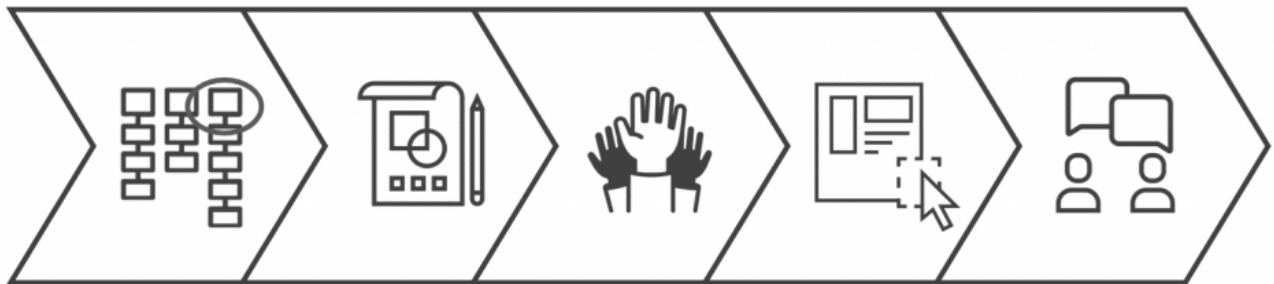


B2 - Design Sprint

B-DES-200

Garrasi

Design sprint



Garrasi



- The totality of your source files, except all useless files (binary, temp files, obj files,...), must be included in your delivery.

In 2020, the Internet had no less than 1,778,391,561 websites. Information, e-commerce, social networks, video, media etc... this content is disseminated at an incredible speed without taking into account borders, countries or continents.

Internet users are now, more than ever, actors in this flow of information and content. Comments and speeches are now placed at the center of information. The Internet user speaks, he influences the information.

It is on this observation that we are going to create Garrasi: a web application that allows you to comment on any content visible on the Internet and to share it with the Garrasi community.

Garrasi is a web application that will allow users to comment on all of the content found on the Internet. Each comment will be shared by the entire Garrasi user community.

Examples

- Jean-René, 14, is browsing a sneakers site and wishes to comment on the latest pair of Off-White. JR would like to add a comment to the product sheet: "Too beautiful! I love these shoes! »And shares, de facto, the comment with the entire Garrasi community who can now like, dislike or respond to this comment.
- Marie-Clémentine, 23, is on a news site and would like to comment on an article on mobility since the COVID crisis. She wants to share her testimony: "I have been cycling to work for years and I have never seen so many people on the road" and shares the comment de facto.

Our tool will make it possible to decentralize comments from social networks and to have a new vision of the web through participatory on sources (OSINT) or simply by adding a comment thus federating communities around websites.

Garrasi is free, Garrasi is accessible from the age of 13, Garrasi wants to conquer the target 13-35 years old.

Your present tasks

During 2 days, you want to start addressing the main issues that you may encounter in the design phase of your project. That's why, in groups, you are to explore the various elements that you brought up in the brainstorming phase.

DAY 1

Today, your objective is to figure out the existing offer, to draft the profile of your users, and to single out your project with a unique trait.

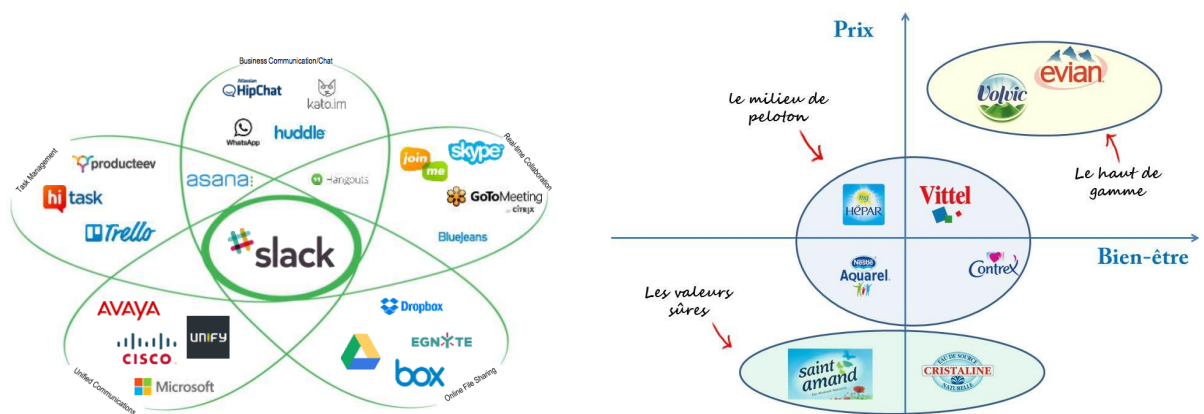
1. You need to figure out what the existing offer is in order to grasp the specificities you could offer in your app.

Benchmarking

Once your idea of the service is clear and understood, it is important to always start a project with an inventory of what is happening in the market, in order to start to assess where the added value of your service will be placed. Several elements can make the difference: having a different approach to the product / service, proposing a complementary offer, communicating differently with your customers

...

A good Benchmarking will highlight what makes YOUR product / service different from the existing ones while summarizing what is happening in the market (trends) and who is already present and performing. Explore existing offers and find out what the main advantages and pitfalls are, for each of them.



Deliverable

You'll hand in a clear and concise grid/scheme elaborated to benchmark this type of product. The grid will be completed with the comparison elements of 4 main competitors.

The delivered file will be named *Benchmarking_Garrasi2020.pdf*



Advised keywords for research: company.com, crunchbase, similarweb, statista

2. Now that you figured out the existing offer, you want to work out what your users may look like.

Personas

A good idea is worthless if it is of no use to anyone. It is therefore important to think about Why? and for whom? Do this before even thinking about the specific functionalities of your product / service.

