

Product Design Sprint

Let's prototype your app

Outline

1. Product pitch, persona, user journey
2. User flow
3. Wireframe & Prototype
4. Mockup & Visual Identity

1. Product Pitch

A framework to define your product

A Product Pitch should define:

Target Users (type > segment) 

Initial need 

Goal 

Competitors 

Differentiator 

It's a product...

For these users (type > segment)

Who need to do this

And want to achieve that

They choose your product

Because it allows this

Unlike these competitors

Let's try it!



It's a product...

For travelers (type) of 30 years old (segment)

Who need to book a place

And want to live authentic experiences

They choose Airbnb

Because they can book homes from locals

Unlike booking.com

The need is the **action** users have to complete

- It's the *initial* trigger.
- What makes them look for a solution.

The goal is the **objective users want to reach**

- It's the result they hope to get *in the future*.
- What makes them choose *your* product.

Example of *needs*

Airbnb - book a place

Google Analytics - analyse website traffic & behaviours

Trello - manage a pipeline (product/sales)

Typeform - create surveys

Netflix - watch movies & series

Example of *goals*

Airbnb - live authentic experiences

Google Analytics - improve conversion rates

Trello - close more deals

Typeform - generate new leads

Netflix - be entertained

Different types of users have different needs

travelers need to book a place

owners need to rent their home



Different segments of the same type have same need but different goals

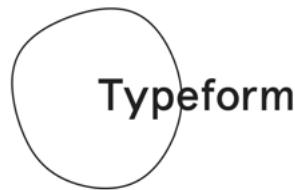
UX Designers want to improve conversion rates

Marketing managers want to optimise their campaigns / increase traffic



Your differentiator = Why users choose you?

What better helps them achieve their goals compared to competition



1 → How did you hear about Nuvis? *

A Friend	B Google+	C LinkedIn	D Facebook
E Twitter	F YouTube	G Blog	

Powered by Typeform



Untitled form

QUESTIONs RESPONSES

Untitled form

Form description

Untitled Question

Multiple choice

Option 1

Add option or ADD "OTHER"

Required

pipedrive

The screenshot shows the Pipedrive CRM interface with a deal pipeline view. At the top, there are navigation links for Deals, Mail, Activities, Contacts, and Statistics. A dropdown menu shows "Awesome You" and "Feline Solutions". Below the header is a search bar and a "Pipeline" dropdown set to "Everyone". The main area displays a grid of deals categorized by status: Idea, Contact Made, Needs Discovered, Proposal Presented, and In Negotiation. Each deal card includes a thumbnail, name, value, and count. A green "Add deal" button is located at the top left of the grid. At the bottom, there are buttons for "Lost" (red), "Won" (green), and "Other pipeline". A URL at the bottom left is <https://felinedesign.pipedrive.com/deal/view/1298>.

Trello

The screenshot shows a Trello board titled "Sales - CRM Pipeline". The board is organized into several columns: Leads, Contacted, Meeting Scheduled, Proposal Delivered, and Won. Each column contains cards representing different companies or deals. For example, the "Leads" column has cards for "A'nofilter", "Gantor Mining Company", "Quaren Industrial", "Mensix Corp", and "Jonex". The "Contacted" column has cards for "Fax Ventures", "Kanauer Corporation", "INFRAC", "Spagga Core, Inc.", and "MineSystems". The "Meeting Scheduled" column has cards for "Wain Prospecting", "Vulca Minerals", "TaggoCo", and "Minesystems". The "Proposal Delivered" column has cards for "Carbonite Guild", "Hanson Mining Consolidated", and "Carson Daughtry". The "Won" column has cards for "Damask Holdings", "Kadok Resources", "Turlin Corp", "InterGalactic Ore", "Lommite Limited", and "Raltir Consolidated Marble". Each card includes a small profile picture and some numerical data. A sidebar on the right shows additional cards for "Carson Daughtry", "Kadok Resources", "Turlin Corp", "InterGalactic Ore", "Lommite Limited", and "Raltir Consolidated Marble". A blue sidebar on the left indicates the board is part of "Inspiring Boards".

