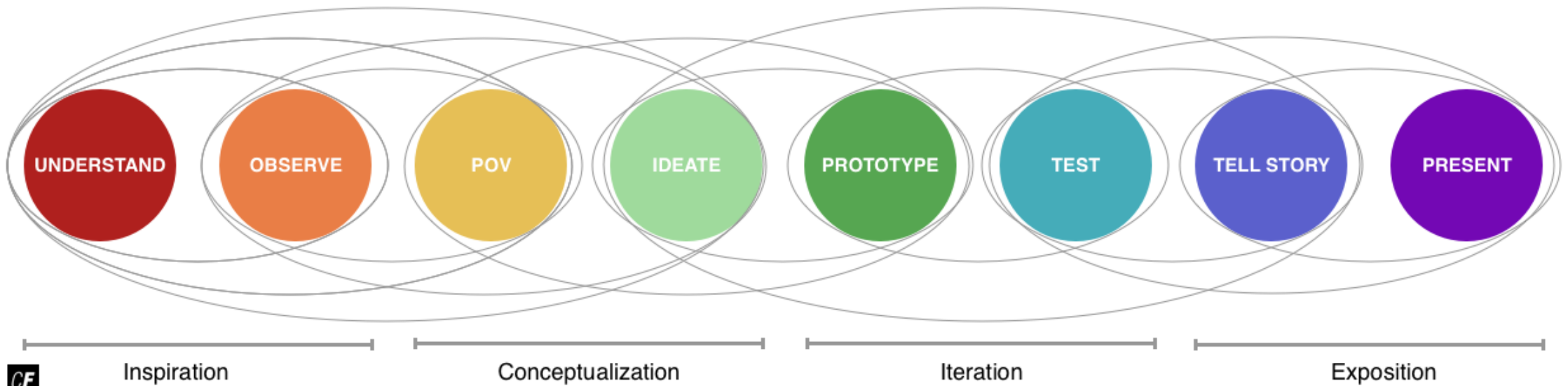


1.5 Design Thinking

Brittany Wiatrak

THE DESIGN THINKING PROCESS

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



Inspiration

Understand

To understand where this app needs to go and how to create it to be useful will be unique as it will be available for a wide base of people to use. Understanding why people would use an app like this is important and I think I have a grasp at why and how.

Observe

To interview and find out what would be most important need in the app for people to actually use it. Look for the ways this app would be useful for people from all walks of life. Put out a survey of what I believe would be good selections in the app and see I'm all the right lines.

Conceptualization

POV

For this project I am going to create a few different voices to be able to cater to a variety of people's needs and ability to use the app successfully. Being able to see from a user's eyes and what options to have available to make the user's ability to use the app most useful.

Ideate

My initial thoughts are to have

- A dropdown menu with the different options for people to choose from.
- Quick menu bar at bottom with quick access to chats already opened.
- Being able to select a topic and then swipe through the available experts they would to chat with.
- Have a good amount of User Flows involved.
- Card Sorting to work out some initial kinks.

Iteration

Prototype

I will first jot down a wireframe on how I think the app should perform. Put that in Prott and have a few users try that out and get some feedback. Then I would probably use Sketch to create a Prototype.

Test

The prototype I created with Sketch or another app I would have some users test out and see what works and what needs to be fixed or tweaked. Then go back and work on the prototype fixing some of the items from the feedback from users and then have them test again. Repeat if necessary.

Exposition

Tell Story

Begin to tell the stories of our Personas and the problems they encountered and how our app can help be the solution. We will create a story of how we came to the solution to the problem of our personas and how the app will benefit them in the future and make life more simple for any task they have questions about.

Present

Once we polish the app and make the necessary fixes that we received from our users. We will then present our app to the development team to go into full production. The excitement will be felt all around.

