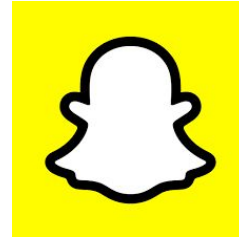


Audiencia, viabilidad y factibilidad

¿Por qué fallan los proyectos o dejan de existir?



¿Por qué fallan los proyectos?



Not enough cash
or cash flow



Product didn't
have a market



Not a good
business model



Issues with
pricing and cost



Poor marketing



Ignoring
customers



Bad timing



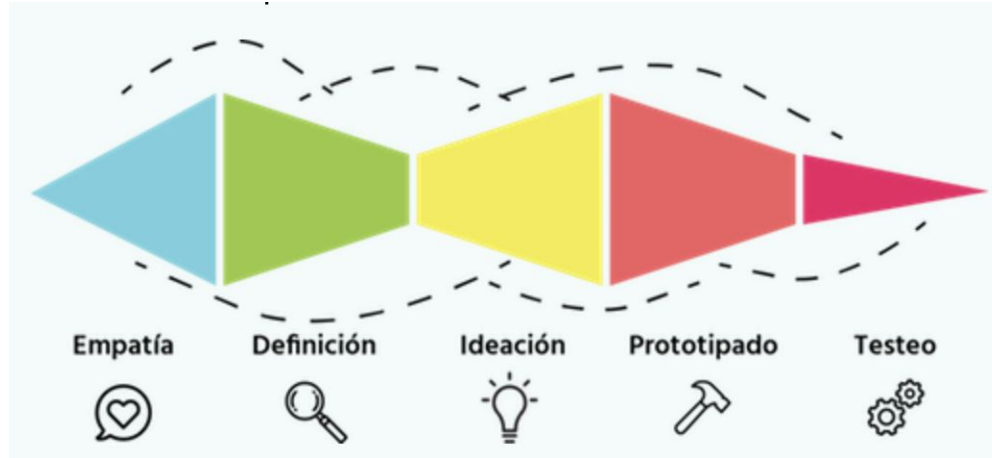
Lack of focus

Design thinking



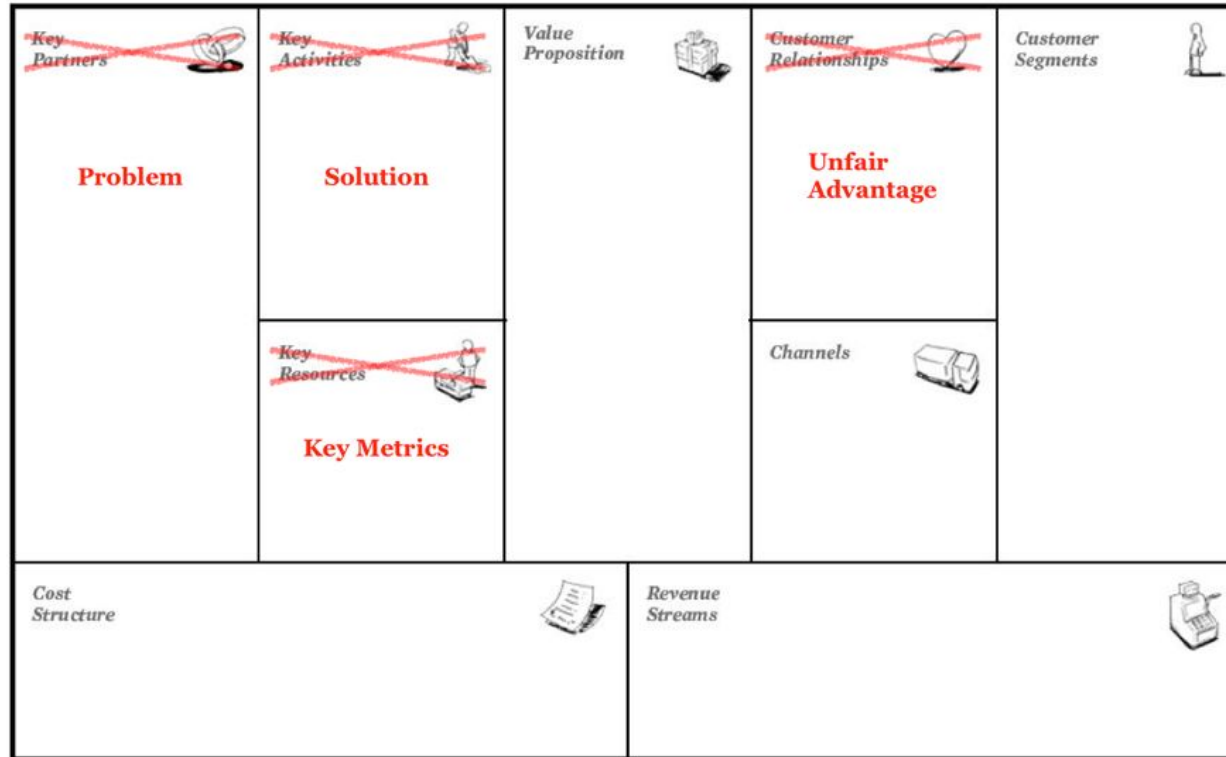
<https://www.designthinking.es/>

Design thinking



<https://www.designthinking.es/>

Business model canvas or Lean canvas



Conoce a tu audiencia

User Persona:

- ¿Quién eres?
- ¿Cuál es tu principal objetivo?
- ¿Cuál es tu principal obstáculo para alcanzarlo?

Conoce a tu audiencia

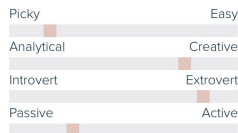
Foodie Millennial



"I'm all about visual food."

Age: 33
Work: In-between jobs
Family: 3 roommates
Location: Detroit, MI

Personality



Sugar Addict
Coffee Connoisseur
Flirty
Lipstick Collector

Goals

- Find a job in the restaurant marketing industry.
- Get to try every restaurant in town.
- Travel taking food pictures.
- Increase popularity on Instagram

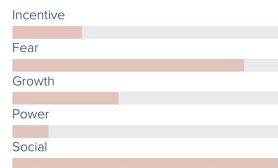
Frustrations

- Managing weight when trying all the food in town.
- Staying interested in a job for more than a year.
- Not finding jobs that provide freedom of expression and creativity.
- Cash

Bio

It's been three years since graduating from college and Foodie Millennial enjoyed the bohemian lifestyle of managing an in-between jobs lifestyle, living off of unemployment checks for a little while. But now she feels that all the instabilities are adding up to something, and it's time she puts all of her learnings, failures as well as victories back to work and get an awesome job in the restaurant business where her passion lies.

