leal

About

leal is my Capstone Prject at Langara College. It is ongoing, so the content of this page will be updated as the project progresses. The presentation of the MVP is scheduled to be on 4th December 2018. As a college project, leal has a few very specific tasks and constrains. There is a very tight deadline of roughly 11 weeks and the tasks will be completed in weekly sprints. The goal of the project is to develop a concept from an idea phase to a functioning prototype.

The team working on the project consists of 5 people, 3 developers and 2 designers. As in any startup, each of us has to wear multiple hats. In addition to being the UX Design Lead, I am also in charge of managing the project. It is my responsibility to make sure the team follows the development plan.

Hats Worn:

* UX Research
* Ideation
* UX Design
* Prototyping
* UI Design
* Branding
* Project Management

Leal means Loyal

The concept of leal was inspired by already existing technology of guest engagement in Brazilian and Ukrainian restaurants. These businesses have their own apps that incentivize their guests to return and simultaneously gather impactful data about them. We wanted to create a similar technology for small businesses, such as grocery stores, barbershops or yoga studios. We aim to replace traditional loyalty programs such as punch cards and coupons. One of the biggest project challenges is to make the app a white-label so that different small businesses can adopt this loyalty program.

Goals and Expectations (UX Blueprint)

In order to understand our project better and to define our UX strategy we created the UX Blueprint. UX Blueprint showed us the key areas we need to focus on in order to deliver the MVP on time. As the result, we came up with a development plan and clear benchmarks of success to compare to at the end of the project.