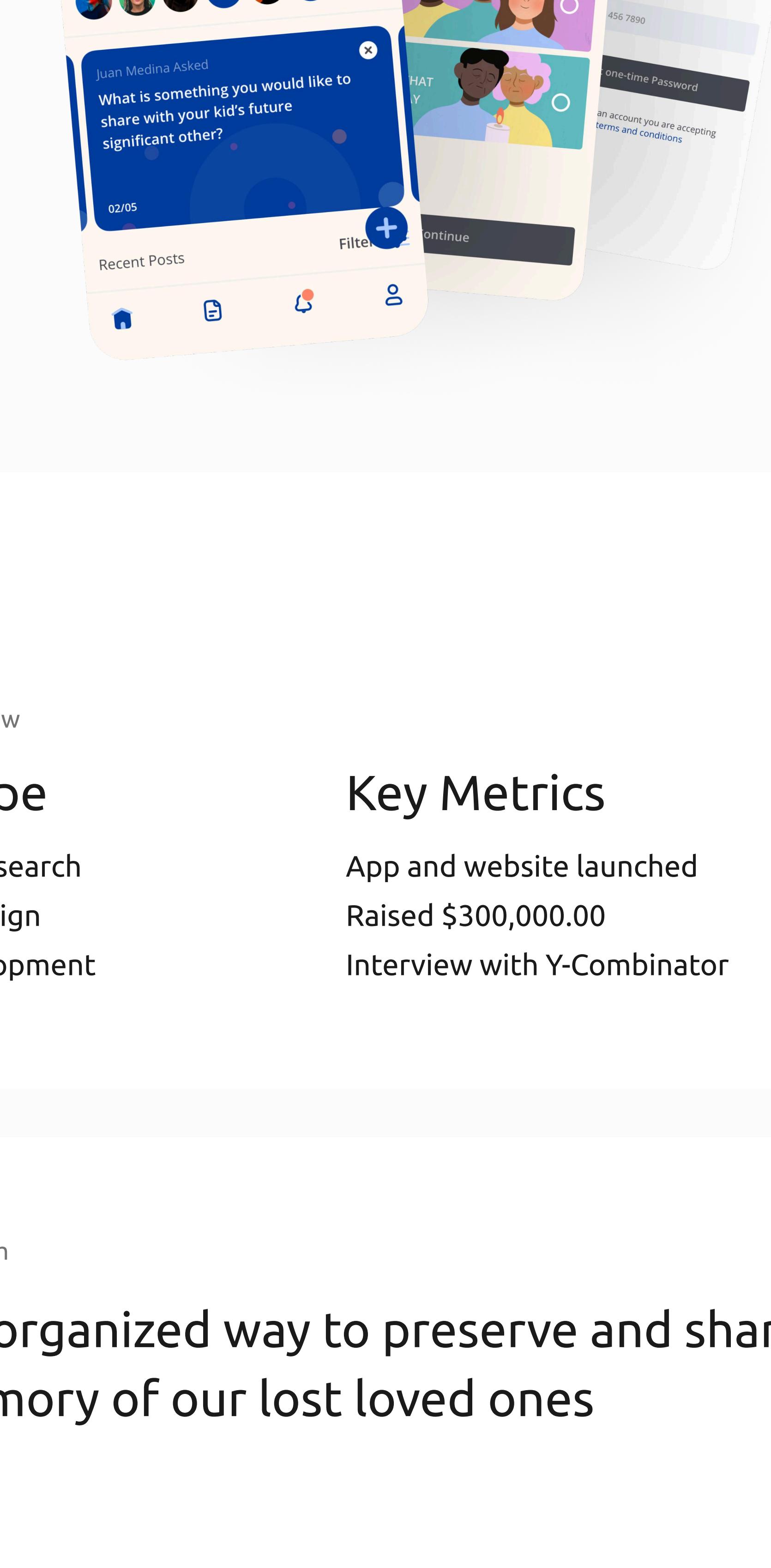


LALO



LALO

Overview

Scope

UX Research
UI Design
Development

Key Metrics

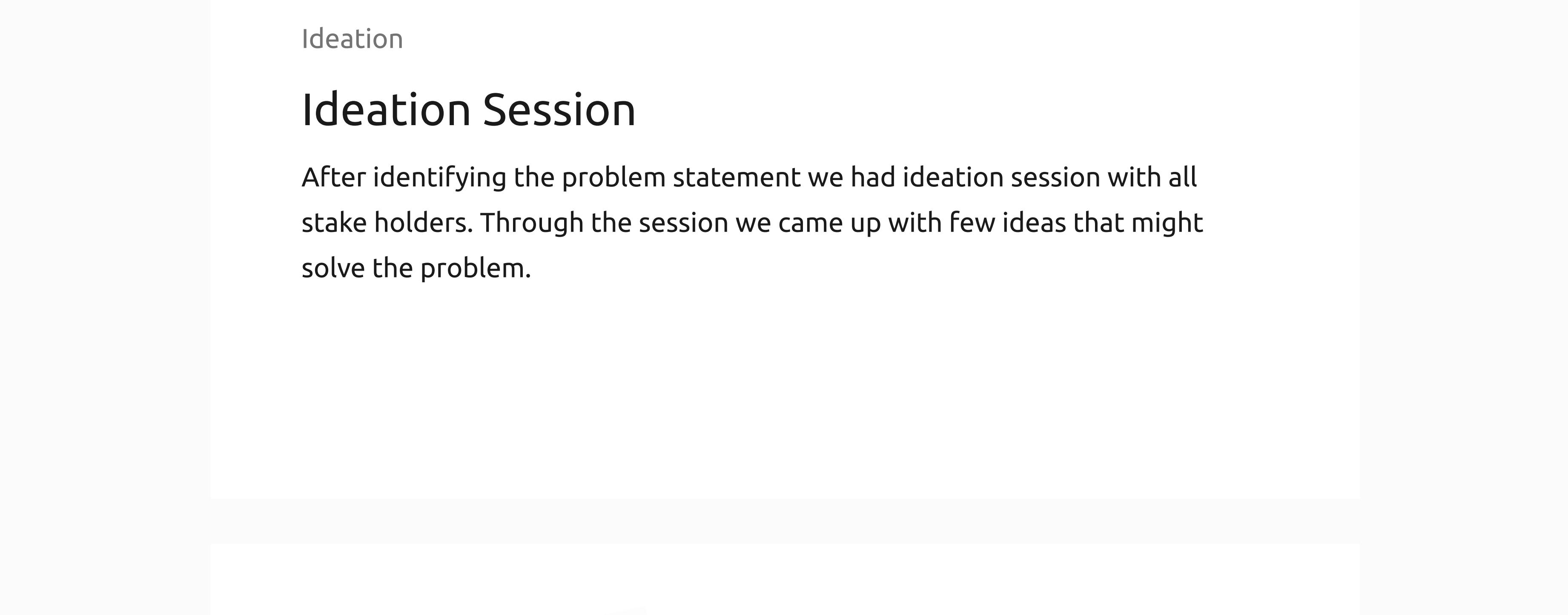
App and website launched
Raised \$300,000.00
Interview with Y-Combinator

Problem

No organized way to preserve and share the memory of our lost loved ones

Objective

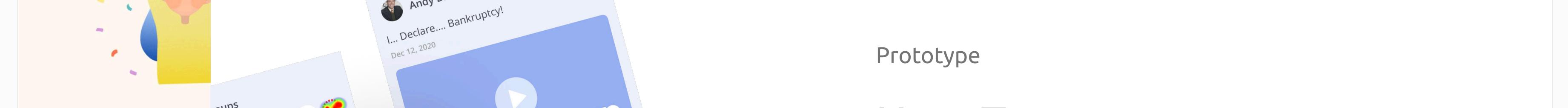
Design and develop a native mobile app to capture and preserve the memory of lost loved ones



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User Interview

We interviewed 14 people. One of our goals was to validate the problem. We wanted to get our users perspective.



