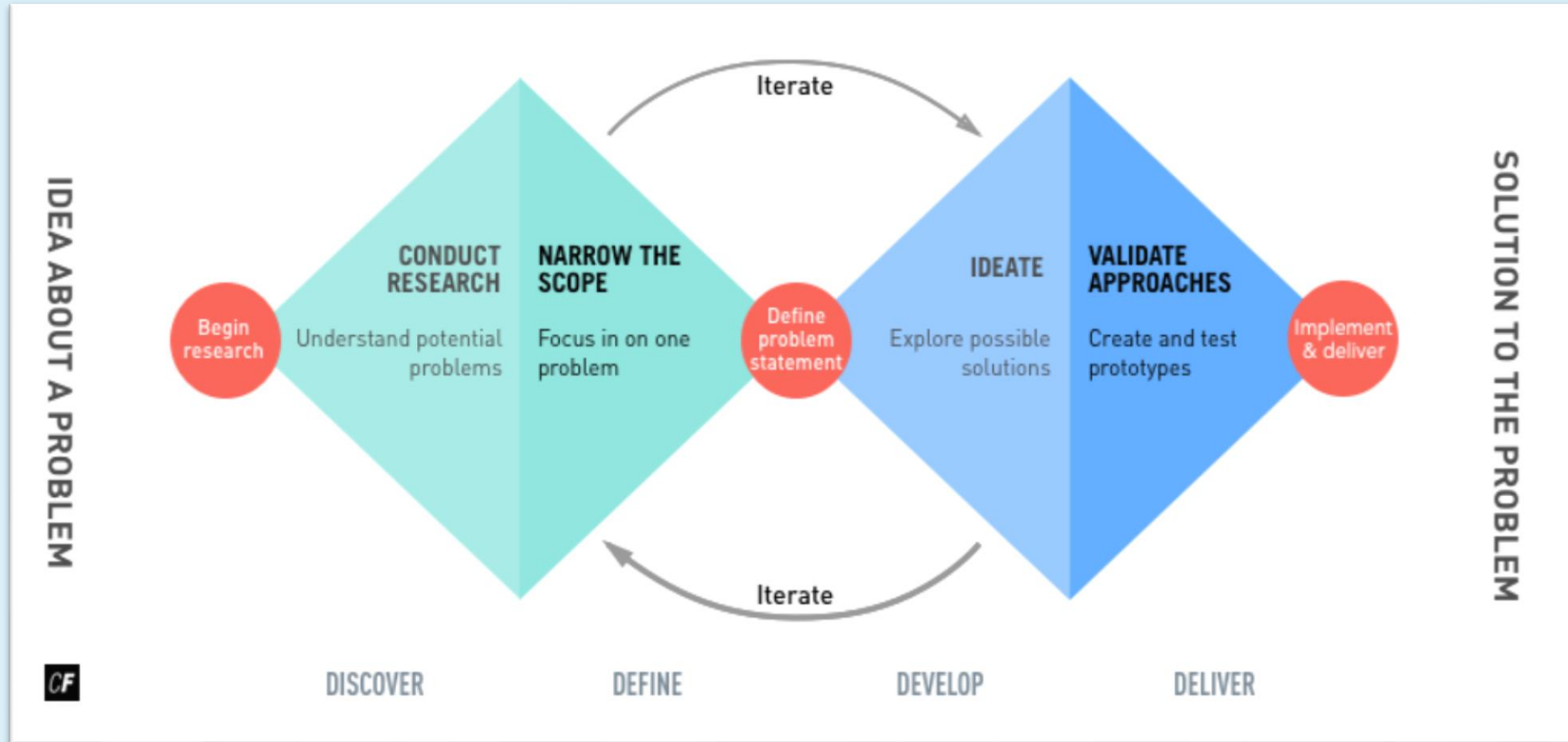


1.6: UNDERSTANDING THE PROBLEM

By: Minal Bombatkar

Using the Double Diamond Strategy



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

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.

Possible Solutions

“An app that allows women to find Yoga expert during pregnancy or for new moms.

These expert advice are priced affordably and can be done through virtually i.e. video calls or textual.

The interface will be simple and totally focused on prenatal and postnatal yoga expert guidance, removing all other distractions and offerings.”