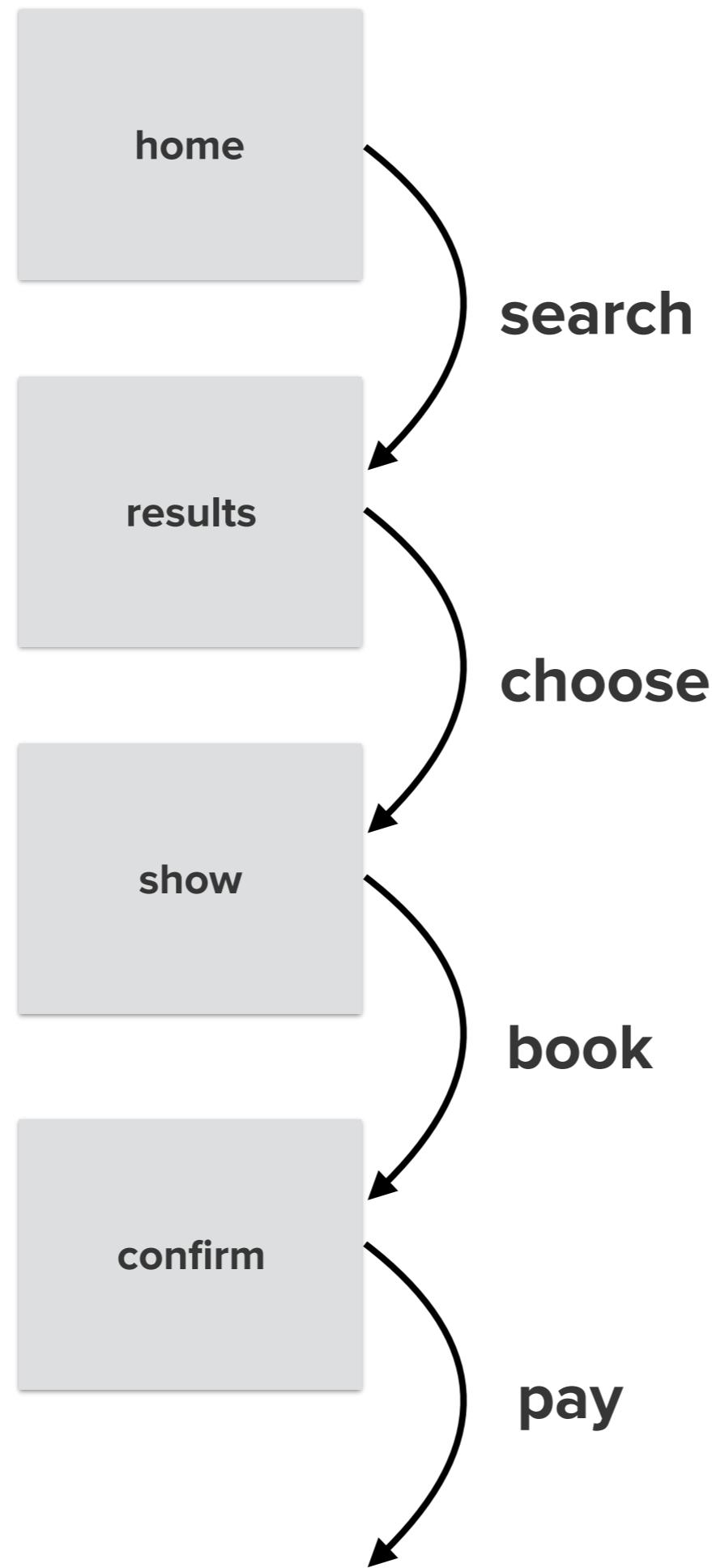
# 5 views max

**Less views, less friction, better design**





**What's the core user journey?**



# For each view

home	results	show	confirm
<b>Action</b>	I want my user to...		
<b>Context</b>	For that he/she needs to know...		
<b>Angle</b>	He/she understands my angle because...		

