# Design Thinking Group 3

Apps and applications

# About EzGo

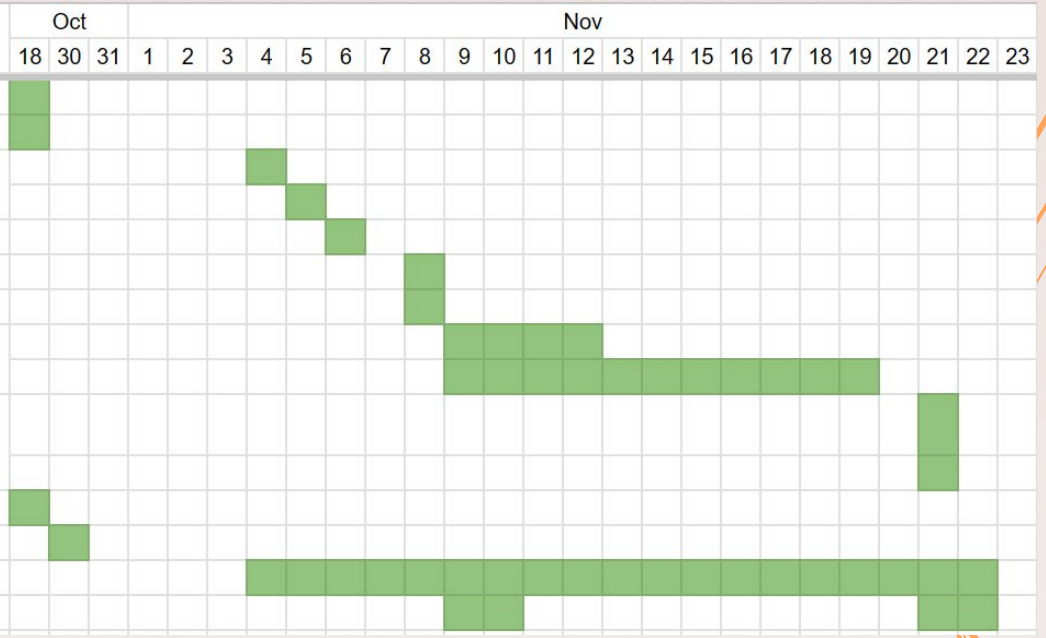
An app that consolidates memberships applications into a user-friendly platform

# Inspiration

# EVIDENCE

## Gantt Chart

| Task Description | | Expected date | PIC |
|---|---|---|---|
| Brainstorm Ideas | Potential Problems | 18/10-19/10 | ALL |
| | Potential Solutions | 18/10-19/10 | ALL |
| Empathy | Create questions for users | 30/10-31/10 | Evelyn |
| | Interview | 31/10-07/11 | |
| Define | Analyse users' needs | 07/11-08/11 | Cheryl |
| Ideate | Brainstrom | 10/11-12/11 | ALL |
| | Refine solution | 10/11-12/11 | ALL |
| Prototype | Flowchart | 12/11-14/11 | Joanne & Yu Han |
| | Paper prototype | 14/11-16/11 | |
| Testing | Test prototype / interview potential users | 16/11-17/11 | Yoke Yu |
| | Potential improvement | 17/11-18/11 | |
| Assignment | Topic selection | | ALL |
| | Task breakdown | 18/10 | ALL |
| | Report writing | 18/10-8/11 | ALL |
| | Video editing | 6/11-20/11 | |



# Team Working

| Content Title | Member |
|---|---|
| Introduction | Lam Yoke Yu |
| Progress Tracking | Lam Yoke Yu |
| Problem and Solution | Cheryl Cheong Kah Voon |
| Interview | Evelyn Goh Yuan Qi |
| Conclude insights from the interview | Cheryl Cheong Kah Voon |
| Ideate | All Members |
| Prototype | Joanne Ching Yin Xuan & Lim Yu Han |
| Testing | Lam Yoke Yu |
| Reflection | All Members |
| Video Editing | Lim Yu Han, Cheryl Cheong Kah Voon & Lam Yoke Yu |

