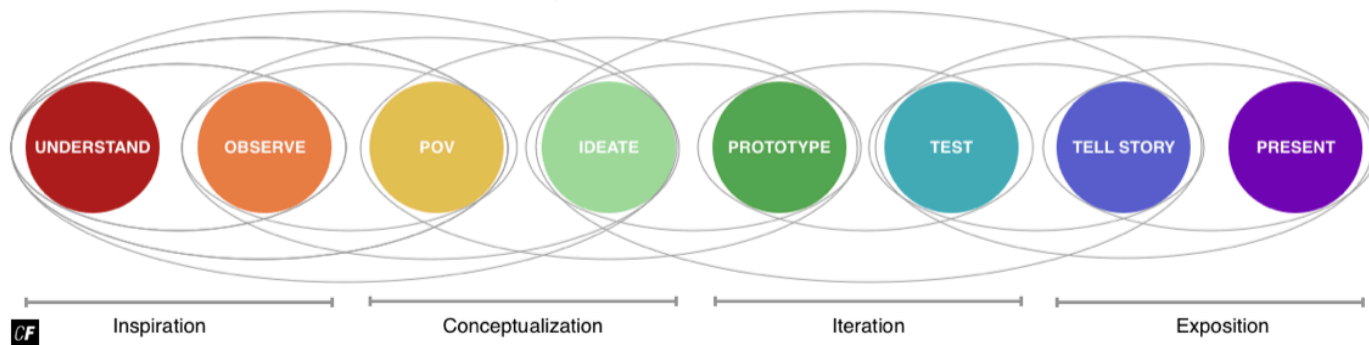


1.5 Design Thinking

By: Carly Cullen

THE DESIGN THINKING PROCESS

Adapted from Paris-Est d.school at Ecole des Ponts



Inspiration

Understand:

It is first important to understand how to adjust and form the app around a specific target markets' wants and needs, in order to solve the main problem at hand. As someone who participates in water and other outdoor activities, I feel that I have a good understanding of how to structure the content on the app.



Observe:

User research is necessary when figuring out what areas of the app to focus on the most when creating it. Interviewing users who would use the app more often than others, as well as interviewing people who may not know they need an app like Vela, will be important when creating the app.



Conceptualization

POV:

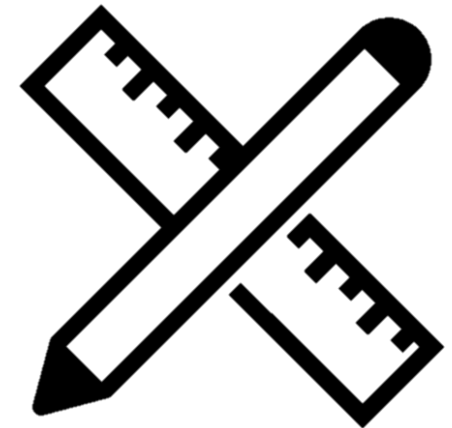
For the project, I believe it is important to come up with more than three user personas. Even though the app targets a specific group of people, there are even more specific groups within the “umbrella” group. It is important to find a common goal when creating these user persons.



Ideate:

After observing and collecting data, the design process begins. This is where solutions start to form, based off of all of the data that was collected. Here are some key ideas that will be implemented into the design process:

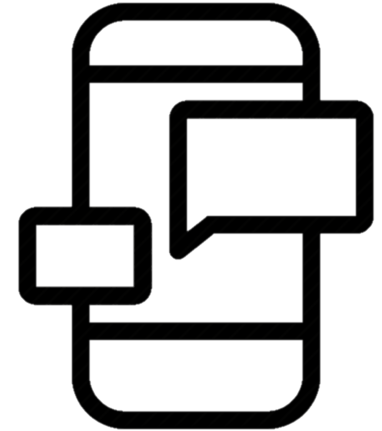
1. Have an easy location “pin drop” so it gives users the most accurate weather information.
2. Implement live video to show wind near oceans, golf course, etc..
3. Connect users with one another on a live chat



Iteration

Prototype:

Bringing user flows and sketches to life by using apps such as Illustrator, Sketch, and Invision, will help testers visualize how they'd use the app on a daily basis. The app must be visually appealing and effective when put into use.



Test:

Allowing users to test the prototypes, will help me focus on particular pros and cons in the app based off of user feedback. Paying attention to the constructive criticism from users will allow me to focus on what's important, which will make the app successful. It will be important to focus on structure and design during this stage.



Exposition

Tell A Story:

During this stage, the story must come to life. It is important to combine all of the personas, prototypes, research, and feedback, in order to create a storyline and vision throughout the app. I must combine the users personal story and need for the app, with the apps story and main goal. While respecting and considering the users personal experience with the apps common goal, the app should be successful.



Present:

After the app is completely finalized with, design, structure, and user feedback taken into consideration, I will present the app to a team of developers to tie up any possible loose ends. The app will then be blasted out to the marketing team, who will then figure out how to market the app on social platforms.

