

# DOGO DOUBLE DIAMOND REPORT

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## PHASE ONE & TWO

Lessons learnt in phase one and two  
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# DISCOVERY STAGE

The beginning phase in the design process, where it was important for us to collect detailed information about Dogo the app, the overall project goals, current problems to be aware of and the target users this project is aimed to cater to .

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## VALUE

This stage is of high value as it allowed me to better identify the result goals, the type of target audience we are catering to & the aspects of need that we could attend to .

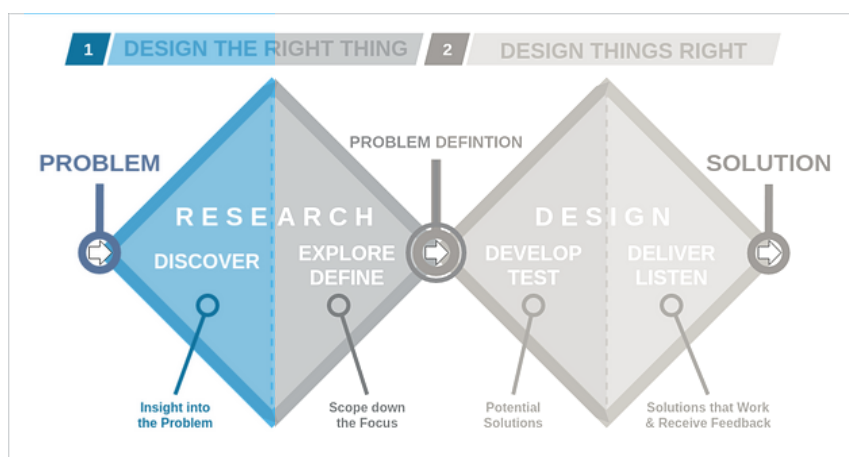
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## LESSONS

**Collect & Listen :** In studying and talking to the target audience I learnt how best to define and outline the overall development goals needed for the Dogo app. I was exposed to large range of pain points that dog owners experience in the different stages of owning a dog.

**Data :** I learnt how best to prioritise the data collection methods used and learnt more about the users and took the data collected and placed it in a readable format.

**Competitive analysis:** Seeing why and how other apps that cater to the same audience have success was vital in seeing what areas needed improvement in the dogo app. It also helped me identify a gap in the market that a large majority of others app were missing.



## DEFINE STAGE

The definition stage of the Double Diamond model represents a filtering of the ideas and data taken from stage one. It also sets the context for product development, assesses the realism of what can be done and analyzes how this project agrees with the corporate brand.

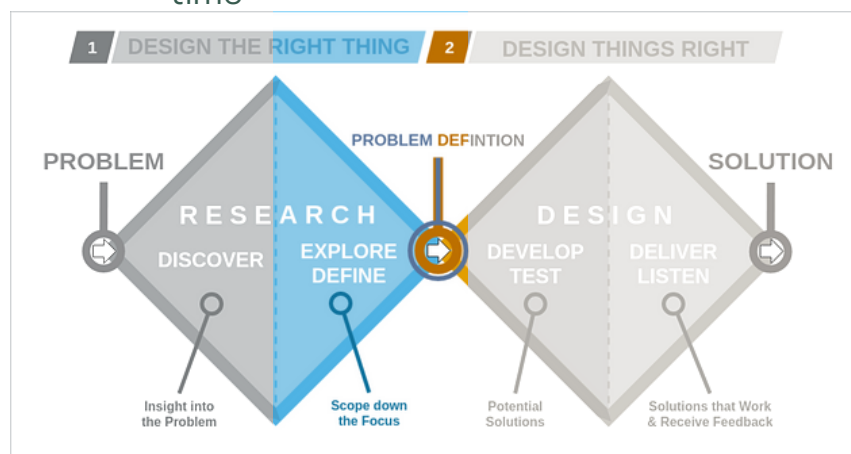
## VALUE

This is the point where you synthesize what you know about the customer and their needs into an actionable plan from which you can generate ideas and, ultimately, a final product that will meet those needs.

## LESSONS

**Precision & Priority :** A greater level of precision of insights and data collected was applied in this stage. I like to take what users are struggling with then defining their problems and then looking into suggesting ways of fixing those issues. A more narrow approach was also applied here. I had to choose which issues were of priority to fix without overloading the app .

**Feature Priority & Actualisation:** This lesson was important to me because I was able to learn skills that would be helpful in projects such as this one. Making decisions not based on my own opinion but on what I've understood from studying the app format and the audience's pain points & features that they enjoying using. A level of realism as well was applied in this section as I had to be aware what could possibly be created and function as desired with the given time



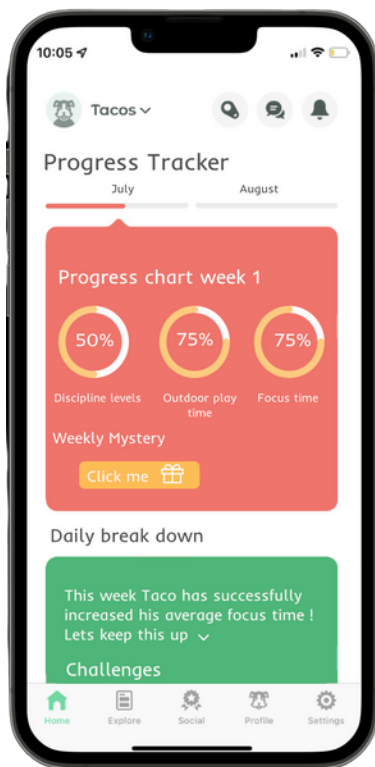
## DEFINE CHALLENGES

The challenges I face in the stage was understanding how best to condense information collected and provide a visual representation as a solution. Personally as a designer

