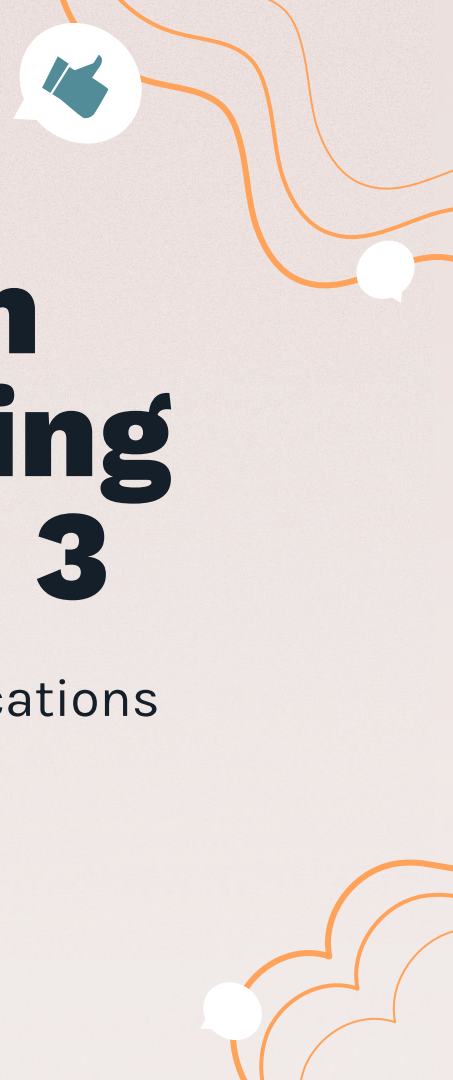




Design Thinking Group 3

Apps and applications



About EzGo

An app that
consolidates
memberships
applications into a
user-friendly
platform

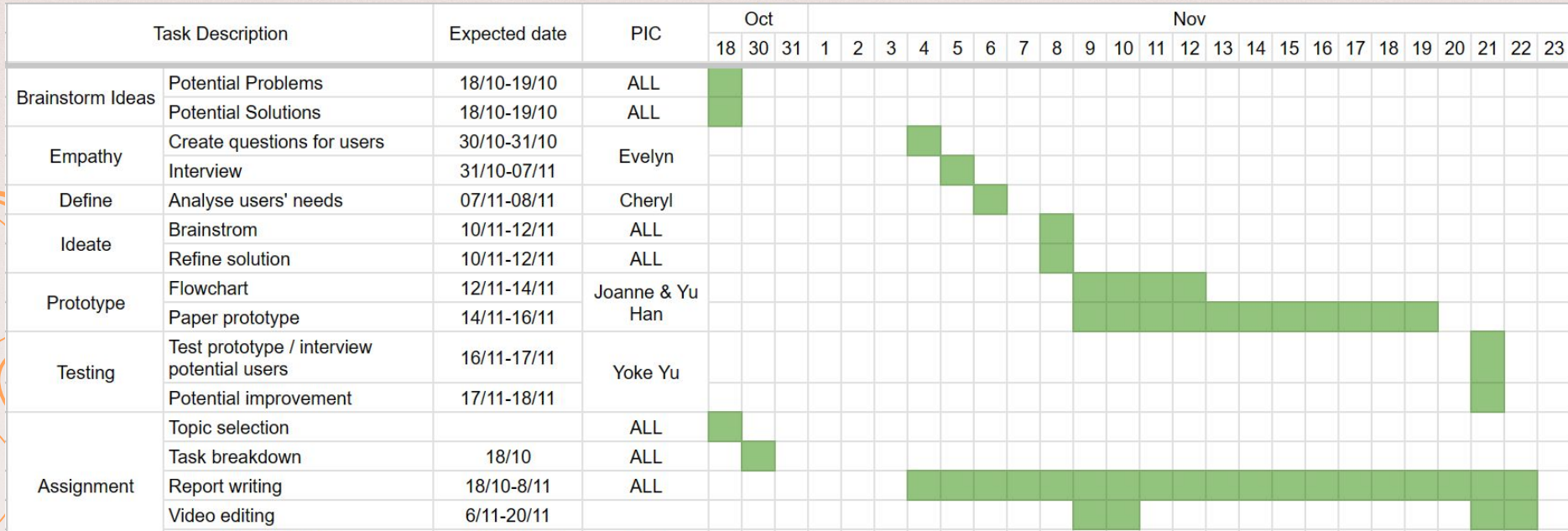


Inspiration



EVIDENCE

Gantt Chart



Team Working

Content Title	Member
Introduction	Lam Yoke Yu
Progress Tracking	Lam Yoke Yu
Problem and Solution	Cheryl Cheong Kah Voon
Interview	Evelyn Goh Yuan Qi
Conclude insights from the interview	Cheryl Cheong Kah Voon
Ideate	All Members
Prototype	Joanne Ching Yin Xuan & Lim Yu Han
Testing	Lam Yoke Yu
Reflection	All Members
Video Editing	Lim Yu Han, Cheryl Cheong Kah Voon & Lam Yoke Yu