As a reminder, definition of a Persona: “fictional character created to analyze the behavior of a customer or a prospect. These characters aim to remain a central element of reflection during the development of a product / service. The goal is for the team to question each time a feature is developed: the needs, motivations and objectives of the personas to use (or not) it. Personas put the human back at the center of technical development.”

Use the description of the project and write “template users” for Garrasi.

Deliverable

Hand in 3 complete personas in order to better figure out who your users are.

The delivered file will be named *Personas_Garrasi2020.pdf*



Advised tools: Hubspot, uexpressia or another tool may help you.

Jean-claude Morin

Age 64 ans

Métier ingénieur à la retraite

Situation marié, 2 enfants

Ville Fontainebleau

Caractère Cartésien

Dynamique Sociale Organisé



“ J’ai mis comprendre tout cela, mais ça prend beaucoup de temps, et ce n’est plus ma priorité ”

motivations

Loisirs sportifs

Voyage

apprendre et comprendre

Famille

Santé

objectifs

- Contacter ses enfants vivant à l'étranger
- Voyager et profiter pleinement de sa retraite
- Rester en bonne santé physique et mentale

frustrations

- Désir de s'impliquer dans l'achat, mais le choix est complexe et changeant.
- Le coût de l'utilisation du téléphone en voyage.

bio

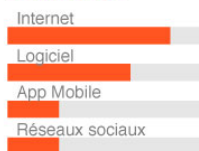
Jean-Claude est retraité depuis quelques années. Ces enfants travaillent à l'étranger. Il a donc maintenant du temps pour voyager avec son épouse et faire diverses activités sportives.

Il cherche toujours à comprendre comment les choses fonctionnent mais il n'a plus le temps et l'envie de suivre toutes les nouveautés technologiques comme il le faisait auparavant pour son travail.

Attentes



Technologie



3. You now want to make sure you can stand out from the crowd with your offer.

Unique value proposition

A value proposition is a product, service, or experience that creates benefits (for the customer) and solves problems. The value proposition is more than about communication - it is the reason for and the rationale for your business.

- After having defined your personas => you know their needs,
- Thanks to your Benchmark => you know your strengths and what makes your solution stand out.

All this is therefore summarized under your "Value Proposition" which brings together 3 essential points:

- The problems that your product / service solves.
- The benefits of your product or service.
- The arguments that prove that you are doing better than your competition.

What is it that your users will benefit from, that they don't find in another product? (a feature? An Experience? A philosophy?)

Deliverable

Using a simplified version of the Lean Canvas, complete only the 4 cells concerned by : customer segment, problem, unique value proposition, solution.

The delivered file will be named *LeanCanvas_Garrasi2020.pdf*.

PROBLEM List your customers' top 3 problems 2	SOLUTION Outline possible solution for each problem 4	UNIQUE VALUE PROPOSITION Single, clear, compelling message that turns an unaware visitor into an interested prospect 3	UNFAIR ADVANTAGE Something that can't be easily copied or bought 9	CUSTOMER SEGMENTS List your target customers and users 1
EXISTING ALTERNATIVES List how these problems are solved today	KEY METRICS List key numbers telling how your business is doing today 8	HIGH-LEVEL CONCEPT List your X for Y analogy (e.g., YouTube = Flickr for videos)	CHANNELS List your path to customers	EARLY ADOPTERS List characteristics of your ideal customer
COST STRUCTURE List your fixed and variable costs 7		REVENUE STREAMS List your sources of revenue 6		

DAY 2

Today, your objective is to make your solution concrete and testable. In other words, choose the options / features that you will offer through your platform. Let's prototype !

1. Using the personas you created yesterday, write 3 customer journeys, in order to better understand what happens when a user uses your app.

Customer journey

The Customer Journey, or "parcours client" in French, refers to all of the actions and interactions that a customer will have with a company. This process is understood in a global sense, that is to say that the objective is to understand what journey your customer will take from the discovery of the service, through the process of purchase and then the use of the service, once bought, in order to always reflect on the needs of my user in order first of all to encourage him to purchase and secondly to build loyalty by offering updates that correspond to his expectations.

Deliverable

Hand in a file with the 3 customer journeys.

The delivered file will be named *Customerjourney_Garrasi2020.pdf*.



Advised tool: [crustellence](#)

CUSTOMER JOURNEY CANVAS

CUSTOMER NEEDS
What are the customer's basic needs at this moment?

KEY MOMENT
What does the snapshot picture of this moment look like?

CUSTOMER SATISFACTION
How satisfied is the customer at this moment?

BY DESIGNABETTERBUSINESS.COM

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2. Now that you found out who your users can be and how they'll interact with your product, go ahead and prototype your app.

Prototype

An essential step during which ideas come face to face with reality! After having carried out all the research to fully understand your users and their needs, it is now time to put into practice and make the different expectations functional. It's a time to feel free and creative. You have to put everything down and you will have time to readjust. The goal is to create a first model of your service to:

1. Be able to concretely test your solution with your users and adjust according to their feedback,
2. Be able to discuss with your development team beforehand to make sure that what you are looking to create is doable / not too expensive - establish a development budget.

Deliverable

Hand in a prototype for each meaningful view of your app, you can start with a paper prototype, but the final version must be a model prototype.

The delivered file will be named *Prototype_Garrasi2020.pdf*.



Advised tools: Adobe XD, CANVA, Figma, Sketch



DAY 3 TO 5

Now that you have a good idea of what needs the project intend to fill and it's intended user base, start developping the project as best as you can.

Besides the technical aspect, the goal here is to setup a work organisation for your group, communicate clearly together and produce a project that fit the needs.