# EVIDENCE

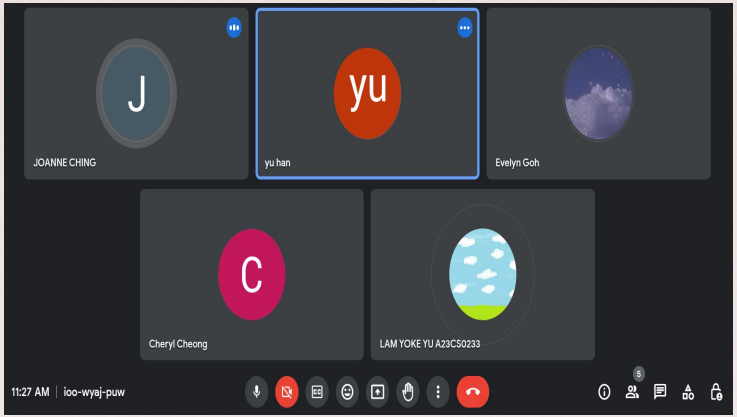
## Interview

Dr.Nur Elliyah

Mr Hakimi from UTM Digital

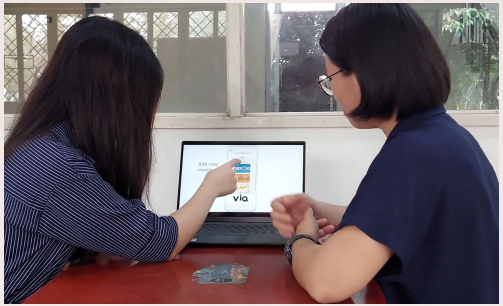
# Meeting

## 03th (8/11/23): Ideate Phase




## 04th (21/11/23): Finalisation of Report

## Testing



# Meeting

**05th** **(22/11/23):**
**Prototype Discussion & Video Finalisation**

# Problem and solution

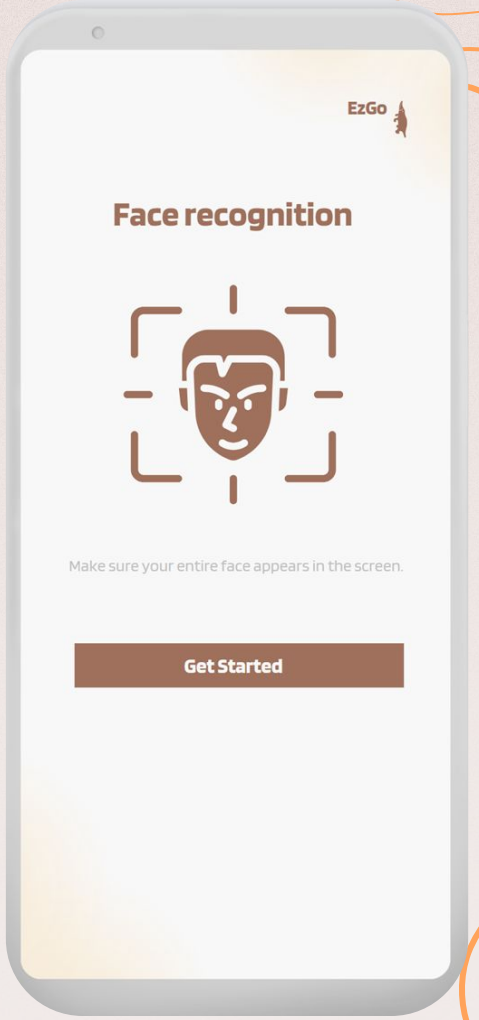
Problem: Need to download numerous apps for membership purposes

Solution: Users can access their membership through EzGo

# Problem and solution

Problem: Information security

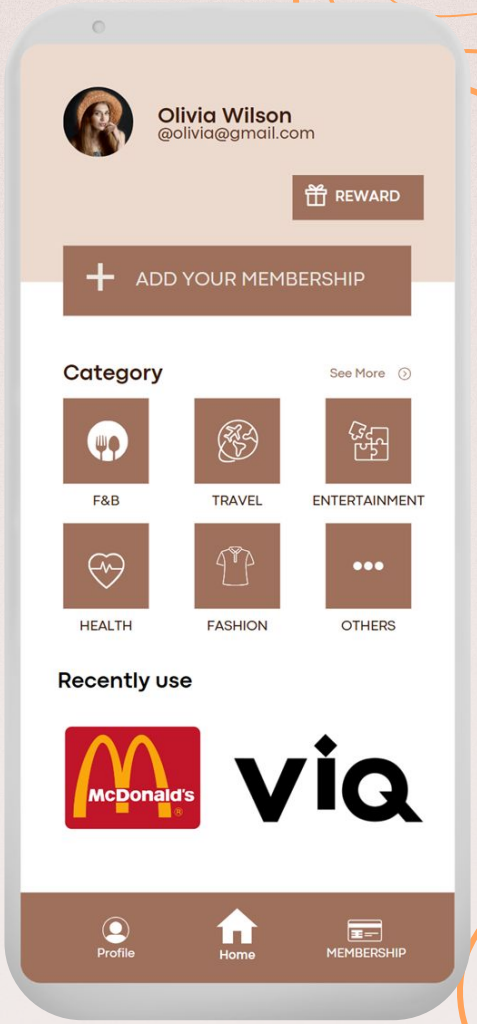
Solution: biometric recognition and data encryption in EzGo



