Yoga Expert

TASK 1.11 PORTFOLIO REVIEW
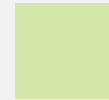
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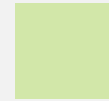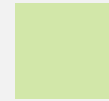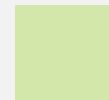
List of possible problems

❖ How to reach the expert (lack of awareness)

❖ How to ask the questions to expert

❖ A confusing user interface containing too much information or illogical navigation

❖ Lack of trust on Expert, before taking advice

❖ Feel to pay an adequate amount of fees for advice

❖ Unable to solve the issue by expert or user became unhappy by the provided service

Problem Statement

Problem Statement

Users **need a way** to find the yoga expert, specialise in the Pre-natal and post-natal yoga, **because** they wish to have, it would be easily accessible, more convenient and with verities of experts.

We will know this to be true when we see how many users are using our app to find yoga expert by posting questions, rating to the app and at least 12 download per day.

COMPETITIVE ANALYSIS

Pregnancy yoga Exercises app

Overview: Pregnancy yoga Exercises app

We'll be analysing a potential competitor "" Pregnancy yoga Exercises" app
In this app user will find some poses and exercises yoga and other relaxation techniques to do during pregnancy as Yoga exercises good for mother and baby.
Prenatal Yoga Lessons and exercises, dedicated specially for pregnant women.

Some Benefits of Pregnancy yoga
- Helps reduce backaches, constipation, bloating, and swelling
- May help prevent, or treat, gestational diabetes
- Increases your energy
- Improves your mood
- Improves your posture
- Promotes muscle tone, strength, and endurance
- Helps you sleep better
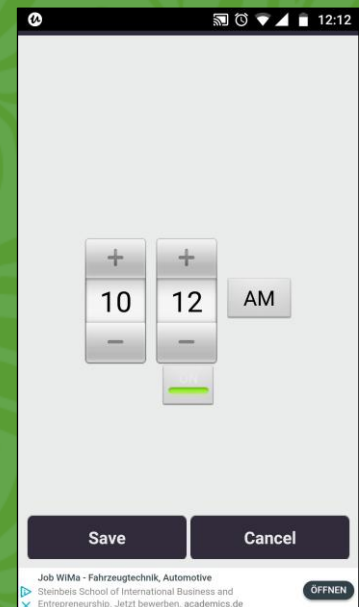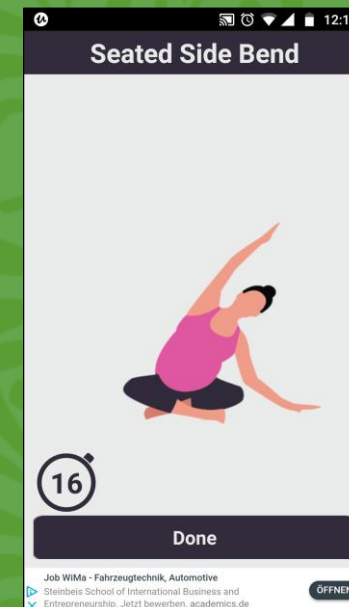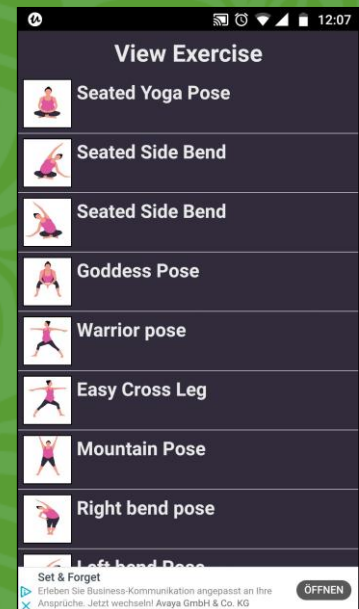
SWOT PROFILE: "Pregnancy yoga Exercises"

Strengths:

- Helped Over 100,000+ worldwide
- No need to register
- Free of charge
- Easy to use with simple design
- High 4.0 rating in google pay store

Opportunities

- Build a delightful user experience with the app where users can explore pregnancy yoga experts and ask the questions free of charge.
- Enabling users of the app to choose between communicating by voice, video or texting with yoga experts in terms of prenatal and postnatal.

Weaknesses:

- No registrations, impossible to maintain the users profile
- Will be more interesting if it's colourful, video attached, and some explanation regarding the step involve
- Missing of back button at some places

Threats:

- Prenatal Workout
- Yoga for Pregnant Women

UX Analysis

Usability:

The app isn't particularly difficult to use, but there are some aspects that feel unfinished. Such as missing of process.

Layout:

The layout is simple, But missing of search button and back button at some point make it uneasy. The app has a limited exercises.

Navigation Structure:

Navigation is so user friendly. But at some places user are stuck and don't know how to go next/back.

UX Analysis

Compatibility:

This app is compatible with web and Android 4.0 or later versions.

Differentiation:

This app does not meet all the requirement and specification as, I am looking for my project. But it follows the same concept of Pregnancy yoga guide. This app is base on self learning approach.

Calls to Action:

Users are free to use the app but with annoying advertisement at the bottom of the page and no solution how to remove it.

