

Product Design Sprint

Roadmap

- 1 - One use case**
- 2 - One core journey**
- 3 - Zoning**
- 4 - Mockup**
- 5 - Prototyping**

Objective

Demo your app tonight
As if you had coded it :)

1 - One use case

verb + complement

Do ONE thing only, do it good



book a place



share a story



order a cab



manage a project



discover recipes

Find a new angle. Your UVP



Discovery

Experience a place like a local



Beautiful stories

It's not a post, it's a story



Instantaneous

Get a ride in one click



Simplest UI possible

Nothing more than lists and cards



Illustrated recipes

Each step needs a nice picture

Best alumni projects do **ONE** thing



plan your staff

*SUPER*FESTIVAL

organize your festival



build a guide

Kudoz

find a job

Find your UVP



vs



social

price



Top 20 Paris Vacation Rentals, x Boris !

← → ↻ Airbnb, Inc. [US] | https://www.airbnb.com/s/Paris--France?guests=1&checkin=10%2F16%2F2016&checkout=10%2F17%2F2016&price_min=9&price_max=31&s... ☆ ⓘ ⋮

Paris, France Host 1 Trips Messages 7 Help Boris

Filters Only 1% of listings are left for these dates. We recommend booking a place soon. Learn more

€29 Charmant appartement parisien Shared room · 2 guests · ★★★★☆ · 17 reviews

€30 Jolie petite chambre Private room · 1 guest · ★★★★☆ · 37 reviews

€26 Joli studio à Ivry-sur-Seine

€29 Chambre dans un appartement à Ivry-sur-Seine

Search as I move the map

Map of Paris showing price points across different neighborhoods. Key areas labeled include:

- 17TH ARR.: €30, €29, €25, €19
- 16TH ARR.: €29, €25, €29
- 15TH ARR.: €29, €26, €30
- 14TH ARR.: €29, €26, €30
- 13TH ARR.: €29
- 12TH ARR.: €29
- 11TH ARR.: €29
- 10TH ARR.: €29
- 9TH ARR.: €29
- 8TH ARR.: €29
- 7TH ARR.: €29
- 6TH ARR.: €29
- 5TH ARR.: €29
- 4TH ARR.: €29
- 3RD ARR.: €29
- 2ND ARR.: €29
- 1ST ARR.: €29



booking.com

Booking.com

Home → France → Ile de France → Paris → Search results
57,719 properties 5,783 properties 4,253 properties Paris, 1 adult, 1 Night (Oct 15 - Oct 16) Change dates

Search

Destination/Hotel Name:

Work Leisure [?](#)

Check-in

Check-out

1-night stay

Rooms: 1 Adults: 1 Children: 0

Search

Paris is a top choice on our site with travelers for your selected dates (69% reserved).
Tip: Prices might be higher than normal, so try searching with different dates if possible.

69% reserved

Paris: 4,253 properties found

3 reasons to visit: **Eiffel Tower** Sightseeing **Musee D'orsay** Fine Art Museums **Notre Dame** Churches [Map View](#)

Our Recommendations First Lowest Price First Distance From Downtown Review Score Stars

Deal of the Day Time remaining: 1 day 05:00:36

34% LESS THAN NORMAL

Hotel Devillas  
5th arr., Paris – Subway Access **Good 7.5** 1326 reviews


Executive Double Room € 161  € 106 [Reserve](#)

Give Us Your Must-Haves

Filters help our customers find the perfect place to stay. Click the things that are most important to you, and we'll show you what we've got.

California Champs Elysées  
(3.8 km from center) **Very good 8.1** 1,421 reviews

Twin/Double Room In high demand! € 305 [Select your room >](#)