Demo UX Spreadsheet

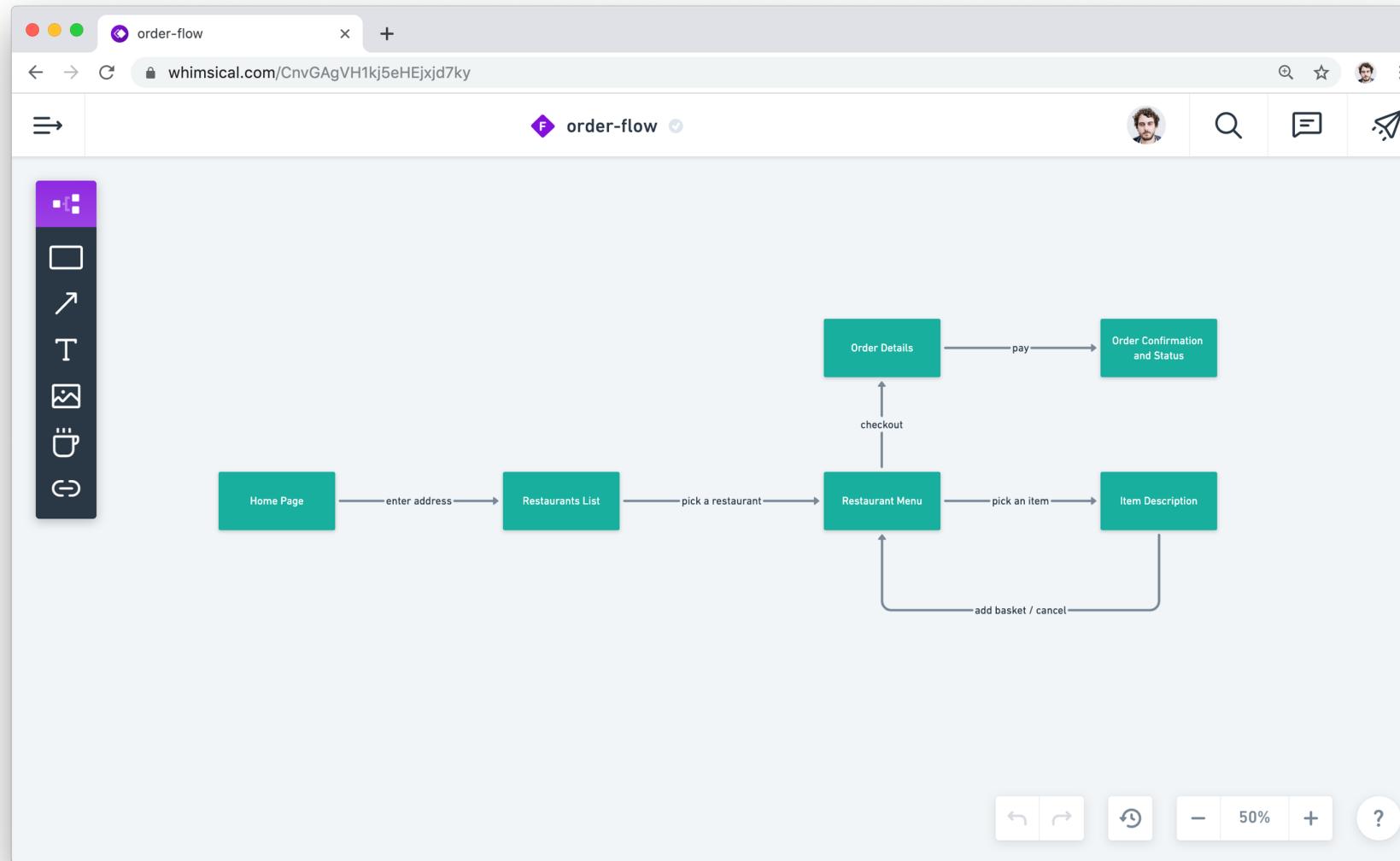
Let's build a Product Pitch / Persona / Core User Journey from lew.ag/ux-research

