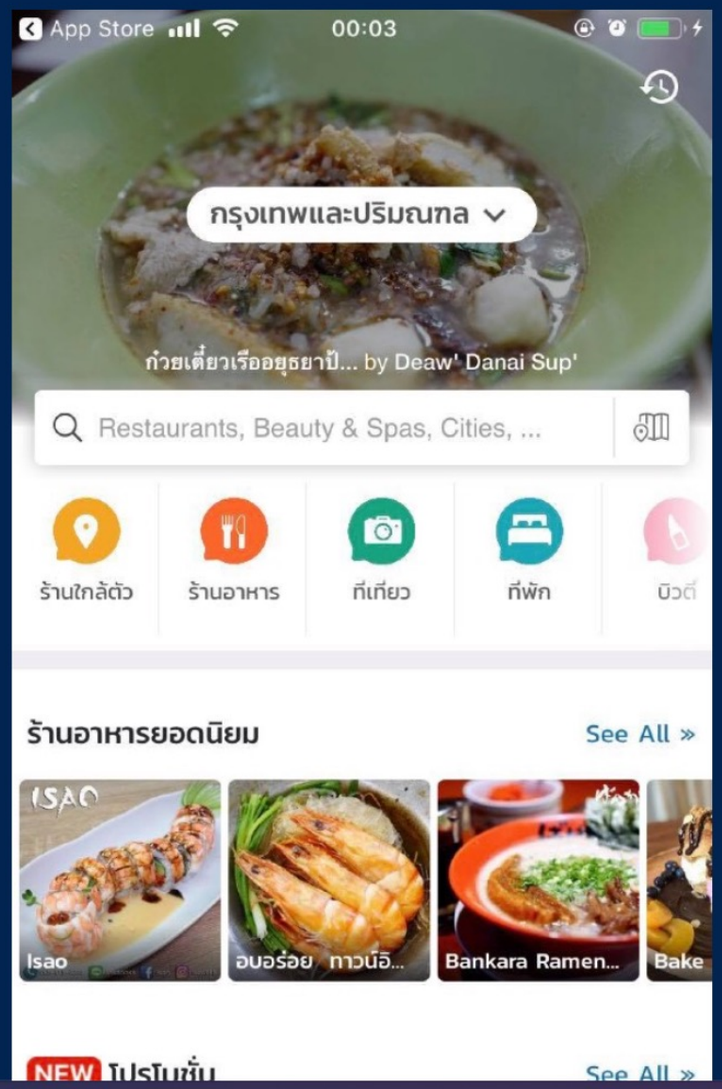
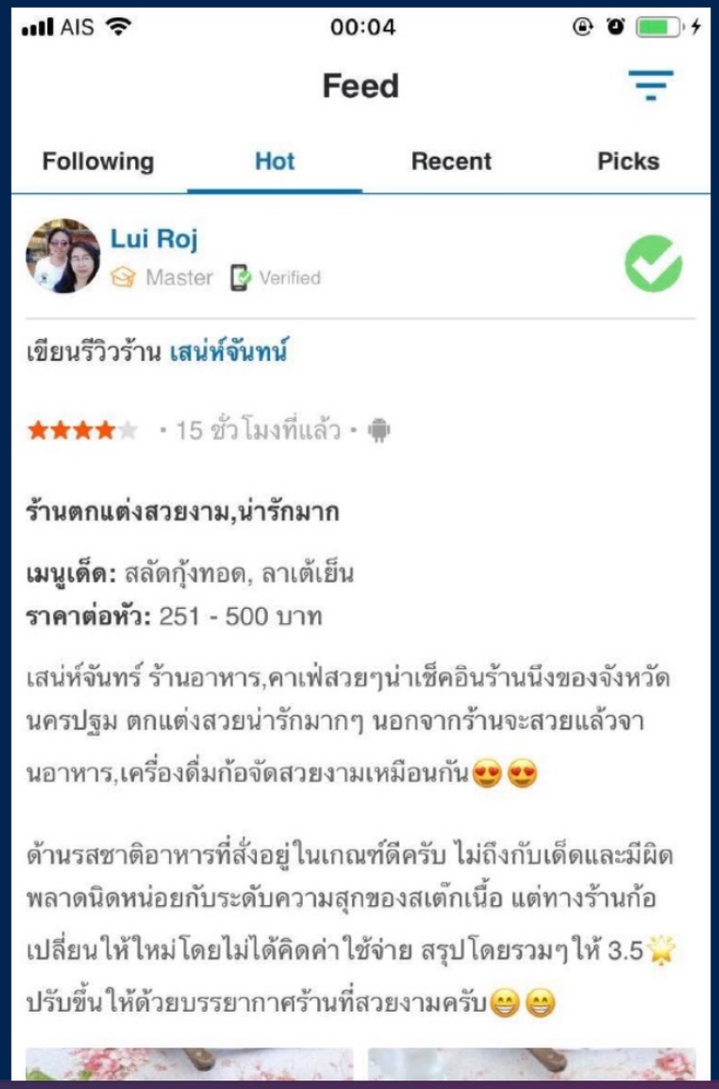
PROJECT WORKSHOP:

Re Design App : Cooking Recipe





Who is your persona

✗ **Most Download**

✗ **Most Register**

✗ **Most Use** Active user, Cohort

✓ **Most Love** NPS

How Might We

https://www.nngroup.com/articles/how-might-we-questions/

How Might We...?

HMW:

Create multiple patient profiles

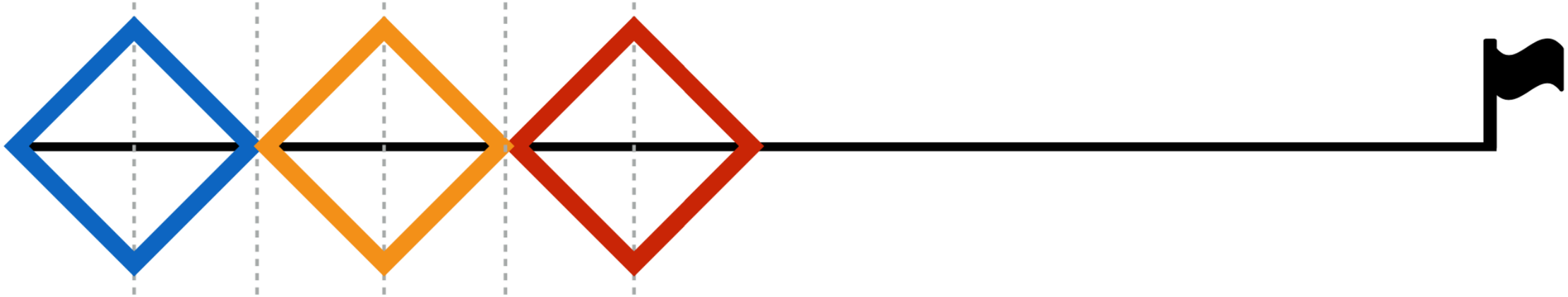
HMW:

Keep the layout simple?

HMW:

Use autofill to reduce repetition?

Long term goal



Start at the end and agree to a long-term goal

5:00

In 3 years times …

One most important goal for your organization

Note & Vote

5:00

In 3 years times …

User Think have a condo are better than house

In 3 years times …

User love to move all family to the same condo

In 3 years times …

Condo are new type of village

In 3 years times …

Move condo is easy like move from Line to Messenger

In 3 years times …

User change condo every year

In 3 years times …

Condo give impact to Work life Harmony

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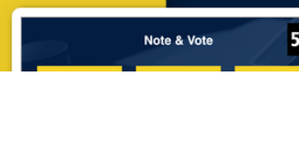

THE BEST LONG-TERM BUSINESS GOALS

Increase sales	Build brand recognition	Create a stellar reputation	Grow social media following
Get on the first page of Google	Open a new location	Launch a new product or service	Host promotional events

LOCALiQ

HMW :

ขอ idea ดีที่สุด ที่จะแก้ปัญหานี้

แนวทางการแก้ปัญหาให้ผู้ใช้ **ชื่อ idea**	แนวทางการแก้ปัญหาให้ผู้ใช้ **ชื่อ idea**	แนวทางการแก้ปัญหาให้ผู้ใช้ **ชื่อ idea**
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Scoping the topic

Example

Here's an example of the decision process for selecting a topic and narrowing the scope. At each step, we make a choice about which option we want to pursue (the chosen options are shown here in italics).

