The UX Pyramid Analysis

1. Functional Level

The Jumbo app meets the functional requirements for an MVP. The design has some purpose and includes the key features that get the meaning across. Any additional features are disabled or skipped at this level.

1. Reliable Level

The application is available and accurate. It offers reliable data (from client’s API) with added necessary disclaimers. It works on both platforms (IOS / Android) with the same look and feel and passes basic accessibility requirements (i.e., camera use).

1. Usable Level

At this level users should not get lost or confused and easily discover the necessary app contents. The design meets basic UX guidelines and practices. This level is achieved through the frequent client feedback on UI and logic (weekly meetings) as well as the usability testing performed with several potential users.

1. Convenient Level

This level is reached when the users want to use the application and can find themselves in situations when they could use it frequently. In addition, they should have some control to manage their own experiences. Luckily, Jumbo app is targeted at making the grocery shopping experience more convenient by enable users to share their personal needs (i.e., allergens).

1. Enjoyable Level

The app is considered enjoyable if the user wants to share the experience. On this level, users can relate with the product and want to promote and share it with their friends. They perceive the app as a part of everyday life. Several features make Jumbo app enjoyable: beautiful design, smooth transitions, gestural commands, high-resolution imagery, sound interactions.

1. Significant Level

The final level is reached when users love the product. It is a favourable behavioural experience and reflective level to how the product performs. To achieve that the pain points need to be minimized and the product should feel personally useful and enjoyable. We aim to achieve this via personalization. The Jumbo app should help users improve their routine, their health, and their lives. It is tailored according to their needs and reflect the changes they experience.

Sources:   
<https://syndicode.com/blog/the-ux-design-pyramid-with-the-user-needs/>

https://medium.com/design-leadership-notebook/how-to-get-to-the-top-of-the-ux-pyramid-45d854fe675b