

Design Thinking Group 3

Apps and applications

About EzGo

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





Inspiration







EVIDENCE

Gantt Chart

-	Tarle Danawintian	Expected date	DIO		Oct Nov																								
Į.	Task Description		PIC	18	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Brainstorm Ideas	Potential Problems	18/10-19/10	ALL																										
	Potential Solutions	18/10-19/10	ALL																										
Empathy	Create questions for users	30/10-31/10	Evelyn																										
Empathy	Interview	31/10-07/11																											
Define	Analyse users' needs	07/11-08/11	Cheryl																										
Ideata	Brainstrom	10/11-12/11	ALL																										
Ideate	Refine solution	10/11-12/11	ALL																										
Dratatina	Flowchart	12/11-14/11	Joanne & Yu																										
Prototype	Paper prototype	14/11-16/11	Han																										
Testing	Test prototype / interview potential users	16/11-17/11	Yoke Yu																										
	Potential improvement	17/11-18/11																											
	Topic selection		ALL																										
	Task breakdown	18/10	ALL																										
Assignment	Report writing	18/10-8/11	ALL																										
	Video editing	6/11-20/11																											

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: Need to download numerous apps for membership purposes

Solution: Users can access their membership through EzGo



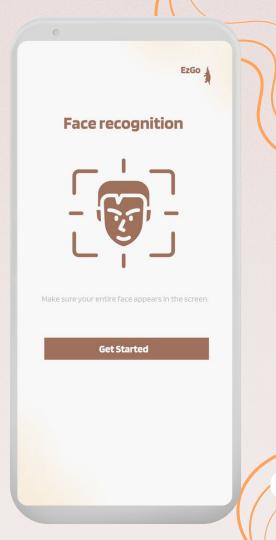




Problem: Information security

Solution: biometric recognition

and data encryption in EzGo

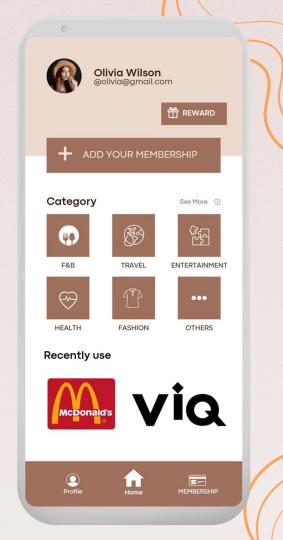






Problem: Take time to look for the corresponding membership app upon checkout

Solution: simple interface in EzGo

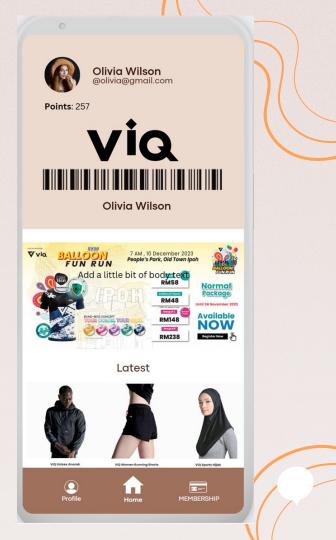






Problem: TnG eWallet app doesn't provide advertising solutions for merchants

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



- 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

				Overview						
		Cards	Application							
	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

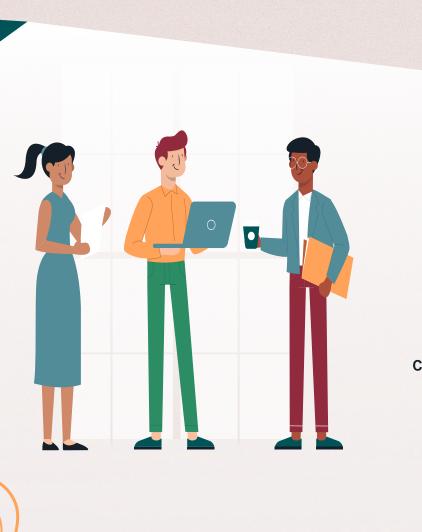
Concern

Memory consumption









Thanks!

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