EVIDENCE

Interview



Dr. Nur Elliyah

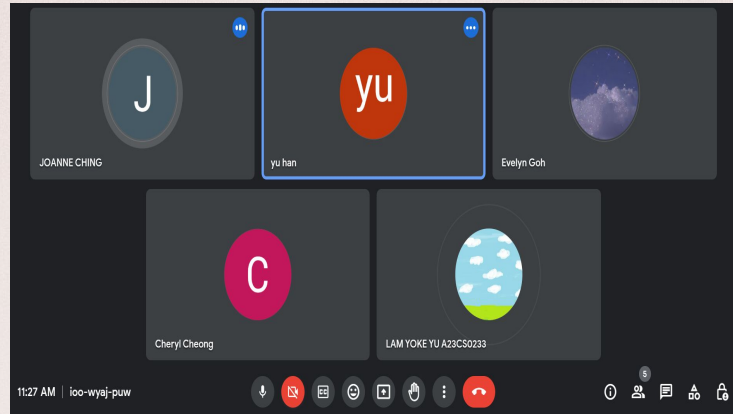


Mr Hakimi from UTM Digital

Meeting

03th

**(8/11/23):
Ideate Phase**



04th

**(21/11/23):
Finalisation of Report**



Testing



Meeting

05th

(22/11/23):

