Define

Phase 2

Phase 2: Define

Define

- Analyze your research findings from the empathize phase and determine which user problems are the most important ones to solves, and why. This will drive you toward a clear goal for the design of the product.

- The most important outcome of this phase is a clear problem statement, which is a description of the user's need that your designs will address.

User Stories

User Stories

A fictional one-sentence story told from the persona's point of view to inspire and inform design decisions.

Advantages of user stories

- Prioritize Design Goals

- Unite the Team

- Inspire empathetic design decisions

- Personalize pitches to stakeholders

User story: Formula

Who   What   Why

As a type of user, I want to action, so that benefit.

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User Story: Example

As an online shopper, I want to receive a text when the item arrives, so that I can pick it up right away.

User Story: Example

As a commuter, I want to be able to know ahead of time which route to take, so that I will not get lost.

Problem statements

- A clear description of the user's needs that should be addressed.

Problem statements

- Human-centered

- Broad enough for creative freedom

- Narrow enough to be solved by a design

- Establish goal

- Understand constraints

- Define deliverables

- Create benchmarks success

Problem statement: Formula

<User name> is a/an <user characteristics> who needs <user need> because <Insight>.

- Chris is a busy driver who needs a map to know where he is because he easily gets lost.
- Gran is a beginner cook who needs to learn new recipes because he wants to cook for his best friends, Chris and Patrick.

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Hypothesis statement

Best educated guess as to what we think the solution of the problem is.

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Hypothesis statement

There is no specific formula for this.

Consider this problem statement we generated:

Chris is a busy driver who needs a map to know where he is because he easily gets lost.

Sample Hypothesis statement would be:

If Chris downloads the GPS app, then he will know where he is all the time and won't get lost anymore.

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Hypothesis statement

There is no specific formula for this.

Consider this problem statement we generated:

Gran is a beginner cook who needs to learn new recipes because he wants to cook for his best friends, Chris and Patrick.

Sample Hypothesis statement would be:

If Gran downloads the recipe app, then he will have access to plenty of recipes and he can cook dishes for his best friends, Chris and Patrick.

Goal Statement

Your goal statement helps you determine a *plot* (the benefit or solution of your design) for your storyboard.

Goal statement

A strong goal statement:

- Describes a *specific action* users can take or what the product will do.

- Defines *who* the action will affect.

- States *the positive impact* of the action or why the product solves the user's need.

- Outlines *success* in measurable terms.

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Goal statement: Example 1

Our coffee shop app will let on-the-go users place their orders and pay ahead of time and notifies them when it's ready freeing them from queuing in long lines. We will measure effectiveness by identifying the number of orders placed using the app.

Goal statement: Example 2

Our recipe app will let aspiring chefs to post, search, or save a recipe that they can follow whenever they wish. We will measure effectiveness by identifying the number of recipes posted and saved by users.

Value Proposition

The reason why a consumer should use a product or service.

Value Proposition

The reason why a consumer should use a product or service.

- What does your product do?
- Why should the user care?

Value Proposition: Example 1

- Example: GYM App
  - Easy access to book private trainers
  - Reservations for popular machine
  - Make music requests on the gym
  - On-demand videos for in-home exercises
  - Sign up for workout classes
  - Track workouts on app via fitness devices

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Value Proposition: Example 2

- Gmail:
  - The ability to send and receive emails for free
  - Email sorting, archiving, and starring functions
  - Spam filtering for inboxes
  - Email conversation views
  - 1 gigabyte of cloud storage

Unique Values

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Value Proposition

- Everything that your product has to offer might seem obvious to you, but you have to put yourself in the mind of your users.

- Users don't know your product or understand its value yet. That's where value propositions come in.

Value Proposition

- To start, you need to do some research in order to answer these two questions:
  - **What does your product do?** Clearly explain the offering that your product provides users.
  - **Why should the user care?** Describe how your product addresses users' pain points.

- Once you've answered these questions, you can follow a series of steps to focus in on your product's unique value proposition. Let's use the dog walker app as an example to explore how this works in action.