2. User Flow

Translate your user journey into a flow chart

Demo User Flow

Let's build a customer flow using Whimsical



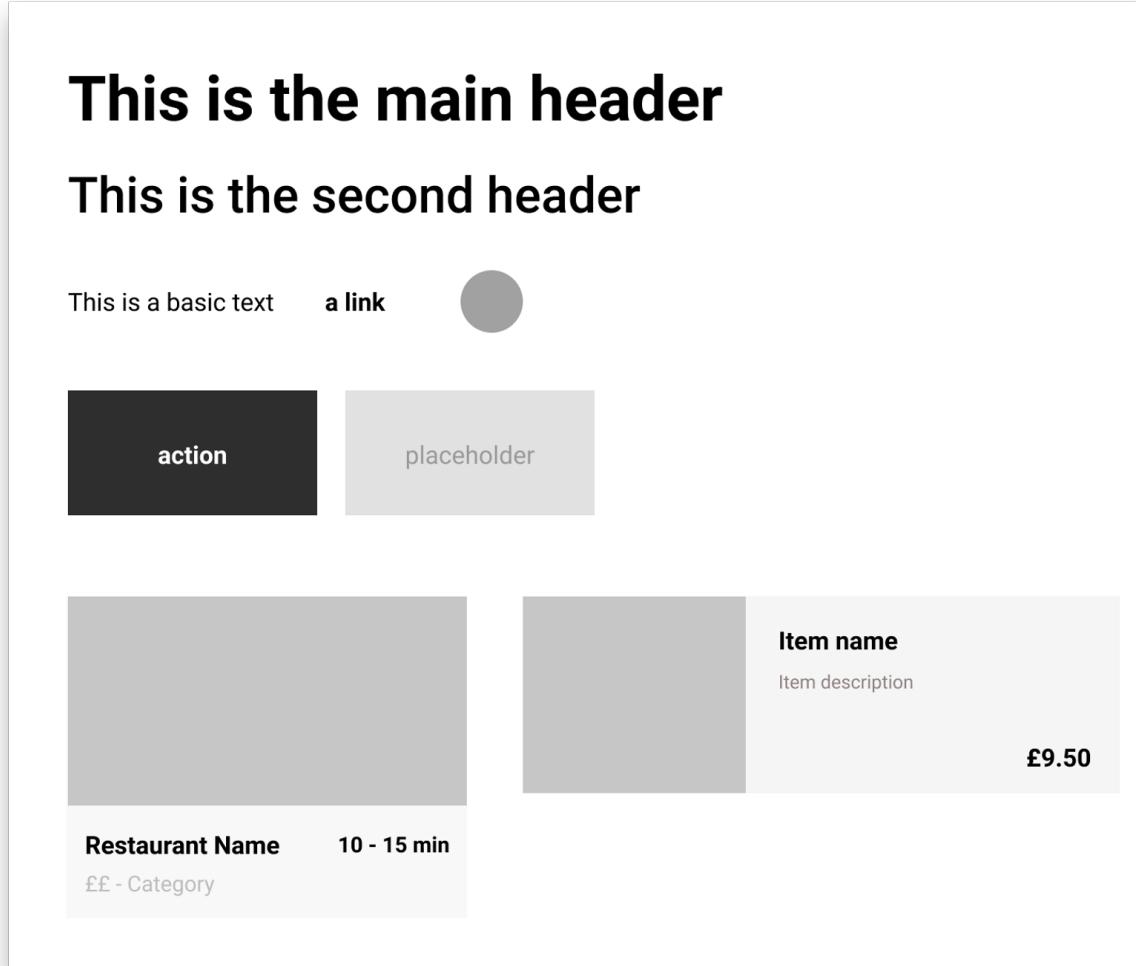
Your turn 

3. Wireframe and Prototype

Validate usability with user tests on your prototype.

Start by building a UI Kit

Minimal kit with *headers, links, buttons, inputs, cards, avatar*



Demo UI Kit with Figma

Let's discover Figma basic features and build a simple UI kit

Use your kit to build your wireframe

Set rulers to ensure content alignment

The image displays two wireframes side-by-side, both featuring vertical red alignment guides.