Prototype Discussion & Video Finalisation





Problem and solution



Problem: Need to download numerous apps for membership purposes

Solution: Users can access their membership through EzGo



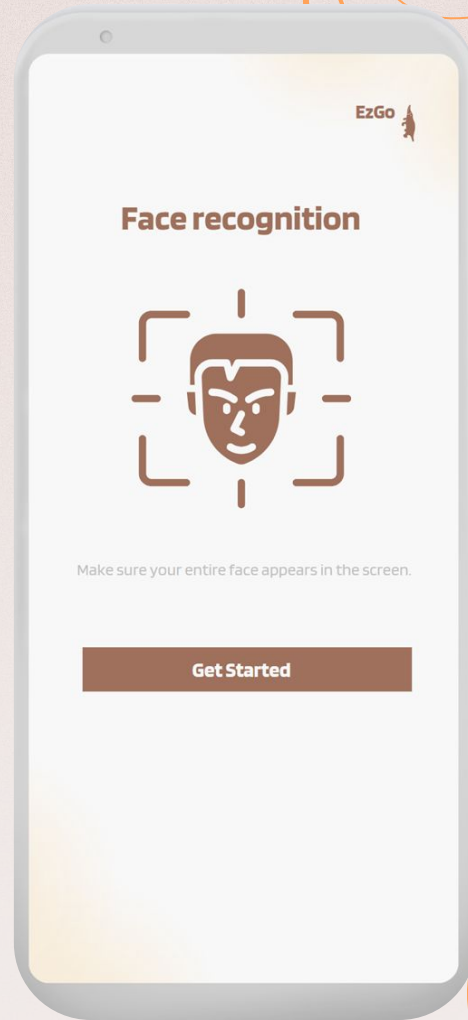


Problem and solution



Problem: Information security

Solution: biometric recognition
and data encryption in EzGo



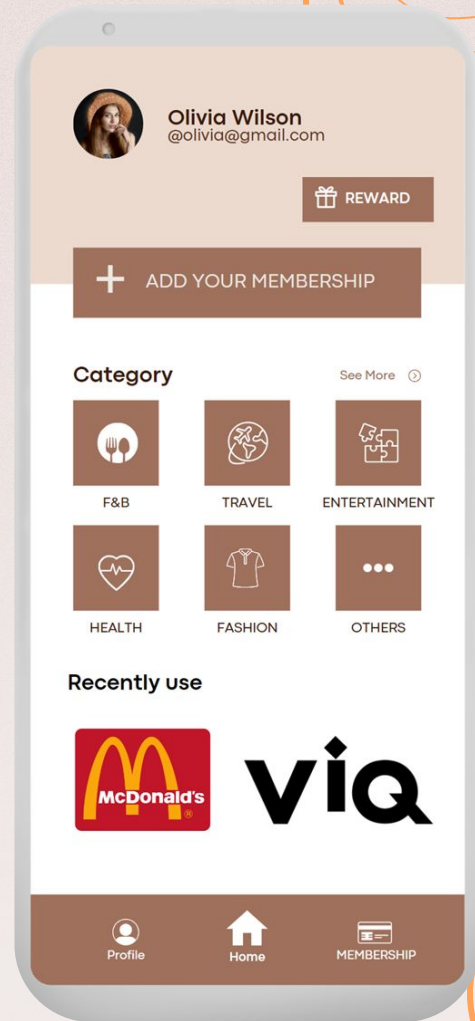


Problem and solution



Problem: Take time to look for the corresponding membership app upon checkout

Solution: simple interface in EzGo



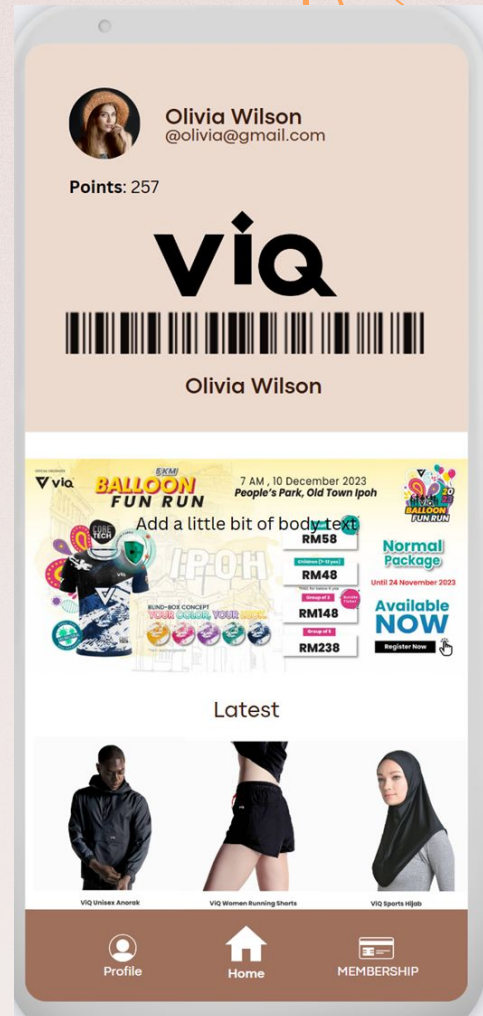


Problem and solution



Problem: TnG eWallet app doesn't provide advertising solutions for merchants

Solution: Merchants promote their membership systems and special offers through





Design Thinking Phase

Empathy: Interview



Dr. Nur Elliyah, lecturer from the Faculty of Computing



Mr Hakimi from UTM Digital

- Asked if they have experienced the problem we proposed
- Introduce “EzGo” to our interviewees and seek for suggestions and functionalities



Define



Problem

- Security of their data
- Personal information, transaction history, and other sensitive data may get hacked



Solution

- Apply secure login mechanisms
- Biometric recognition and data encryption
- Follow the data protection guidelines

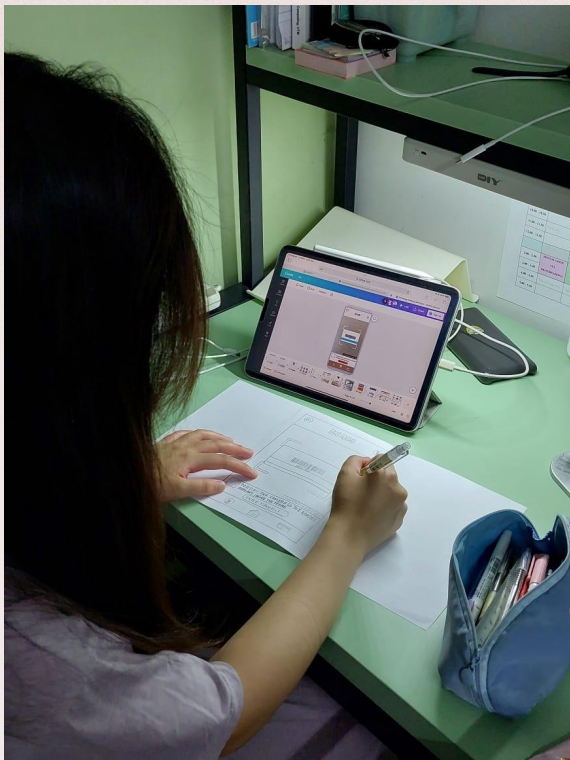


Ideate

Overview

	Cards	Application	Overview
Traditional Method	✓	✗	add existing membership card to our application
Application method	✗	✓	register as a member in our app
Application with other features	✗	✓	appear as a mini program

Prototype



Testing

Feedback

- User-friendly
- Addresses our problem

Concern

- Memory consumption





Thanks!

CREDITS: This presentation template was created by **Slidesgo**, including icon by **Flaticon**, and infographics & images from **Freepik**