# Problem and solution

Problem: Take time to look for the corresponding membership app upon checkout

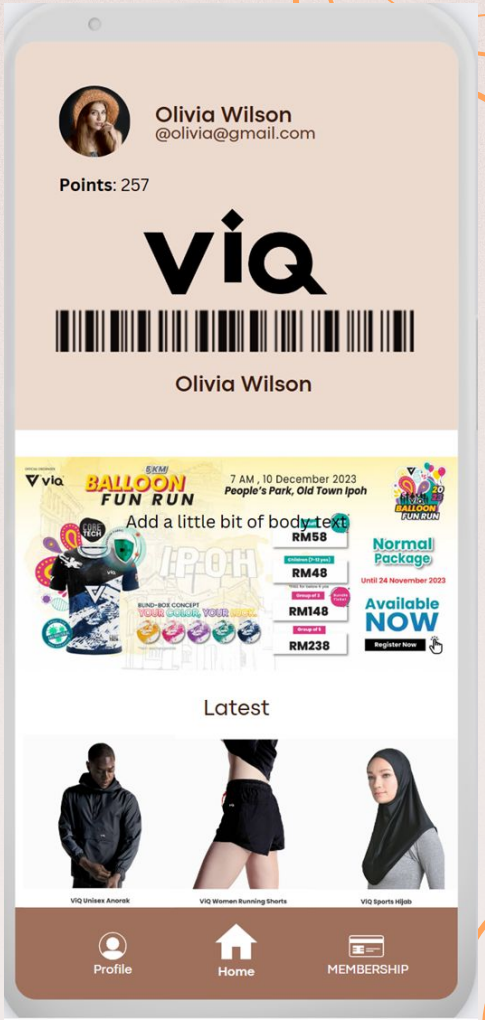
Solution: simple interface in EzGo



# Problem and solution

Problem: TnG eWallet app doesn’t provide advertising solutions for merchants

Solution: Merchants promote their membership systems and special offers through



# Design Thinking Phase

# Empathy: Interview

**Dr. Nur Elliyah, lecturer from the Faculty of Computing**

**Mr Hakimi from UTM Digital**

- Asked if they have experienced the problem we proposed
- Introduce “EzGo” to our interviewees and seek for suggestions and functionalities

# Define

## Problem

- Security of their data
- Personal information, transaction history, and other sensitive data may get hacked

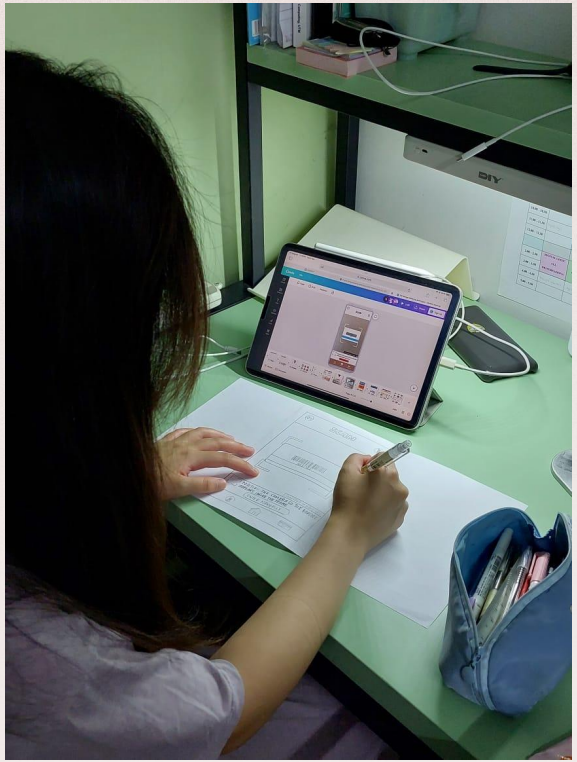
## Solution

- Apply secure login mechanisms
- Biometric recognition and data encryption
- Follow the data protection guidelines

# Ideate

| | Overview | | Overview |
|---|---|---|---|
| | **Cards** | **Application** | |
| **Traditional Method** | ✓ | ✗ | add existing membership card to our application |
| **Application method** | ✗ | ✓ | register as a member in our app |
| **Application with other features** | ✗ | ✓ | appear as a mini program |

# Prototype



# Testing

Feedback

- User-friendly
- Addresses our problem

Concern

- Memory consumption

# Thanks!

**CREDITS:** This presentation template was created by **Slidesgo**, including icon by **Flaticon**, and infographics & images from **Freepik**