Clasifigo

Special Offers Map Aggregator

VISION/ GOAL

Create a special offers website that allows users to find promotions and offers from local shops on a map. The quickest way of finding deals and comparing prices in shops near to you.

BACKGROUND

Length:	Approx 5 months (7 sprints).
Roles:	3 man start up… 2 Developers (1 CTO/Backend Developer, 1 Frontend Developer), and 1 Product Designer / Product Owner (me) all based in a tech start up incubator.
Requirements:	As a start-up, we defined the spec and functionality ourselves (rather than given by a client).
Location:	Madrid Tetuan Valley Incubator

APPROACH

Research (Opportunity/Problem/Need) – Ideation - Spec – Requirements – User Story Map - User Stories – Wireframe – Hi-Fidelity Mock up – Clickable Prototype – Backlog creation - Developer hand-off – Coding – User Testing – Feedback – Review - Iteration.

The above procedure is an overview of the methods we used to develop the product incorporating Lean Startup concepts, User Centred Design and SCRUM to achieve quickest TtM. This case study will go through each phase in some detail.

In terms of involvement, I identified the opportunity and market need via research on keyword volumes, then defined the product vision. I found co-founders through the incubator management, and put together a spec and requirements then, in liaison with developers, put together a User Story Map & User Stories. I created wireframes & mock ups. The team reviewed these for technical feasibility then I turned them into a clickable prototype. Then together we created a backlog of features, tech tasks and technical debt /bugs.

Throughout the coding phase over several months of sprints, the team demoed feature releases in sprint review meetings. After most of the backlog was done we put it front of customers to get feedback early on to check if it would deliver value.

FUNCTIONAL REQUIREMENTS

Functionality	Optional functionality:

Defined in this case as being the functionality required to achieve the transaction of student and teacher getting in contact Map search Side Offer box Filters (menu or buttons). Aggregation of offers from various other sites via APIs Allow users to see prices or discounts Geo-localisation: Give users the locations of promos	Filters (menu or buttons). User alerts Payments through our site. Profiles Email verification

TECHNICAL SPECIFICATION

Using Google Maps API functionality + feeds from special deal sites' APIs like Groupon, to place and aggregate these deals on to a map. So this allows users to find special deals/price reductions close to them. Physical shops, cafes, takeaways and other retail can also post deals and discounts (50% off) or low prices on the map.

USER STORY MAP

USER STORIES

The next thing is translating the requirements & prototype into user stories/PBIs to go into a product backlog

Map box: As a user I need to quickly find offers to save time.

Side results: As a user I might like to click to view more

API feed: (Text, location, price)

Localisation on map:

Filters (Type): Users might like to narrow their search to get only some relavent deals.

USER RESEARCH

Method: Conducting user research going to visit shops / retail owners in Madrid, to talk about marketing online and special offers, these are the aggregated responses.

	Shop /retail owners	29
	Interest in online promotion	90%
	Find digital confusing	15%
	Too expensive	52%
	Need more customers	90%
	Rely on local repeat clients	57%
	Do special offers	60%

USABILITY TESTING

Questions	User Responses
Device type	Mobile: 49% Tablet: 23.5% Desktop: 27.5%
Easy to sign up?	Yes 76%
User Goals: What are you trying to achieve on the site/app?	
Blockers: Did anything stop you achieving your goal?	
Time taken: How many minutes did it take to complete?	
Difficulty: Anything slow/ unobvious/ unintuitive?	
Frequency of use: Would you use this again and often?	
Improvements: Can anything be done better? Any other features you might want?	

Prototypes