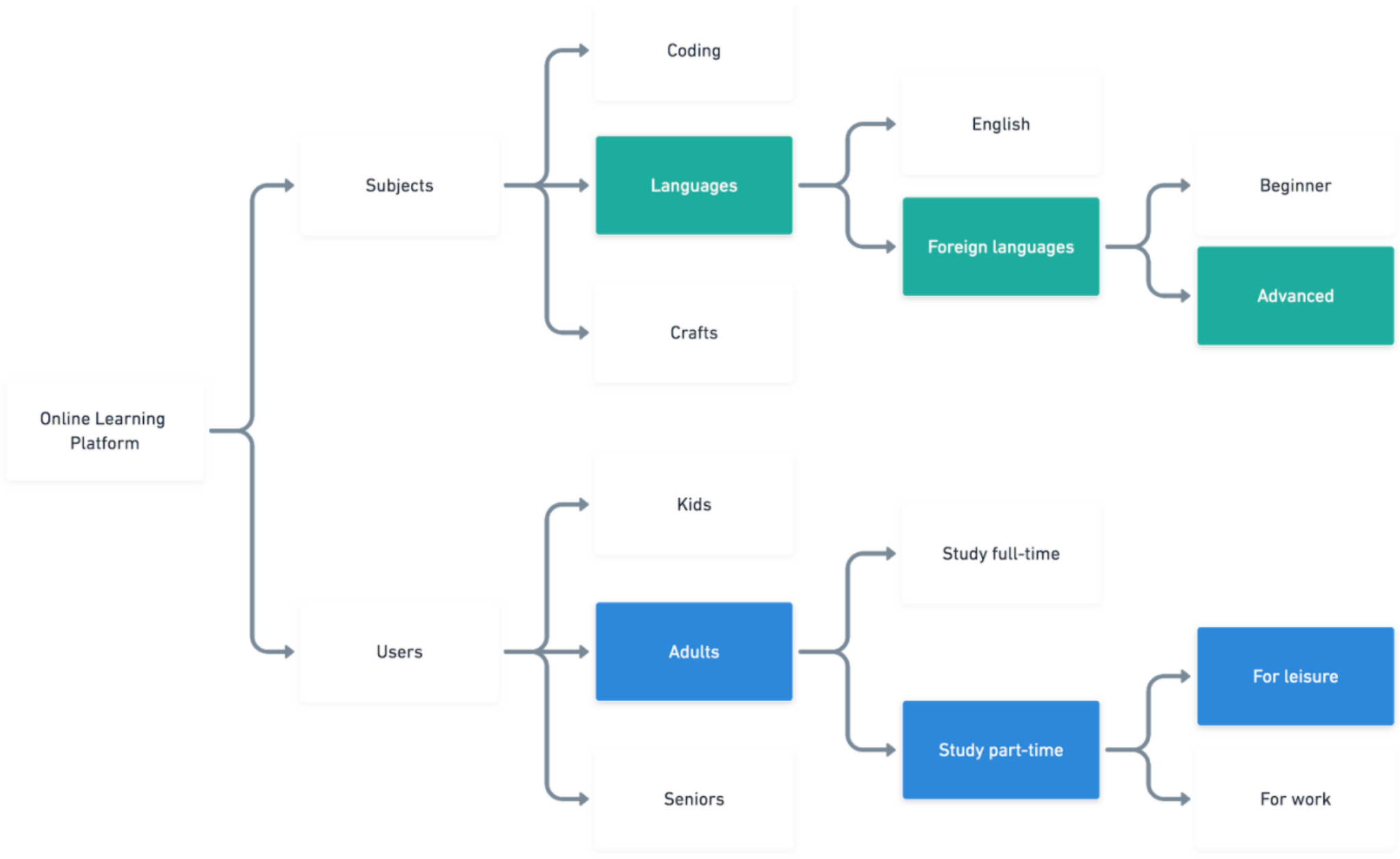
1. **Choose a domain/industry**
    - *Food ordering*, online learning, buying shoes online, etc.

2. **Choose a more niche market**
    - Food ordering → *ordering pizza from a pizza chain*

3. **Choose a user group (only one)**
    - Who are the users of a pizza ordering app?
        - Chefs who need to track incoming orders
        - Pizza delivery man
        - Store managers who want to see sales
        - *Customers*

4. **Narrow down the users**
    - Office managers who buy 20 pizzas for a company party
    - People who want to eat pizza inside the pizza shop
    - *College students who just want to order a pizza delivery*

5. **Choose a single critical user journey**
    - Sign-up for the app
    - Set up payment
    - *Choose a pizza*
    - Check delivery time

The final scope: *Design an app for college students to order pizza.*

To create a diagram showing possible users and subjects you could target. Below is an example, which I created with Whimsical.com. You can use any tool you like for this process (e.g., digital tools, pen and paper, whiteboard, etc.).