

UX IMMERSION EXERCISE 2.9

PORTFOLIO REVIEW

BY: MINAL BOMBATHAR

User persona

Maya Patel

"Yoga is my passion, we all family membrs love to practicing it."

ABOUT

Maya is the mother of 2 children. Her first kid is in school and the second baby is 6 months old. She has a very busy day. She need to wake up early, cook breakfast and food for her family. Drop her younger son in school, manage all household works and shopping for her family. She has to manage a meeting with school, doctors. Apart from this, she has to take care of her six months baby.

GOALS AND NEEDS

- She wants to reduce her postnatal fats and weight.
- She wants to learn postnatal yoga from an expert while she wants to do it in a proper way.

BEHAVIORS

- She has no time to go to the Yoga studio to practice postnatal yoga.
- She had practiced Yoga during her pregnancy.
- Like to do yoga with an expert at her own time because has to take care of little one.

PREFERENCES

Mobile	● ● ● ● ●
Desktop	● ● ● ● ●
Tablet	● ● ● ● ●

PAIN POINTS

- Difficult to find the yoga expert with specialisation in prenatal and postnatal
- Not easily accessible from my location. I have to carry my baby with me while going to yoga class and sometimes it is difficult to do it.

QUOTES

Maya really need the solutions to her problem
"She would really love to practice Postnatal yoga to reduce weight and post pregnancy fats.
Not any good tools for finding reputable yoga expert and getting to know them.
Always on the go and needs a mobile solution, doesn't perfer desktop only solutions."



AGE	36
JOB TITLE	Home maker
STATUS	Married
LOCATION	Seattle, WA

User persona

Asiayam Che

"For me, yoga necessary to the start for fresh day, I am self-Practicing yoga form the last 3 years."

ABOUT

Asiayam is HR manager by profession, She had learned regular yoga before 3 years from one of the yoga teacher in the town. Now she is pregnant and she wants to learn prenatal yoga from the first trimester of pregnancy, to get all the benefits of prenatal yoga.

GOALS AND NEEDS

- I want to learn prenatal yoga from worlds best yoga expert instead of a local town yoga teacher.
- Prenatal yoga should be done under the supervision of expert instate of self-learning.
- There should be different yoga packages for each trimester of pregnancy and payment as per perdefined packages.

BEHAVIORS

- Changing work schedule, she works in shifts.
- Mostly work with computer laptops also frequently using mobile phone for scheduling the meeting call with clients
- As HR, I have to be active all time

PREFERENCES

Mobile	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Desktop	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Tablet	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

PAIN POINTS

- Hard to manage the time and scheduled with the local yoga teachers.
- Not many options are available locally to select the yoga expert.

QUOTES

Asiayam needs the Yoga expert because she wants to supervised by a very experienced and specialised prenatal yoga expert during her nine months of pregnancy also she has to manage her professional scheduled. She works with computer desktop and mobile is a handy option for her.



AGE	28
JOB TITLE	HR Manager
STATUS	Married
LOCATION	London

User persona

Monika Muller

"Yoga expert, having more than 12 years of yoga teaching experience, Specialised in Women's yoga, regular yoga, Prenatal and postnatal yoga"

ABOUT

As a yoga teacher, daily I have to do many different tasks. I stay fully booked without being stressed by admin works, as to keep up with new client inquiries, Travels for yoga seminars, maintaining my own calendar scheduled and many more. I am not so techy person, I use mobile for booking appointments with clients. I want to share my yoga knowledge and experience with needy yoga seekers.

GOALS AND NEEDS

- Easy way to maintaining a schedule.
- Want to reach out to yoga seekers easily and get clients.

BEHAVIORS

- I need to manually maintain the admin works.
- She has to awnsers to each call personally for every enquiry.
- Conducting yoga classes for yoga seekers.

PREFERENCES

Mobile	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Desktop	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablet	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PAIN POINTS

- Can't keep up with new client inquiries. Struggles with maintaining a schedule.
- Need easy way to reach out to the clients without travelling

QUOTES

Monika need easy way to reachout to her clinents without travelling. she is struggling with booking and maintaing her schuduled. She want to share her yoga knowledge and experience to really needy audience of yoga seekers. She is not so techy person, she need user friendly application, which help her to maintain her booking schuduled and help her to conviently reach out to her clients.



AGE	38
JOB TITLE	Yoga Teacher
STATUS	Married
LOCATION	Berlin, Germany

User journey map



Maya Patel

AGE 36
JOB TITLE Home maker
STATUS Married
LOCATION Seattle, WA

Scenario

Maya wants to search for a suitable Yoga expert for learning the postnatal yoga.

Goal

Her goal is to reduce postnatal fats and weight by following the specialised yoga expert.