Home

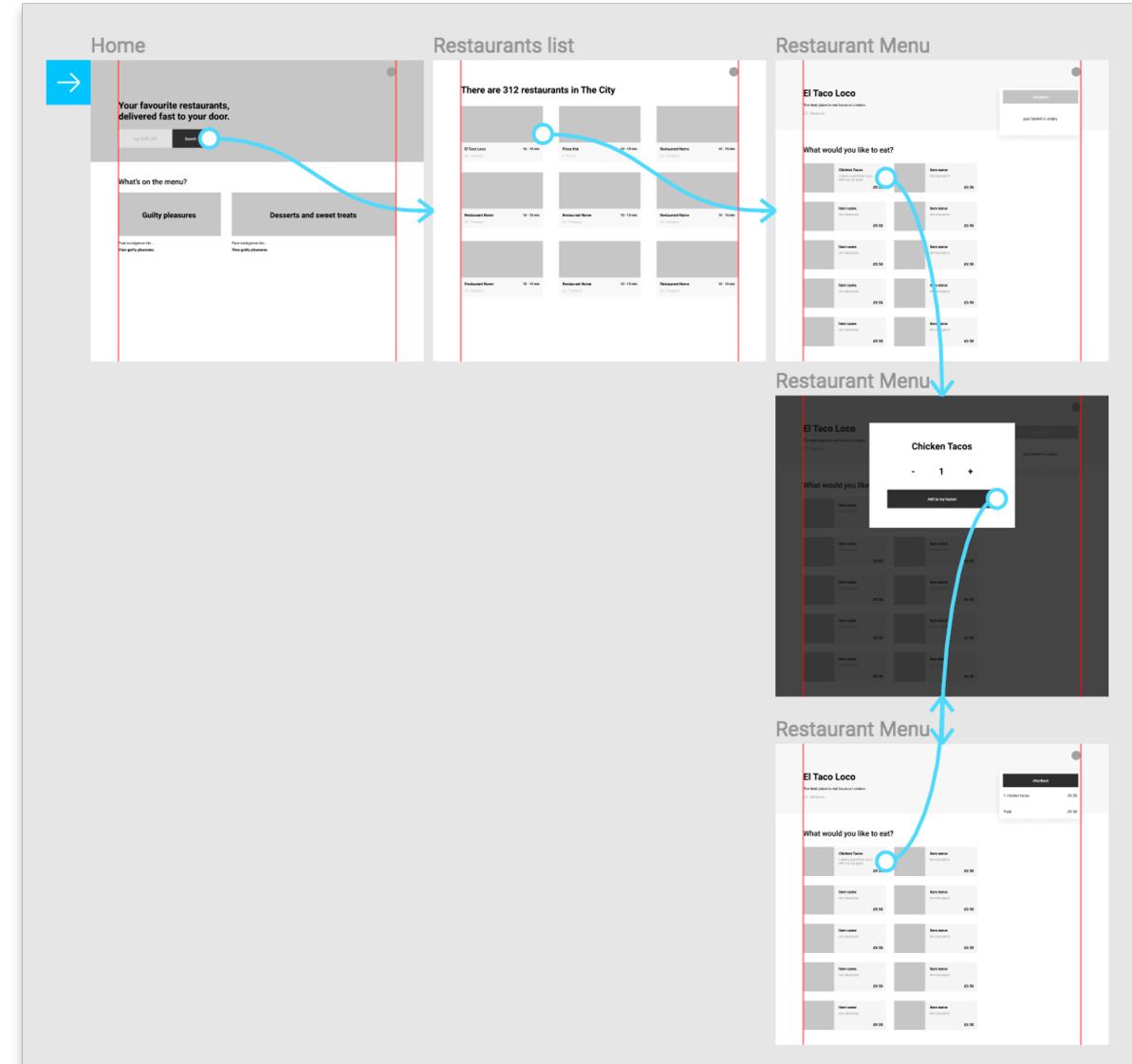
- Header:** Home
- Text:** Your favourite restaurants, delivered fast to your door.
- Input:** e.g. 3CRT 3TE
- Button:** Search
- Section:** What's on the menu?
- Category 1:** Guilty pleasures
- Category 2:** Desserts and sweet treats
- Text under Guilty pleasures:** Pure indulgence etc...
View guilty pleasures
- Text under Desserts and sweet treats:** Pure indulgence etc...
View guilty pleasures

Restaurants list

- Header:** Restaurants list
- Text:** There are 312 restaurants in The City
- Card 1:** El Taco Loco | 10 - 15 min
EE - Mexican
- Card 2:** Pizza Hut | 10 - 15 min
E - Pizzas
- Card 3:** Restaurant Name | 10 - 15 min
EE - Category
- Card 4:** Restaurant Name | 10 - 15 min
EE - Category
- Card 5:** Restaurant Name | 10 - 15 min
EE - Category
- Card 6:** Restaurant Name | 10 - 15 min
EE - Category
- Card 7:** Restaurant Name | 10 - 15 min
EE - Category
- Card 8:** Restaurant Name | 10 - 15 min
EE - Category
- Card 9:** Restaurant Name | 10 - 15 min
EE - Category

Connect frames to build a prototype

A prototype will help us validate product's usability.