Motivation

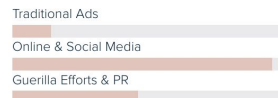


Brands & Influencers

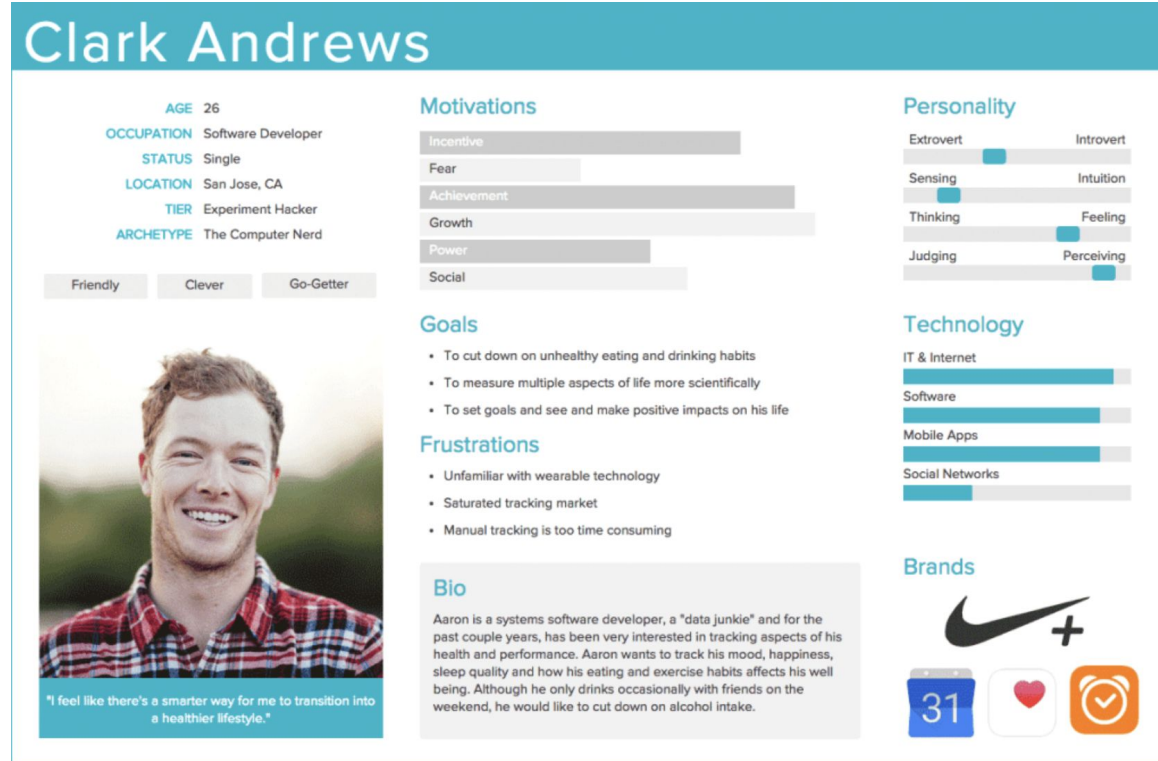


SALT & STRAW

Preferred Channels



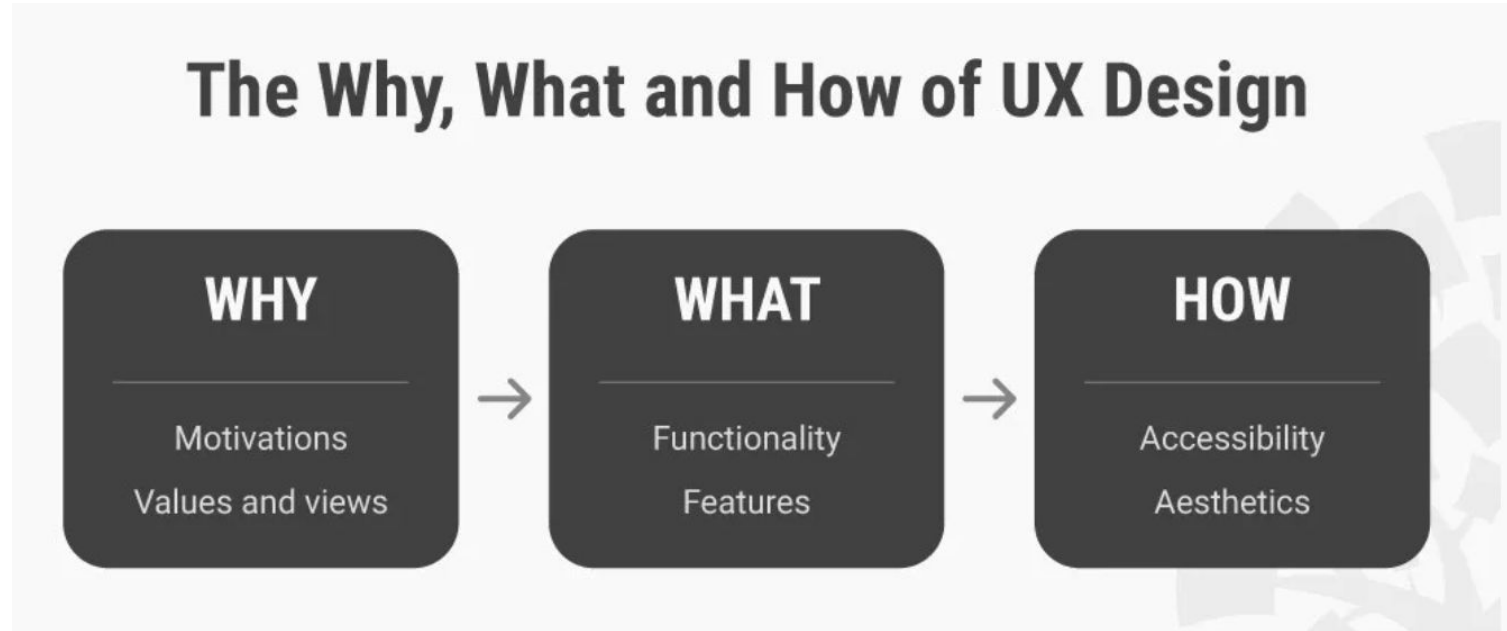
Conoce a tu audiencia