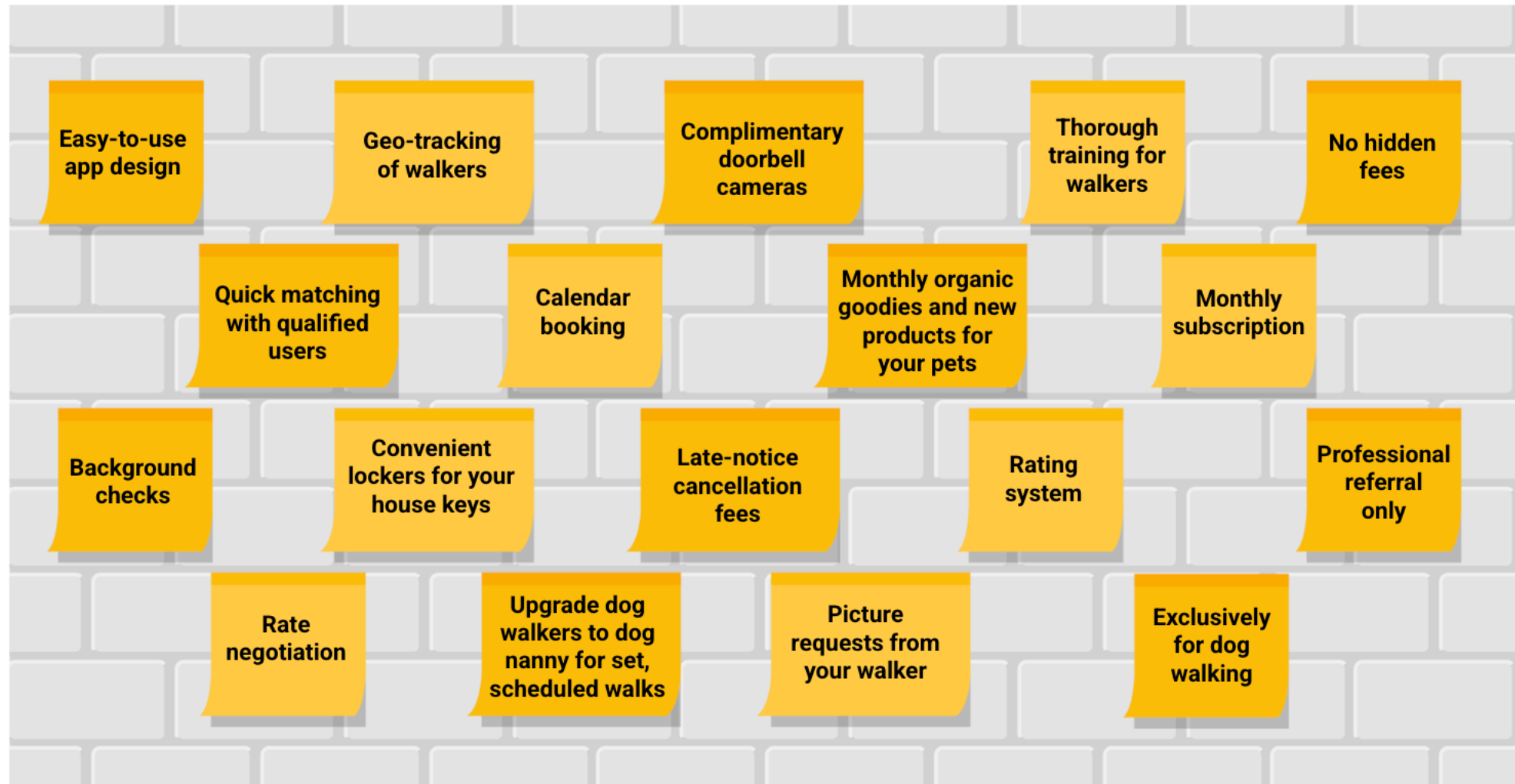UNIVERSITY *of* SAN CARLOS
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How to create a value proposition

In this example, We will use a Dog Walking App

Step 1: Describe your product's features and benefits.

Create a list of all the great features and benefits of your product, big and small. Don't hold back; list everything that comes to mind and then narrow it down later.

Step 1: Describe your product's features and benefits.

Easy-to-use app design

Geo-tracking of walkers

Complimentary doorbell cameras

Thorough training for walkers

No hidden fees

Quick matching with qualified users

Calendar booking

Monthly organic goodies and new products for your pets

Monthly subscription

Background checks

Convenient lockers for your house keys

Late-notice cancellation fees

Rating system

Professional referral only

Rate negotiation

Upgrade dog walkers to dog nanny for set, scheduled walks

Picture requests from your walker

Exclusively for dog walking

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Step 2: Explain the value of the product

Anything that you identify as a value proposition needs to be beneficial to your users.

Step 2: Explain the value of the product

Step 3: Connect these features and benefits with the needs of your users

- The goal is to identify what's truly valuable to the user and not just a cool feature that users didn't ask for.

- To determine value, take the personas you've developed and pair each persona with a value proposition that meets their biggest pain point.

Step 3: Connect these features and benefits with the needs of your users

Step 4. Review your official value proposition list.

- You've narrowed your list down of lots of benefits and features by matching them with actual user needs. Now it's time to review the list of value propositions your product offers.

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Final Project: Assignment - Group

- Create a MIRO board and do your ideation there

- Create your user personas(Multiple based on your research)

- Identify the value propositions of your system

- Present each value in a sticky note on the board

- Each team member must use their own color of sticky notes(Provide a legend who uses which color).

- Connect each value proposition to each User Persona

- Mark X on the eliminated value upon finalization, do not delete it.

Exercise

Thank you ☺

Exercise: Define App Proposition Values

- Choose an app on your phone, any app

- List down the value propositions they have

- Clearly identify/pick out which values are not offered in other app

- ¼ YP