home

index

show

confirm

---

**Action** I want my user to **search for a flat.**

---

**Context** For that he/she needs to know **how to search (location, checkin, checkout, number of guests).**

---

**Angle** He/she understands my angle because **there are travel suggestions with people flats and pictures.**

home

index

show

confirm

---

**Action** I want my user to **choose a flat.**

---

**Context** For that he/she needs to know **which one is the cheapest, best rated, best located.**

---

**Angle** He/she understands my angle because **he sees owner's picture for each result.**

home

index

show

confirm

---

**Action** I want my user to **book the flat.**

---

**Context** For that he/she needs to know **how much it will cost in total (with a recap).**

---

**Angle** He/she understands my angle because **there are detailed reviews of other travellers on the page.**

home

index

show

**confirm**

---

**Action** I want my user to **pay**.

---

**Context** For that he/she needs to know **where to enter credit card details**.

---

**Angle** He/she understands my angle because **he has to write a custom message to the owner**.

Context

=

What my user needs to see

# What's key for understanding?

- Title & description
- Price
- Equipment & beds
- Reviews
- Pictures
- Owner's profile picture
- Owner's other flats
- Similar flat offers
- District pictures
- Nearby cool places
- Other renters' details

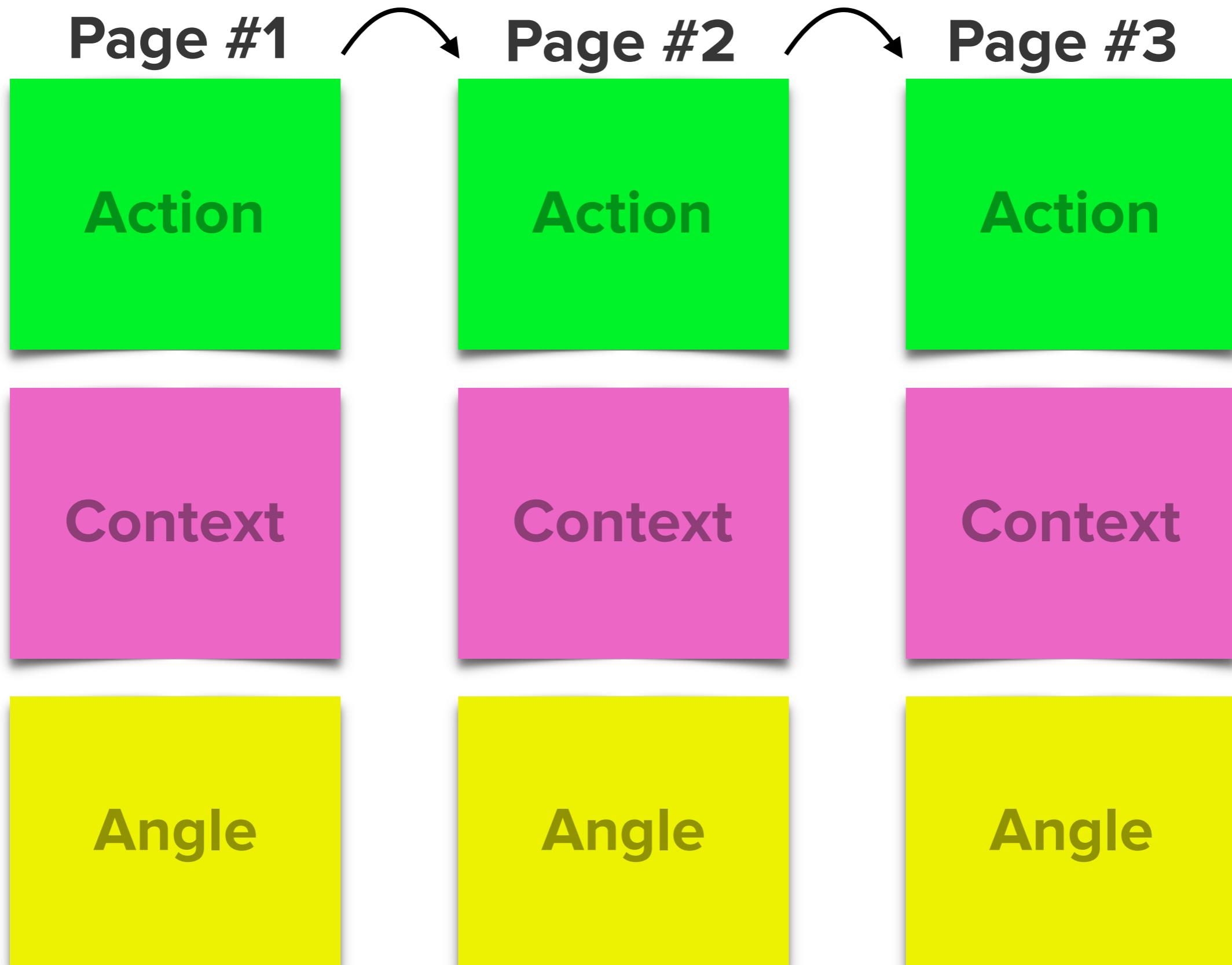
Action

=

What I want my user to do

One call to action

# Use post-its today



# 3 - Zoning

# Just drawing rectangles

use your preferred tool



Sketch<sup>3</sup>



# Ex. Airbnb flat results

**Search filters**

**flat**

**flat**

**flat**

**flat**

**Map**

# Ex. Airbnb flat details

Picture

Owner

Title, rating

Equipment

Booking form

Reviews

Map

# 4 - Mockup

# Fill the zones



Sketch<sup>3</sup>



# Show view (zoning)

Picture

Owner

Title, rating

Equipment

Reviews

Booking form

Map

# Show view (mockup)



The screenshot shows a detailed view of an Airbnb listing for a "Charming loft 2 beds" in Paris, France. The listing includes a large living room photograph, the host's profile picture (Seb), a 5-star rating, and a description of the flat being located in the heart of the Saint-Germain-des-Prés district. It also lists amenities like 2 beds, wifi, and elevator. The price is listed as 40€ per night, totaling 240€ for the stay. A prominent red "Book it" button is visible. Below the main listing, there are 15 reviews, with one review from Boris praising the place as clean and relaxing.

**travels** **messages**

**Seb**

**Charming loft 2 beds**  
Paris, France

**★★★★★**

**About this Seb's flat**

Located in the heart of the Saint-Germain-des-Prés district, the accommodation is completed for a person who aspires only to a thing: find the peace

**2 beds** **wifi** **elevator**

**15 reviews**

**Boris**

Really appreciated Seb's place, nice clean and relaxing!  
Definitely come back there next time in Paris