Demo Prototype with Figma

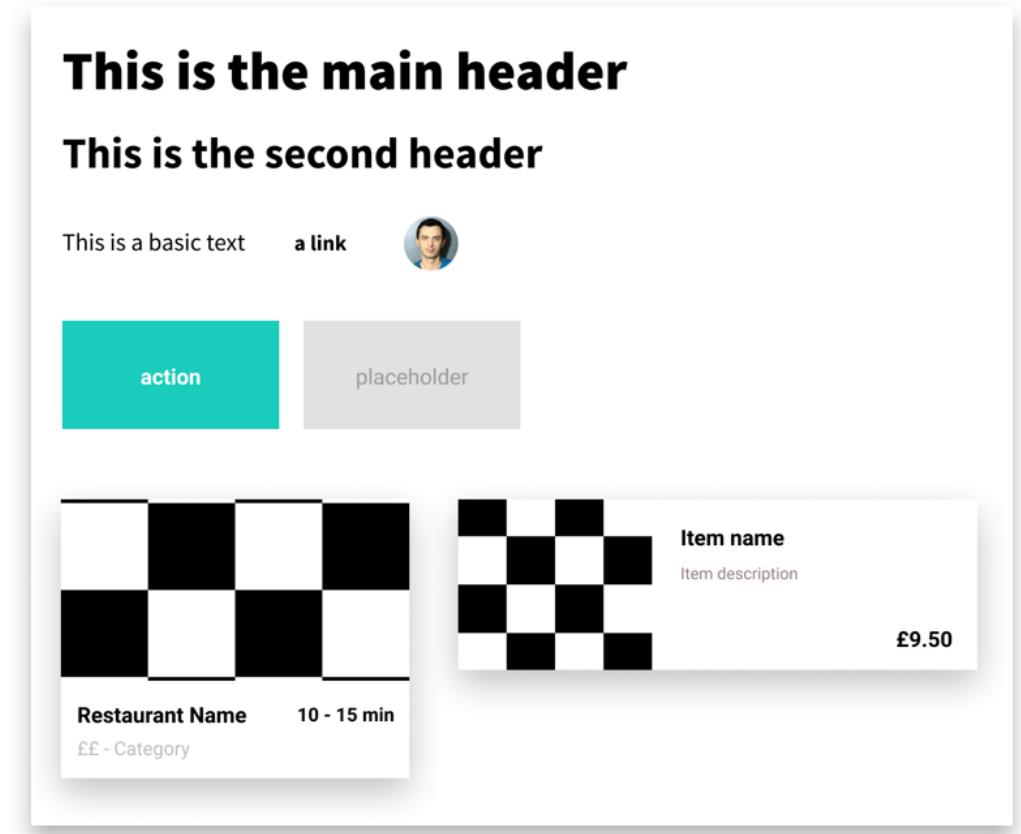
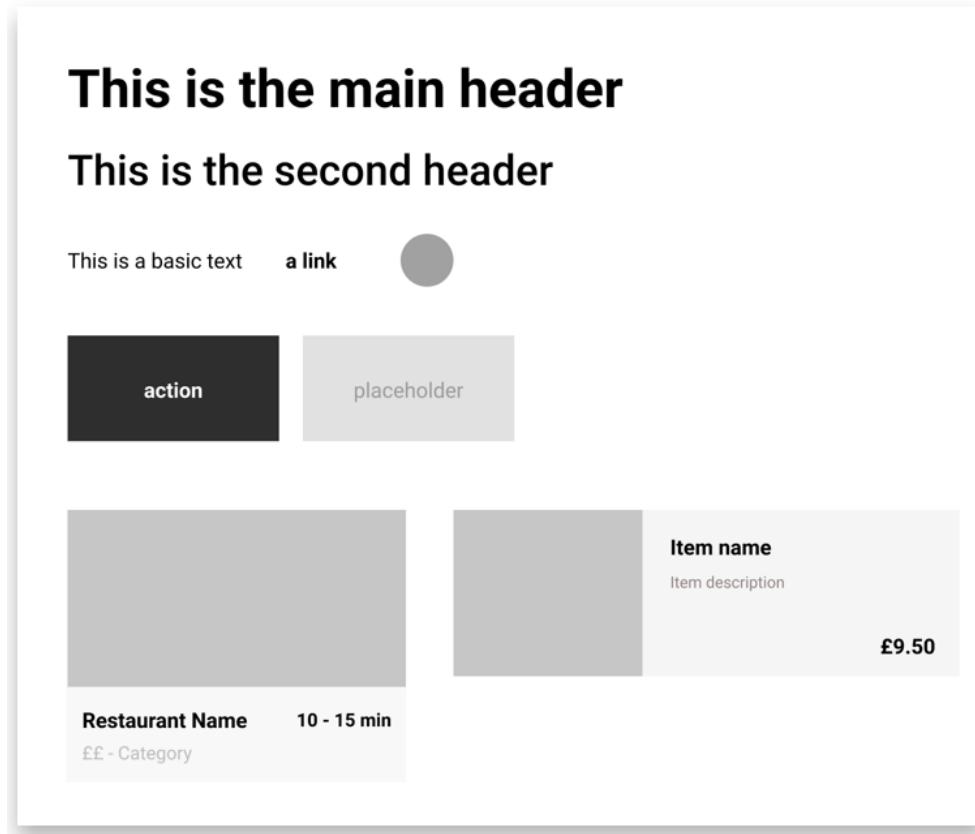
Let's build our prototype using our UI kit

3. Mockup and Visual Identity

Adding the final touch to your prototypes.