Business Requirements:

Yoga Expert App

Target Audience

The minimum age for this app is 18, the upper age range is 38-41.
The mindset of our target user is someone who enjoys Yoga before pregnancy, want to practice during and after pregnancy. Also users who don't know anything about yoga.

Competition

Some obvious competitors are sites such as Quora, Ask an expert, Magnifi More specific competitors include Gaia and Track Yoga ,Pregnancy yoga expert as they focus more on self learning and self doing basis.

Risk/Opportunity

The primary risk is that our app will get lost in the competition. There are a few, seemingly popular apps that offer Yoga. Some even offer guides for pregnancy yoga. This could make it hard for us to stand out. But opportunity is that, no app or website provides the expert consultation in prenatal yoga through video chat.

Conclusions

To ensure the success of "Yoga Expert" app, we will need to attract the target audience by smart marketing and our app's features as seamless integration of good design and user friendly interface. The goal is to consume the space with innovative idea of pregnancy yoga consultation by yoga expert through video chat.

Functional Requirements

ONBOARDING / LOG IN: An onboarding page for users as well as for experts

PERSONALIZING PROFILE: It allows users to input and save their personal information
   And for experts it will help to maintain the availability, credentials and summary of their experience.

SEARCHING: User would able to search for a yoga expert and browse from a list with applications of multiple filters. Expert would able to reach out to a clients through searching questions posted by users

EXPERT PROFILES: Users would able to see the experts profile to know them in better way. While expert need this to update availability and experience.

BOOKING APPOINTMNET: Process for booking appointmnet by the user and expert would able to accept/reject it
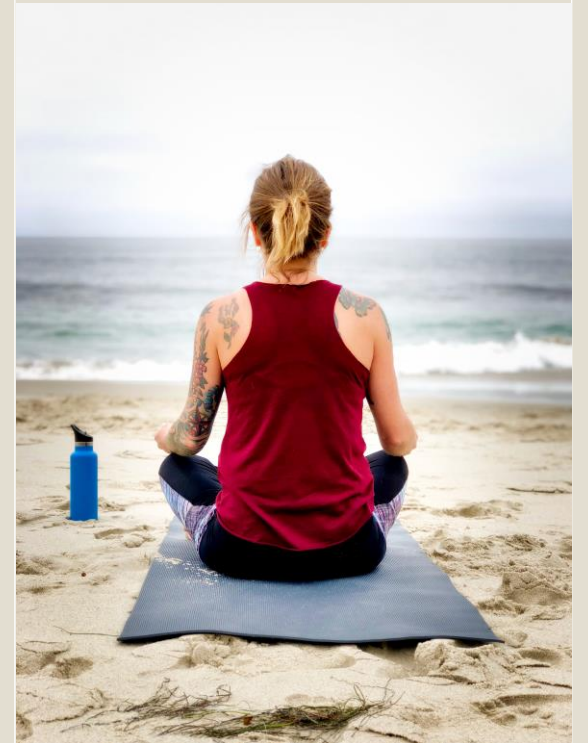
TALKING TO AN EXPERT: User will able to talk to expert as per their convenience.

PAYING FOR CALL: Payment details, a way of paying for an expert's time

LEAVING A REVIEW: User will able to provide the review to experts service and expert will able comment on it.

Business Requirements:

Yoga Expert App

USER STORIES

ONBOARDING / LOG IN

As a **new user**, I want an engaging onboarding experience that focuses on my needs, so that when I am finished, my initial interaction with the application will be catered to my interests and needs.

As an **yoga expert**, I need to make an account so that I can keep track of my call history and profile.

User Stories

PERSONALIZING PROFILE

As a user, I want to have a profile so that yoga experts can see who I am in order to help me to the best of their ability.

As an yoga expert, I would like to be able to show my availability so that users can expect when I can respond or call.

As an yoga expert, I want to have a description that shows my credentials and summary of my experience.

SEARCHING

As a user, I want to be able to search for a yoga expert so that I can get help on my questions.

As a user, I want to be able to browse list of yoga experts.

As a user, I want to be able to narrow my browsing to specific filters like expert availability and highest rating so that I can find the expert best suited.

As a yoga expert, I want to be able to reach out to a clients, through questions posted by users so that I can answers those questions.

EXPERT PROFILES

As a user, I would like to look at expert profiles to know more about who they are before I talk to them.
As a user, I want to see reviews of the all yoga experts in order to know how well they give advice.

As a yoga expert, I need to be able to update and change my profile in order to keep up with my changing experience and availability.

BOOKING APPOINTMNET

As a user, I want to able to book appointment so that I get personal expert guidance and would receive the conformation from expert.

As an yoga expert, I would like to be able accept or reject the appointment as per my availability so that users can get conformation/ rejection message.

TALKING TO AN EXPERT

As a user, I would like to be able to see the yoga expert's availability so that I can call when convenient.

As an yoga expert, I want to have a way to talk to the user on the app so that I don't need to give up personal contact information.

User Stories

PAYING FOR CALL

As a user, I want to be able to see the price before I talk to an yoga expert so that I know what price to expect.

As an yoga expert, I want a place to see all of my call history to keep track of payments.

LEAVING A REVIEW

As a user, I would like to be able to review the yoga expert following the call so that I can give honest feedback to promote a trustworthy environment.

As an yoga expert, I would like to be able to comment on a user's review so that it will help to satisfy the user and scope for improvement in my service