**40€ per night**

**checkin** **checkout**

**1 guest**

**Total: 240€**

**Book it**

Join us

Career  
FAQ

Become a host

Contact  
Team  
Press

About

Contact  
Team  
Press

# Sketch Demo

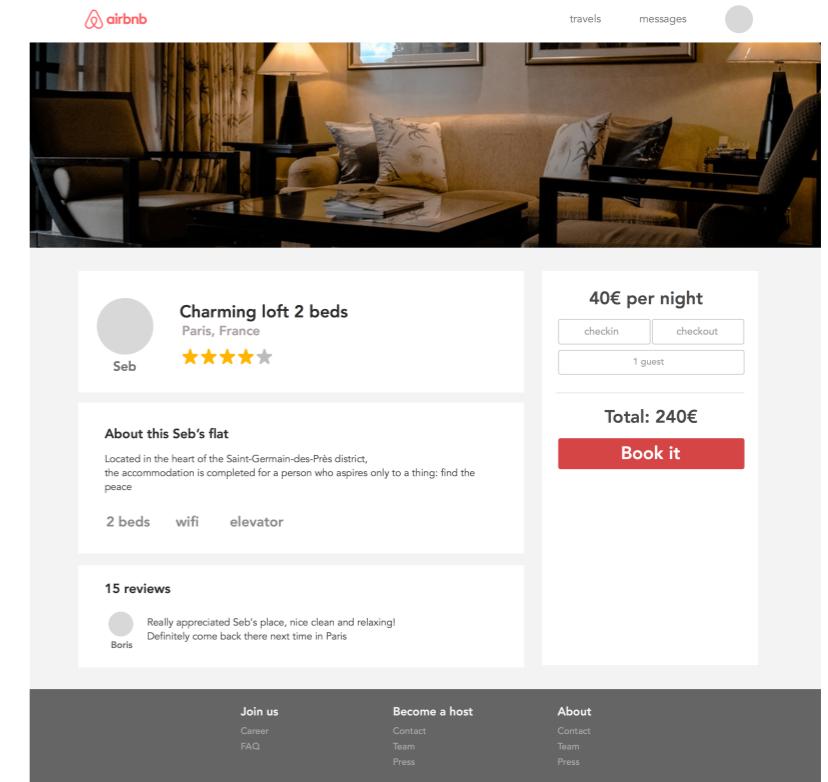
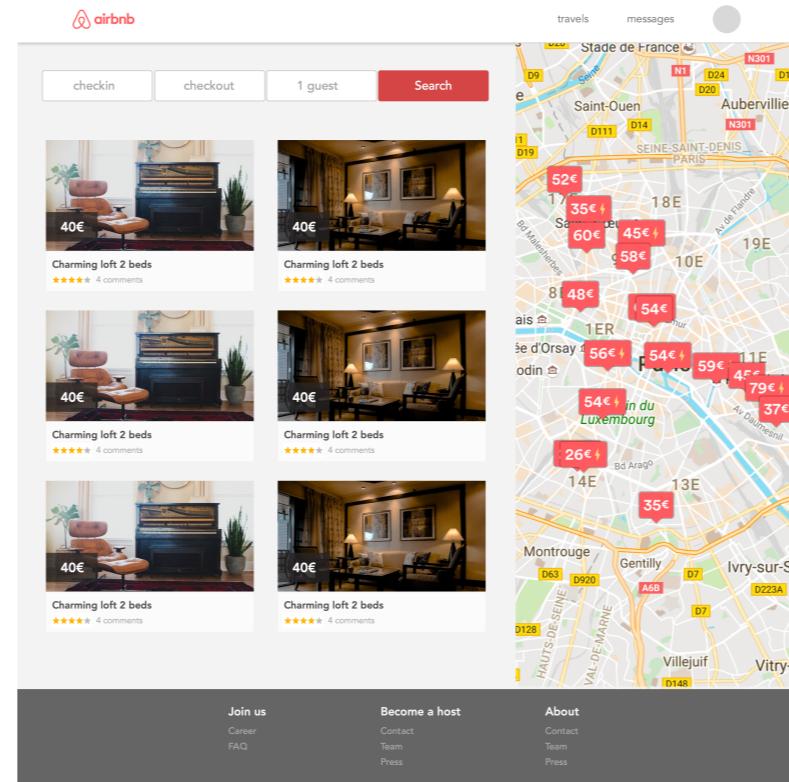
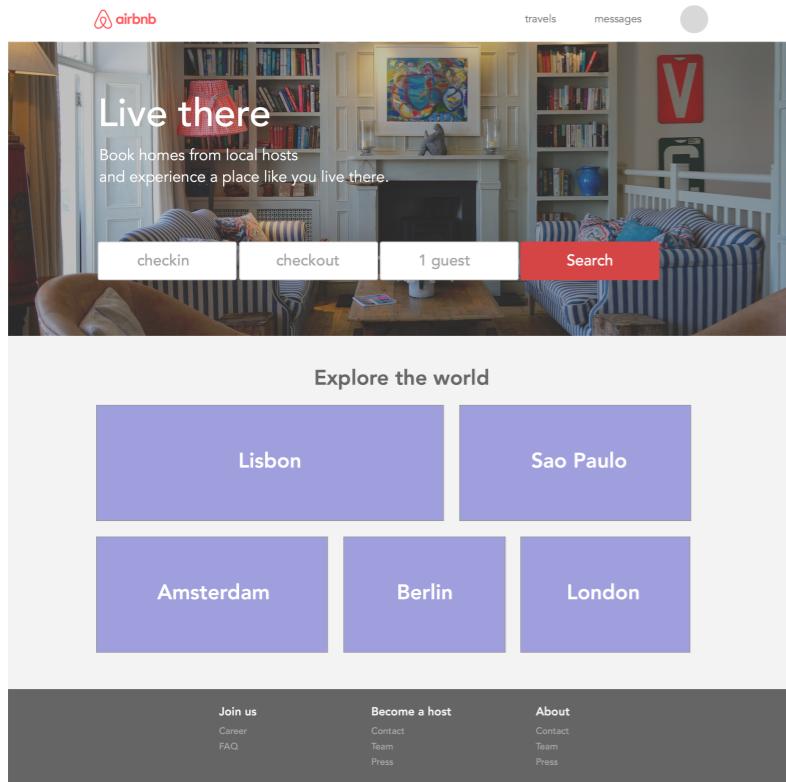
[https://www.youtube.com/watch?  
v=zR-6RW3kHyM](https://www.youtube.com/watch?v=zR-6RW3kHyM)

# 5 - Prototyping

# Connect mockup views



# Import PNG in marvelapp



# Marvelapp Demo

[https://www.youtube.com/watch?](https://www.youtube.com/watch?v=MFIIW68giDY)  
v=MFIIW68giDY

**Happy prototyping :)**