Colors and fonts

set them on your UI kit



Resources for fonts

Download .ttf on Google fonts or getthefont

The screenshot shows a web browser window for 'Get the Font' at www.getthefont.com/#kievit. The search bar contains 'kievit'. Below it are download options: .OTF, TTF, .WOFF, .WOFF2, .EOT. A prominent blue button labeled 'GET THE FONT' is visible. A warning message 'Please only download font files for which you have the rights.' with an 'OK' button is displayed. Below the search bar, a list of files is shown:

- kievit.ttf (github.com/koshalgarg/Innovision)
- kievit-light.ttf (github.com/Sitecore-Community/docs)
- KievitPro-Black.ttf (github.com/felixsusanto/storefront-potatoo)
- KievitWeb.ttf (github.com/sridhar47/buslocator)
- KievitPro-Bold.ttf

The screenshot shows a web browser window for 'Google Fonts' at <https://fonts.google.com>. The page title is 'Google Fonts'. The main content area displays various font families with sample text and styling options:

- Roboto** Christian Robertson (12 styles) +
Sample text: All their equipment and instruments are alive.
- Supermercado One** James Grieshaber (1 style) +
Sample text: A red flare silhouetted the jagged edge of a wing.
- Open Sans** Steve Matteson (10 styles) +
Sample text: I watched the storm, so beautiful yet terrific.
- Lato** Lukasz Dziedzic (10 styles) +
Sample text: Almost before we knew it, we had left the ground.
- Roboto Condensed** Christian Robertson (6 styles) +
Sample text: A shining crescent far beneath the flying vessel.
- Risque** Astigmatic (1 style) +
Sample text: It was going to be a lonely trip back.

On the right side, there are filtering and sorting options:

- Categories**: Serif, Sans Serif, Display, Handwriting, Monospace.
- Sorting**: Trending ▾
- Languages**: All Languages ▾
- Number of styles**:
- Thickness**:
- Slant**:
- Width**:

Resources for colors

Checkout on *ColorHunt* or use a color picker.

The screenshot shows the homepage of Color Hunt. It features a grid of six color palettes. The top row includes a palette with green, teal, purple, and orange (#FFCD3C), and another with teal, yellow, and dark teal. The bottom row includes a palette with purple, blue, and red (#FFCD3C), and another with dark grey, black, and light grey. Each palette has a heart icon indicating its popularity (e.g., 11, 100, 89, 209) and a timestamp (e.g., Today, Yesterday, 2 days, 4 days, 5 days). A search bar labeled "Search Palettes" is visible at the top right. Below the palettes, there's a section for "Color Palettes for Designers and Artists" with a brief description and a "hotjar" advertisement.

The screenshot shows the ColorZilla extension page on the Chrome Web Store. The URL is https://chrome.google.com/webstore/detail/colorzilla/bhlhnicpbhignbdhedjhgdocnmhomnp?hl=en. The page displays the extension's logo, developer information ("Offered by: colorzilla.com"), and user statistics (4.5 stars, 2,572 reviews, 1,710,693 users). It includes tabs for "Overview", "Reviews", "Support", and "Related". A preview image of the extension's interface in the Chrome toolbar is shown, along with a "Remove from Chrome" button.

Images

Set them on the wireframe and use linear filters if needed.

Home

Your favourite restaurants,
delivered fast to your door.

e.g. 3CRT 3TE

What's on the menu?

Guilty pleasures

Pure indulgence etc...
[View guilty pleasures](#)

Desserts and sweet treats

Pure indulgence etc...
[View guilty pleasures](#)