Phases

Search the yoga expert

Apply the search filters

Finalise the yoga expert

Tasks

Open the yoga expert App
Click in the search option
look for a suitable yoga expert

For better result, hits the filter option in the app
Type keyword and apply to sort the list
look into the filter lists of yoga experts

After comparing several yoga experts, picks one that will suitable for her and fulfil her need

Thoughts

"It is very difficult to manage the travel to a yoga class with a 6-month baby. I need the yoga teacher who comes to my place and teaches me yoga."

"I like to learn yoga from an expert who has specialized in Prenatal and postnatal yoga. But it is hard to find near my place."

"While selecting my yoga expert, I prefer to check experience, reviews and feedback also the fees for the consultation."

Emotional Experience



Opportunities

Add the list to the search options in the app, that can be added and customised as per requirements.

Create profile pages for each expert that enlist with their experience, Doctors recommendation, languages they speak, and rating and feedback received from

Create an easy way for search experts with all possible filters.
Crate easy solutions to maintain booking and allows

User journey map



Asiayam Che

AGE 28
JOB TITLE HR Manager
STATUS Married
LOCATION London

Scenario

I want to learn prenatal yoga from worlds best yoga expert this would be done through live video calling and I would like to play for the predefined package for each trimester of pregnancy.

Goal

I want to learn prenatal yoga from worlds best yoga expert instead of a local town yoga teacher.

Phases

Book the yoga expert

Make payment

Get live consultation from yoga expert

Tasks

Open the yoga expert App
finalised a suitable yoga expert, Click on Book option to make it.

For booking confirmation, make payment as per charges of the yoga expert. Choose a debit card or internet banking
Fill the credentials

As per booking scheduled, hit the video option in the app, do the video call with yoga expert, learn the yoga through video call and end call when finish.

Thoughts

"Not many options are available locally to select the yoga expert, with this expert app, I will able to choose my yoga expert from the list of many yoga experts"

"I likes to pay for predefined packages instated of playing for each minute."

"With the live video calling option, it is easy to reach out to the specialised yoga expert as per my requirement. It will be easy to manage professional timing without any compromised."

Emotional Experience



Opportunities

Create a Booking option at the end of each expert profile in the app.

Create Payment detail page with multiple options such as Pay by debit card, Credit card, or with Internet banking.

Create an easy way for a video calling with the experts and users and make it as user-friendly as possible.

User journey map



Monika Muller

AGE 38
JOB TITLE Yoga Teacher
STATUS Married
LOCATION Berlin, Germany

Scenario

Monika wants to easily manage the client's meetings with her scheduled.

Goal

She wants to reach out to the clients without travelling and need better solutions for maintaining her bookings and admin works

Phases

Maintain the client's bookings with her schedule

Update date and time of availability

Get a notification for users booking

Tasks

Goto app and fill the information of her availability in every month's calendar in advance

If she wants to change in her availability, she needs to update her calendar information according to the situations, so that users would know it.

She can see the notifications if the users booked her with all the details like date, time, user name, their requirements...etc

Thoughts

"For reaching out to clients, if I do not need to travel then it will save a lot of time and money"

"If all my scheduled are planned in advance and I would able to edit as per situation then it will be great for managing the scheduled."

"When I will get notified automatically for an upcoming meeting with clients then I will get relief from manual admin works"

Emotional Experience

Frustrated

Indifferent

Excited

Excited and satisfied

Opportunities

Add the calendar and time sections in the app, so that Monika can maintain her schedule.

Create profile pages for an expert that will allow her to update her information like newly added experience, achievements and Availability

Create an easy way for maintaining the expert's profile and schedule, they will get notified with an upcoming meeting with clients.

Illustration of user flows



Maya Patel

AGE 36
JOB TITLE Home maker
STATUS Married
LOCATION Seattle, WA

Objective

Search for a suitable yoga expert to start learning postnatal yoga.

Task Analysis

1. Open app
2. Onboarding
3. Login screen
4. Start searching from list/
5. Apply the filter
6. Look into the filtered list of experts
7. Open the expert's profile
8. check availability and fees
9. Finalised the expert