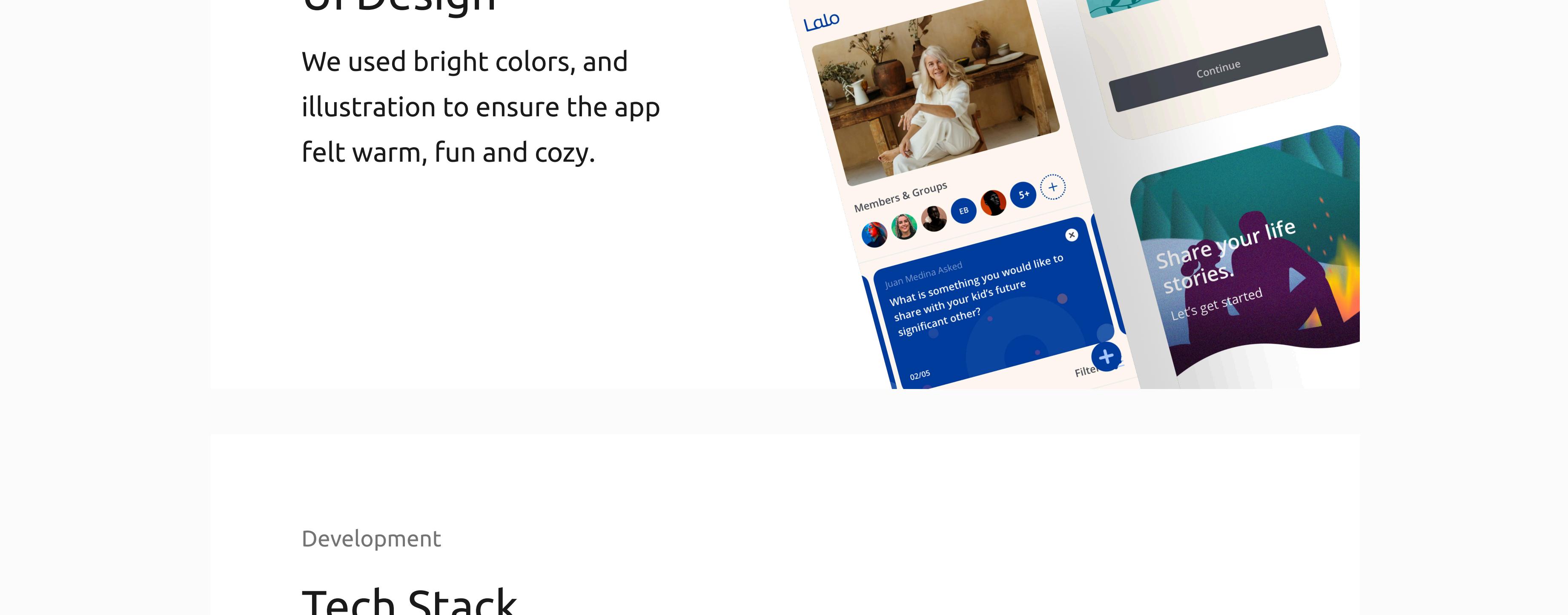
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Storyboard

We created a storyboard to share the problem and the solution to all our stakeholders.

User Persona

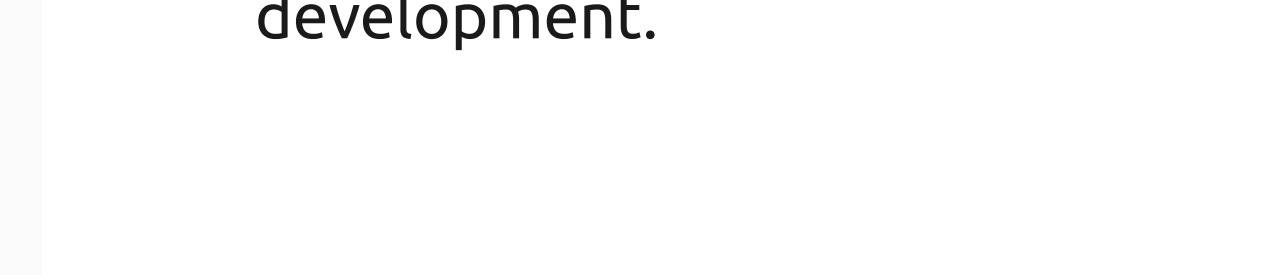
We created 3 user personas to represent our ideal users.



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Identifying MVP Features

After NUF test we used Project Goal Radar board to visually understand which ideas directly solves the problem.



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Wireframe

We used parallel design technique to come up with different solutions. Then we combined them for a final wireframe.

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User Test

We ran three rounds to user tests, with over 20 users. We identified few usability issues. Our final user test had 95% success rate.

Empty Stage

UI Design

We used bright colors, and illustration to ensure the app felt warm, fun and cozy.

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User Test

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