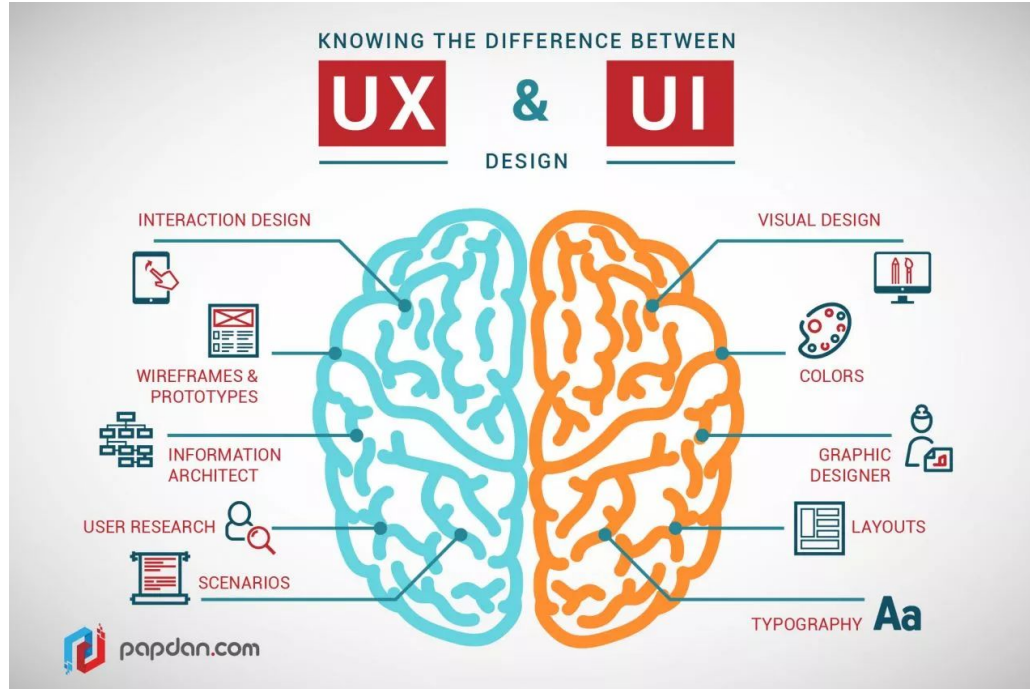
Conoce a tu audiencia

- Los 5 por qué
- Value proposition design
- Business model

UX Design

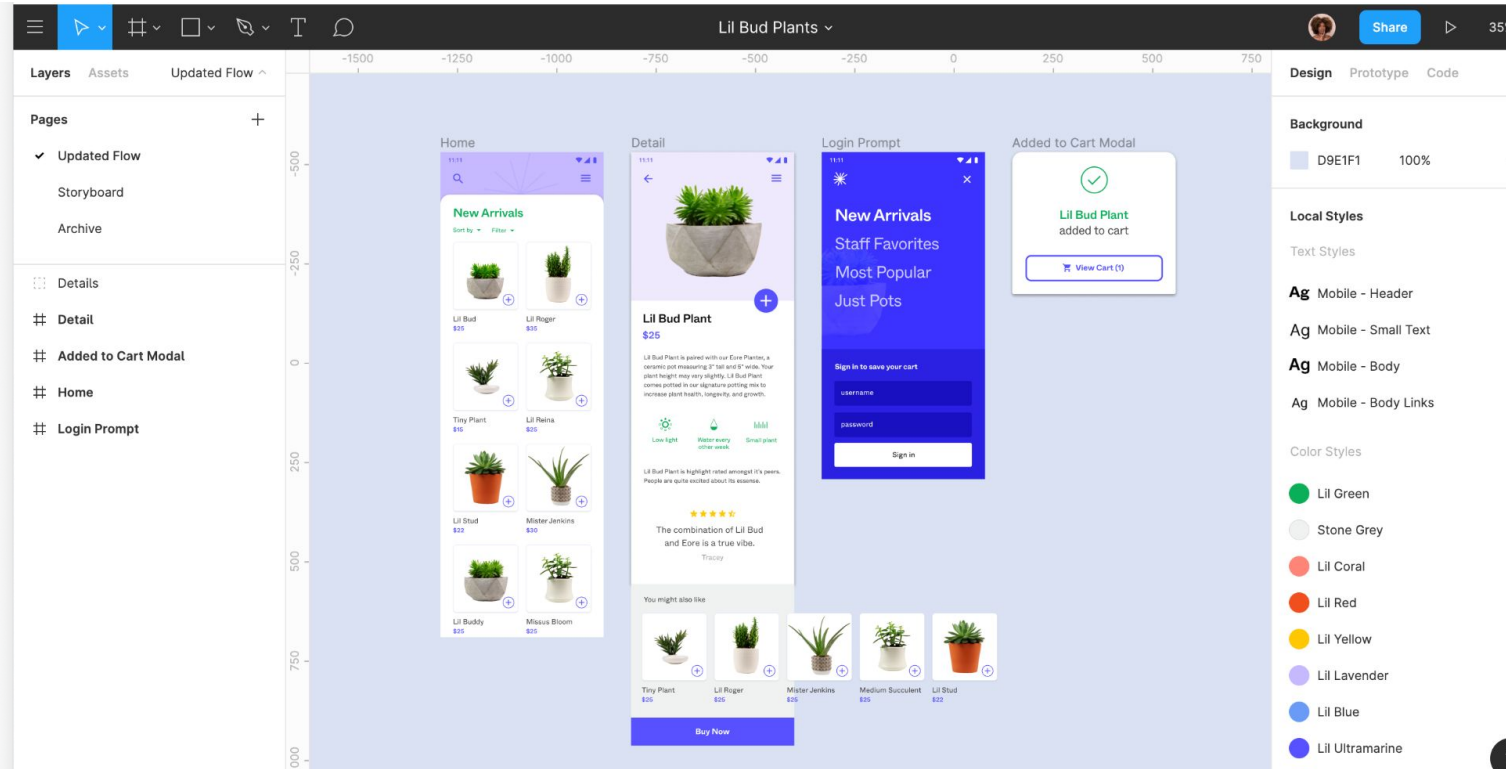


UI / UX



UI / UX Tools

- Adobe
- Figma
- Zeplin
- Miro



Design Guides

Material Design: <https://material.io/design>

Material 3: <https://m3.material.io/>

Material You: <https://material.io/blog/announcing-material-you>

- Consistencia
- Simpleza
- Intuitivo
- Rapidez y fluidez
- Coherente