2 - Core user journey

5 views max

5 views max

kill frictions

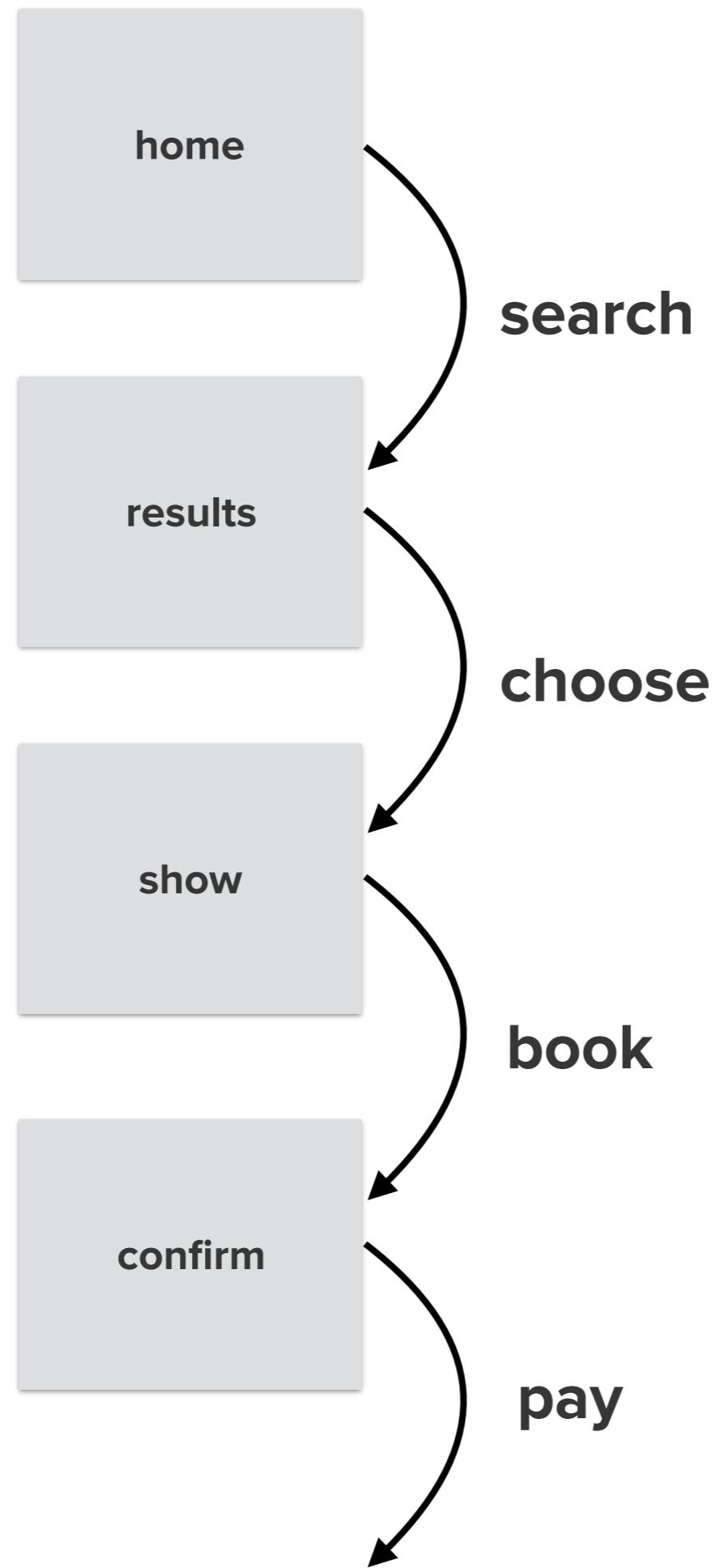
Best alumni projects have **5 views max**





What's **the** core user journey?

Book a flat



For each view

| | | | |
|----------------|--------------------------------------|------|---------|
| home | results | show | confirm |
| Action | I want my user to... | | |
| Context | For that he/she needs to know... | | |
| Angle | He/she understands my UVP because... | | |

home

index

show

confirm

Action I want my user to **search for a flat**

Context For that he/she needs to know **how to search thanks to placeholders (location/checkin/checkout/guests)**

Angle He/she understands my UVP because **there are suggestions with people's flat and pictures below**

home

index

show

confirm

Action I want my user to **choose a flat**

Context For that he/she needs to know **which one is the cheapest, best rated, best located**

Angle He/she understands my UVP because **he sees rating and owner's picture for each result**

home

index

show

confirm

Action I want my user to **book the flat**

Context For that he/she needs to know **how much it would cost in total, and if the flat suits his/her needs**

Angle He/she understands my UVP because **there are detailed travellers' comments and several pictures of the flat**

home

index

show

confirm

Action I want my user to **pay**

Context For that he/she needs to know **if he/she did not make mistakes in the booking, and how to enter credit card details**

Angle He/she understands my UVP because...

What should the user see?

LESS IS MORE

What's key for the understanding?

- Title & description
- Price
- Equipment & beds
- Reviews
- Pictures
- Owner's profile picture
- Owner's other flats
- Similar flat offers
- District pictures
- Nearby cool places
- Other renters' details

What do I want my user to do?