Entry Point

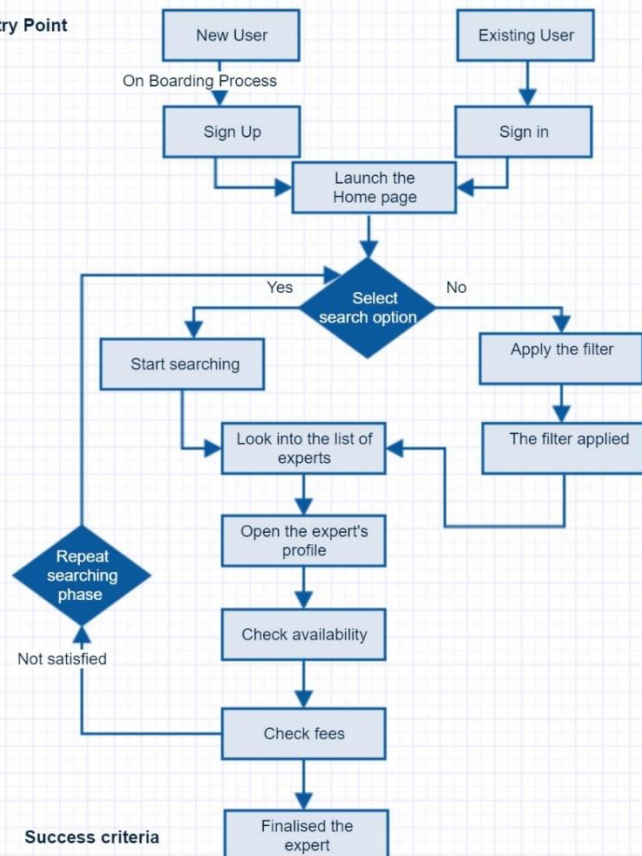


Illustration of user flows



Asiayam Che

AGE 28
JOB TITLE HR Manager
STATUS Married
LOCATION London

Objective

Asiayam wants to schedule the meeting with yoga expert, she had to make payment of the consultation to get a confirmed meeting. so that she needs to follow this task.

Task Analysis

1. Open app
2. Onboarding
3. Login screen
4. select the yoga expert
5. click on a book
6. Start for payment
7. Fill the payment credentials
8. Make payment
9. Booking confirmation received

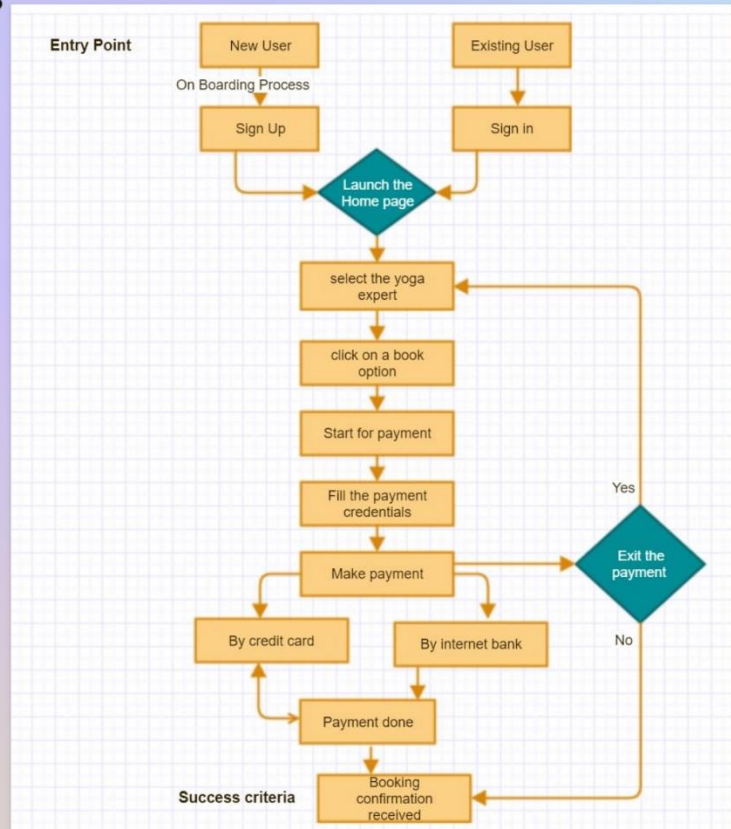


Illustration of user flows



Monika Muller

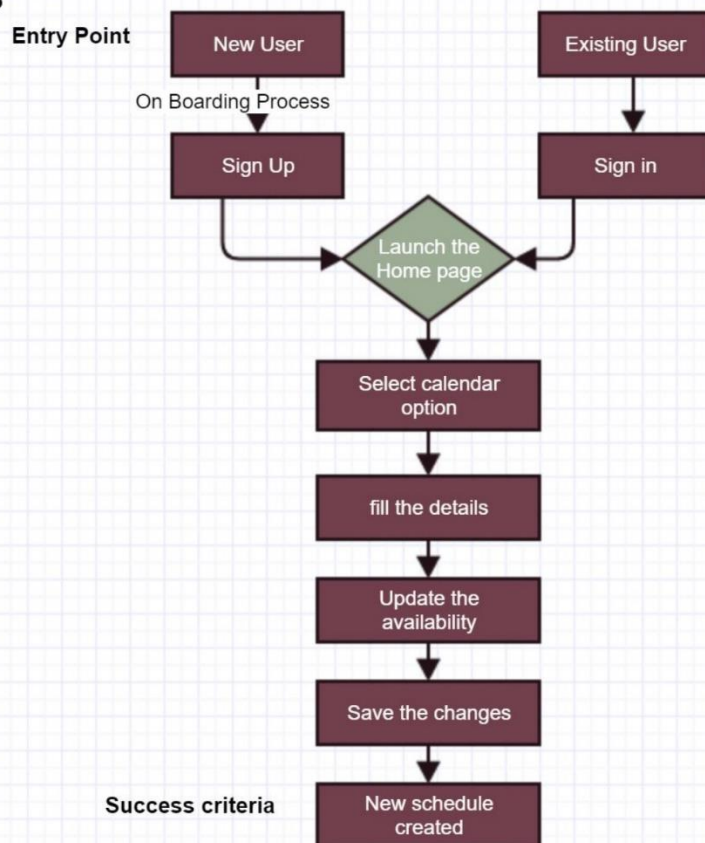
AGE 38
JOB TITLE Yoga Teacher
STATUS Married
LOCATION Berlin, Germany