Restaurants list

There are 312 restaurants in The City

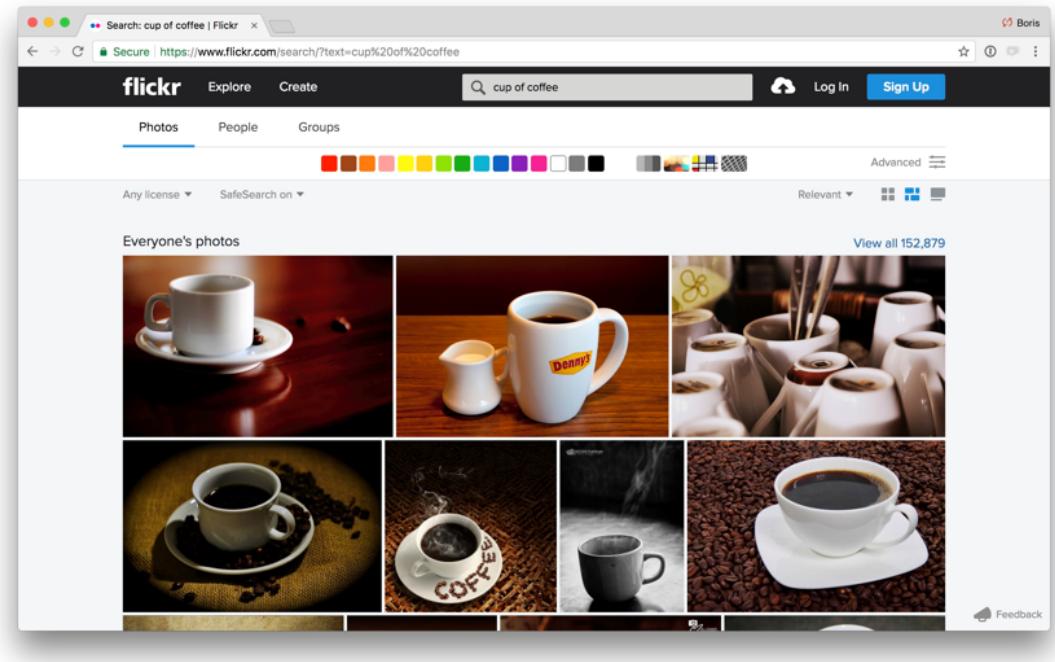
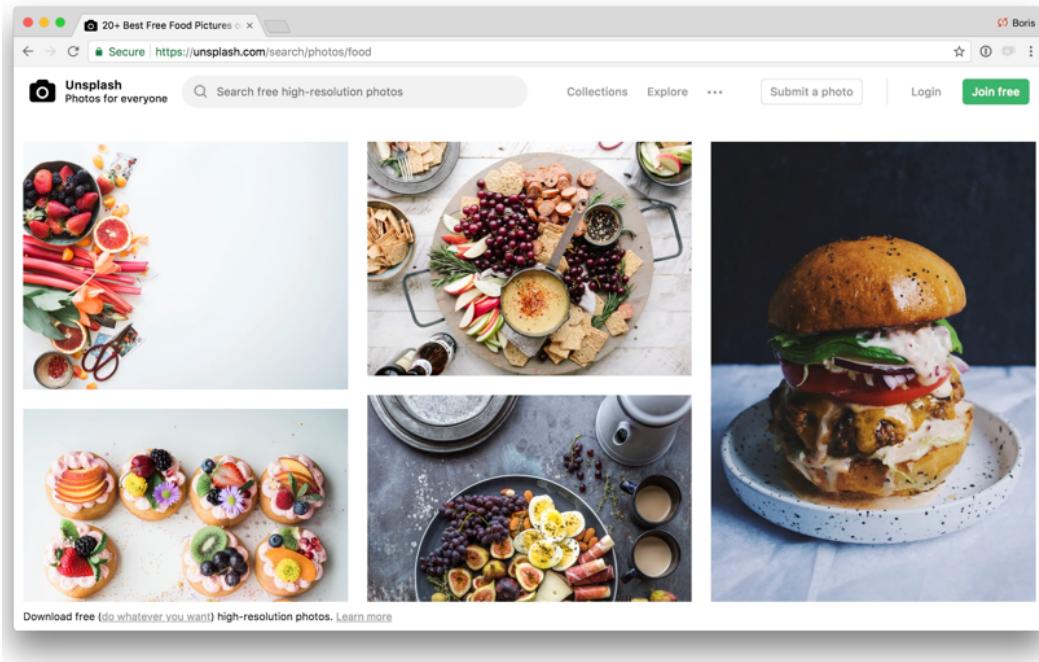
El Taco Loco
EE - Mexican