One call to action

3 - Zoning

Drawing rectangles



Sketch³



Flat results view

Filters

Result

Result

Result

Result

Map

Flat show view

Picture

Owner

Title, rating

Equipment

Booking form

Reviews

Map

4 - Mockup

Fill the zones



Sketch³



Show view (zoning)

Picture

Owner

Title, rating

Equipment

Reviews

Booking form

Map

Show view (mockup)

airbnb

travels messages



Seb

Charming loft 2 beds
Paris, France

★★★★★

40€ per night

checkin checkout

1 guest

Total: 240€

Book it

About this Seb's flat

Located in the heart of the Saint-Germain-des-Prés district, the accommodation is completed for a person who aspires only to a thing: find the peace

2 beds wifi elevator

15 reviews

Boris

Really appreciated Seb's place, nice clean and relaxing!
Definitely come back there next time in Paris

Join us

Career

FAQ

Become a host

Contact

Team

Press

About

Contact

Team

Press

Join us

Career
FAQ

Become a host

Contact
Team
Press

About

Contact
Team
Press

Sketch Demo

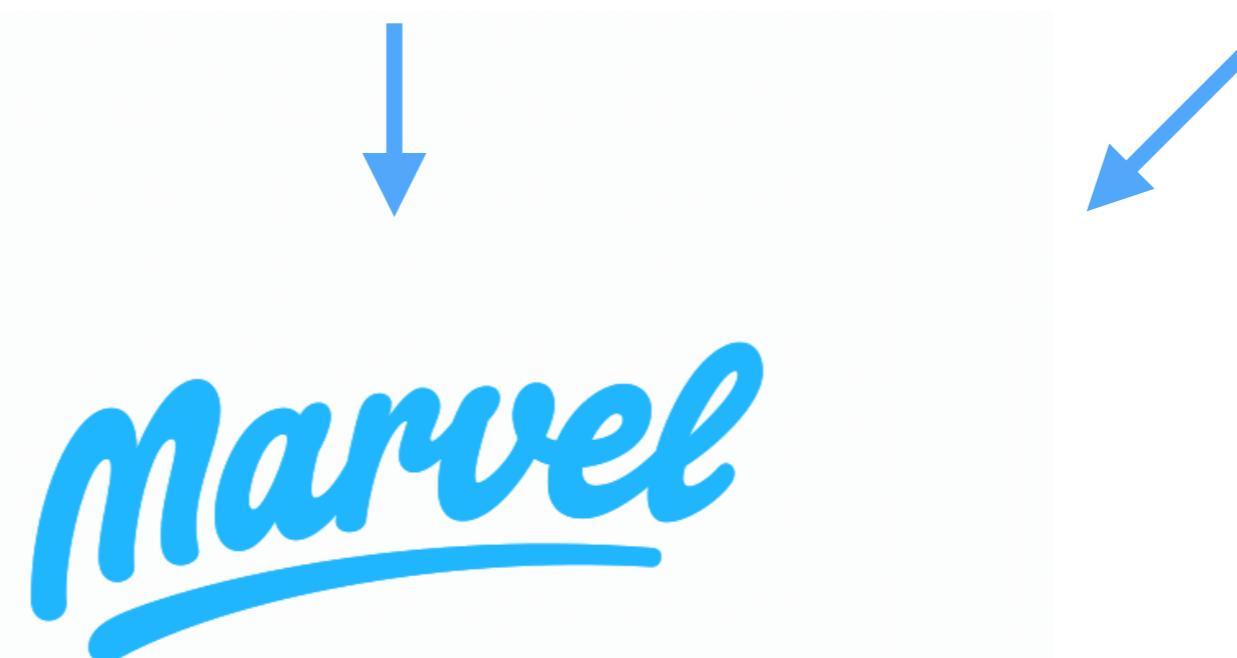
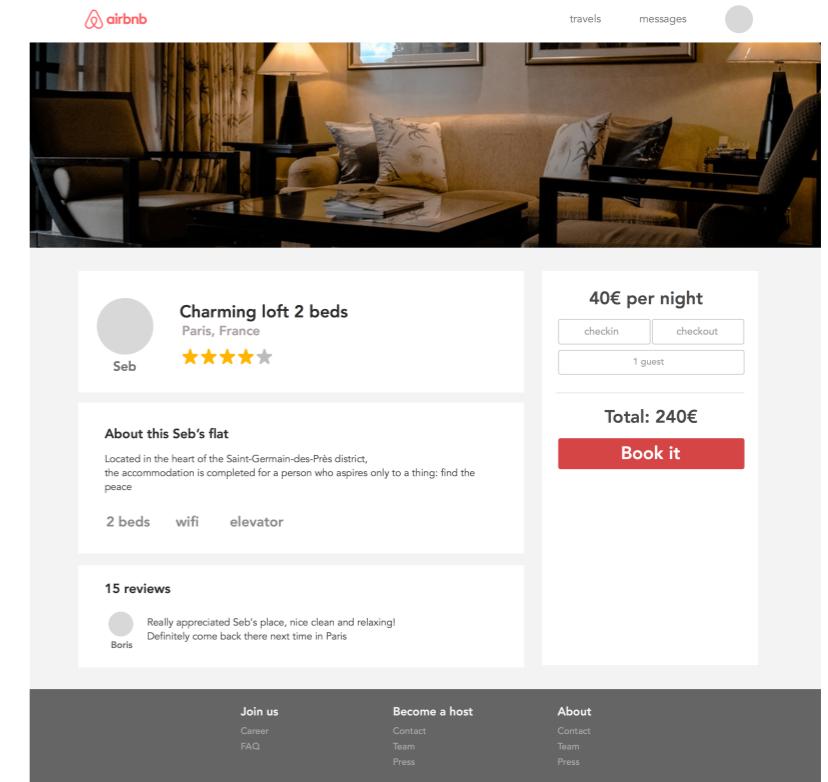
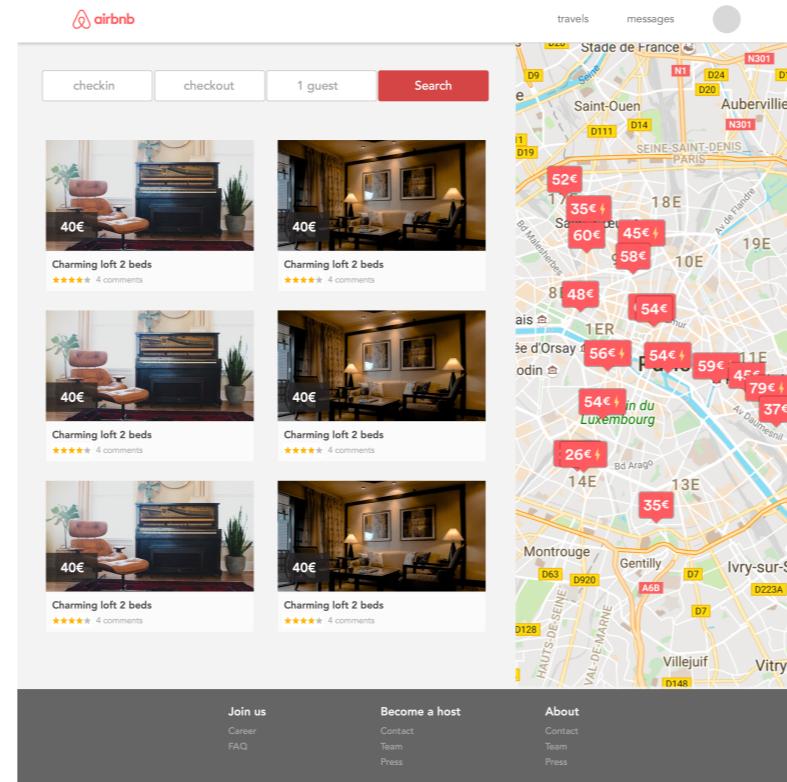
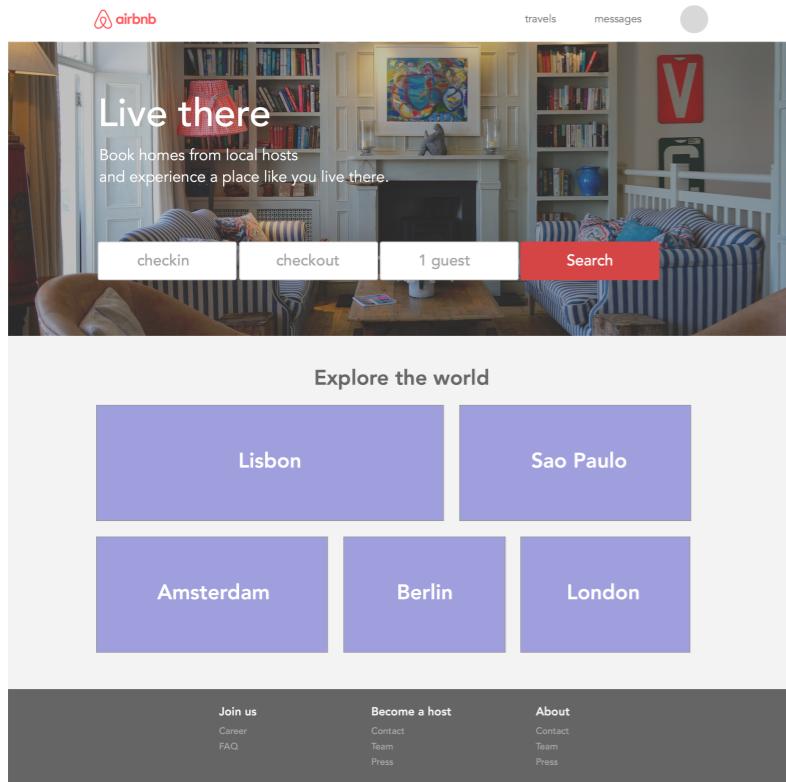
<https://vimeo.com/186428242>

5 - Prototyping

Connect mockup views



Import PNG in marvelapp



Marvelapp Demo

<https://vimeo.com/186428623>

Happy prototyping :)