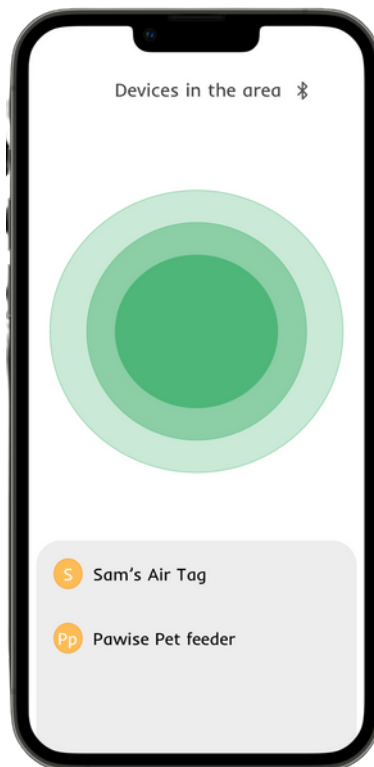
## VALUE

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## DELIVERABLES



Lesson Progress Tracker

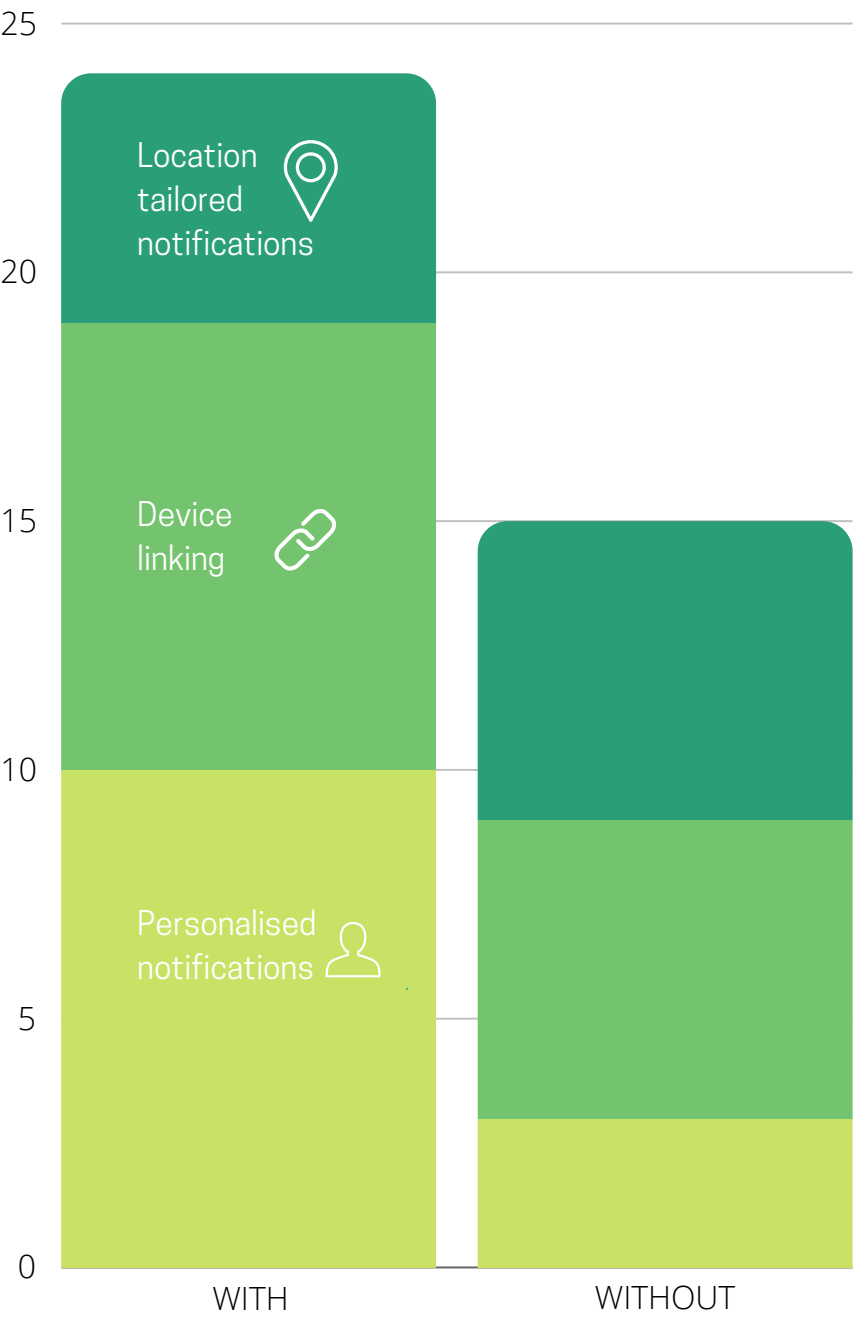


Connection to air tags to help locate pet



Connection to air tags to help locate pet

# ENGAGEMENT PREDICTIONS



This graph roughly shows the predicted increase the Dogo app could receive in engagement with the proposed features.

# PROGRESSING FORWARD

The next two stages of the design stage is the Develop test and Deliver listen stages. The important thing is that this stage of the Double Diamond model marks the start of the actual design process, the making of the solution to the problem defined in stages one and two. Im excited to present my final design suggestions for the Dogo app.