Pizza Hut
E - Pizzas

Restaurant Name
EE - Category

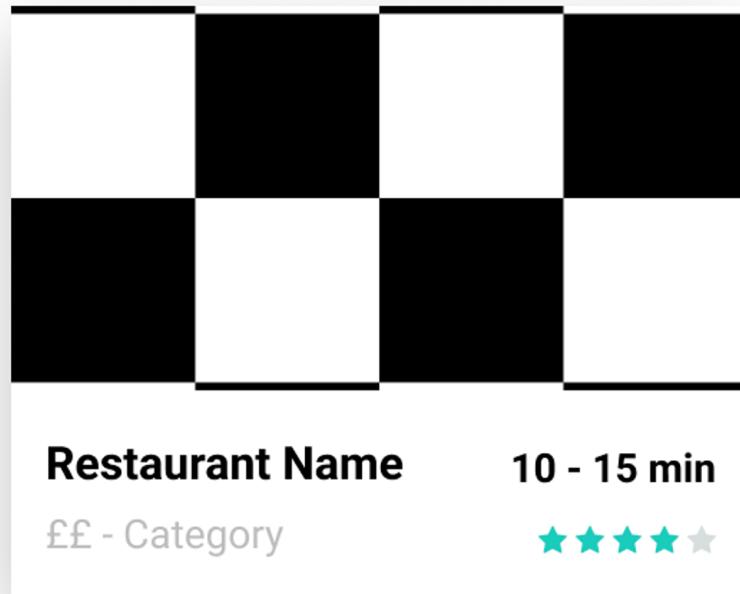
Resources for images

Checkout on unsplash.com or [flickr](https://www.flickr.com)



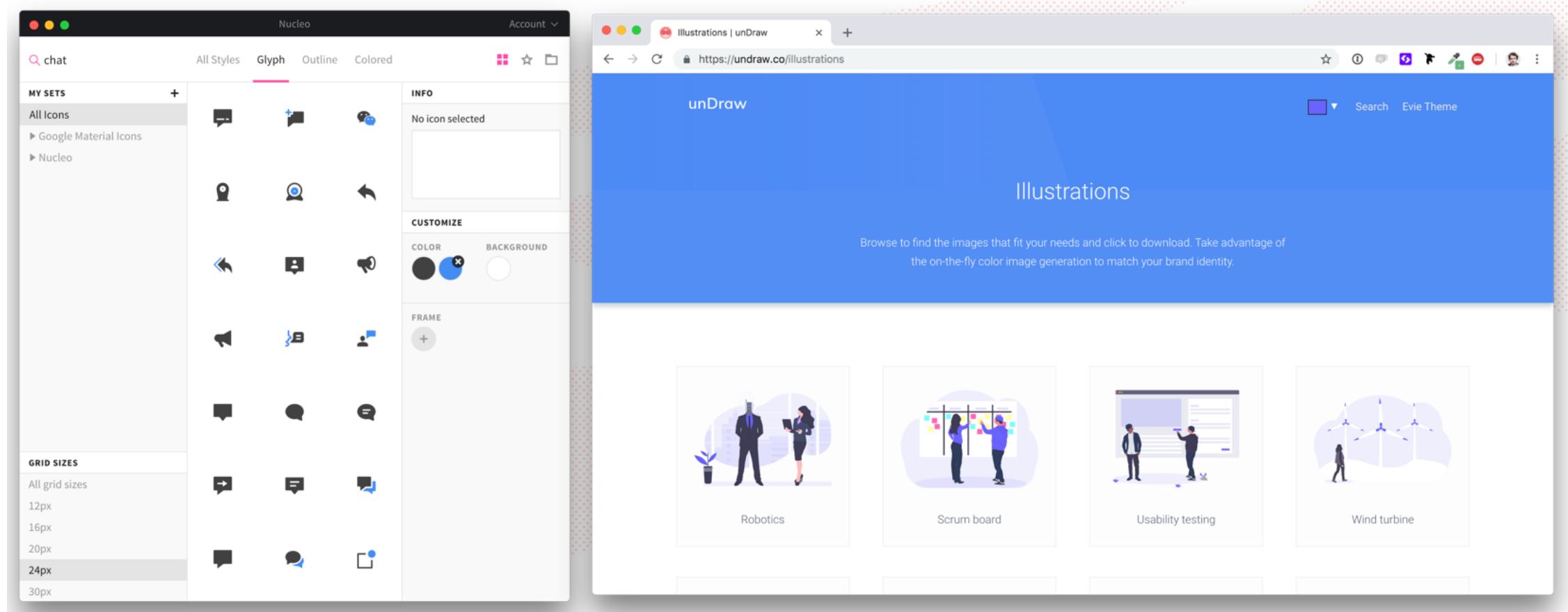
Icons

Create components and use them in your UI kit



Resources for icons

Use *Nucleo* app for utility icons and *unDraw* for illustrations.



Your turn 

Showcase your prototype 