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| Design Thinking Phase | Objective | Application to the problem | Solution Found |
| 1.Scope | **Developing and testing a user-friendly mobile app.** | **With the growing focus on health and fitness, users are increasingly turning to mobile apps to track their workouts, monitor their progress, and maintain a healthy lifestyle.** | **The challenge is to develop and test a mobile fitness tracking app that is both easy to use and effective, ensuring that users can quickly track their fitness activities, access personalized recommendations, and feel motivated to reach their fitness goals.** |
| 2.Empathize | **Understand the user's needs, challenges, and experiences.** | **Conduct surveys and interviews with commuters to gather feedback about their pain points (delayed buses, difficult to navigate, no real-time updates, etc.).** | **Users want to have real-time updates on bus arrivals, the ability to plan their routes, and an easy-to-use interface that helps them navigate without confusion.** |
| 3.Define | **Define the problem clearly based on insights gathered.** | **Synthesize the data from the research phase. Identify key issues and user pain points. Create personas (e.g., working professionals, students, elderly).** | **"Users struggle to plan their commutes effectively due to a lack of real-time information and an intuitive interface. There’s a need for accurate, easy-to-use scheduling and route planning."** |
| 4.Ideate | **Generate ideas and brainstorm potential solutions.** | **Brainstorm potential features: real-time tracking, route planning, notifications, social sharing, multi-modal transport support, user reviews.** | **Develop a feature list: route planning, real-time bus tracking, integration with local events for dynamic updates, in-app alerts, easy-to-read maps, offline access.** |
| |  | | --- | | **5.PROTOTYPE** | | **Build low-fidelity prototypes to visualize ideas.** | **Create wireframes or mockups of the app interface, focusing on key features like the home screen, route planning, and real-time updates.** | **Create clickable prototypes using tools like Figma or Sketch, showing how the app will look and function with real-time data, user feedback, and map interfaces.** |
| 6. TEST | **Test the prototype with real users to gather feedback.** | **Conduct usability testing with commuters from different backgrounds (students, working professionals, elderly). Observe how they use the app and gather feedback.** | **Iteratively refine the app’s interface based on user feedback. For example, making the text size adjustable for the elderly or integrating voice commands for hands-free use.** |
| 7.Implement | **Develop the final product and launch it for wider use.** | **After refining the app based on user feedback, develop the final version of the app and roll it out to a limited user base for real-world usage.** | **Full app launch with a seamless experience, bug-free features, and continuous user support. Collect data to assess long-term user satisfaction and improvements.** |