Objective


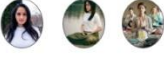


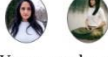
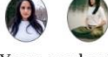


Monika wants to maintain her schedule and updated her availability for this week, this is better solutions for maintaining the bookings. She needs to follow these tasks.

Task Analysis









1. Open app
2. Onboarding
3. Login screen
4. Select calendar option
5. fill the details
6. Update the availability
7. Save the changes
8. New schedule created







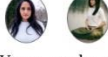
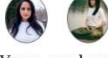


Desktop

FUNCTION	CONTENT	PERSONA	NOTES
Onboarding page	Text, Icon, Picture	 All three	The onboarding page contains two sections "Start as User" and "Start as yoga expert" for desktop version with different layout.
Sign In/ login	Text, Icon	 All three	Users register their accounts or log in with the existing account
Home Screen Content	Text, Icon, Picture	 Yoga seekers	It contains the list of yoga experts and search feature with filters options
Yoga expert profile	Text, Icon, Picture	 Yoga Expert	Expert profile pages will have a different layout on the desktop. Expert availability will also be available on
User profiles	Text, Icon, Picture	 Yoga seekers	Maintain the record of yoga seeker will be included in the desktop version.
Booking page and Payment	Text, Icon	 Yoga seekers	Users will able to make the booking with the selected yoga expert with different layouts and design for
Notifications	Text, Icon	 All three	Email notifications will be received for remainder of meeting and booking confirmation for desktop
Video call feature	Text, Icon, Pictures, Video	 All three	Through video calling all users and an expert will able to interact with each other in larger screen with desktop

MOBILE

FUNCTION	CONTENT	PERSONA	NOTES
Onboarding page	Text, Icon, Picture	 All three	The onboarding page contains two sections "Start as User" and "Start as yoga expert"
Sign In/ login	Text, Icon	 All three	Users register their accounts by first time using the app and Data can be saved for frequent users
Home Screen Content	Text, Icon, Picture	 Yoga seekers	Home screen will contain the search feature here, with the filter options. Search reach out to yoga experts.
Yoga expert profile	Text, Icon, Picture	 Yoga Expert	Yoga expert would able to maintain their profile information including their scheduled and fees.
User profiles	Text, Icon, Picture	 Yoga seekers	Yoga seekers would able to maintain their profile information.
Booking page and Payment	Text, Icon	 Yoga seekers	Users will able to make the booking with the selected yoga expert.
Notifications	Text, Icon	 All three	Notifications page would be available to view the confirmation details of video call i.e. date, time and
Video call feature	Text, Icon, Pictures, Video	 All three	Through video calling all users and an expert will able to interact with each other

Tablet

FUNCTION	CONTENT	PERSONA	NOTES
Onboarding page	Text, Icon, Picture	 All three	The onboarding page contains two sections " Start as User" and " Start as yoga expert" for tablet.
Sign In/ login	Text, Icon	 All three	This the screen will contain information about users sign in and sign up.
Home Screen Content	Text, Icon, Picture	 Yoga seekers	The search option will be located in the centre of the Home page, followed by a list of yoga experts.
Yoga expert profile	Text, Icon, Picture	 Yoga Expert	Expert profile pages will have a direrent layout on the tablet than mobile version.
User profiles	Text, Icon, Picture	 Yoga seekers	Maintain the record of yoga seeker will be included in the tablet but slightly different design layouts
Booking page and Payment	Text, Icon	 Yoga seekers	Users will able to make the booking with the selected yoga expert with different layouts and design for
Notifications	Text, Icon	 All three	Email notifications will be received for remainder of meeting and booking confirmation.
Video call feature	Text, Icon, Pictures, Video	 All three	Through video calling all users and an expert will able to interact with each other in larger screen as compaire to