

MONARCH PRATCHA

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Design Process



DISCOVERY

Validate the problem, end users,
project goals

<p>Name and User Type</p> 	<p>Goals</p> <hr/> <p>Actions</p>
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METHODS

User Research: Interviews, Ethnography
Empathy Mapping
Task Analysis
Stakeholder Mapping
Service Blueprints
Analytics and Heuristics
Competitive Analysis

OUTCOME

Problem Validation

IDEATION

Organize discovery, explore options, develop wireframes and prototypes



METHODS

Sketching

Wireframes

Information Architecture

Journey Mapping/Pageflows

User Story Writing

Paper Prototypes

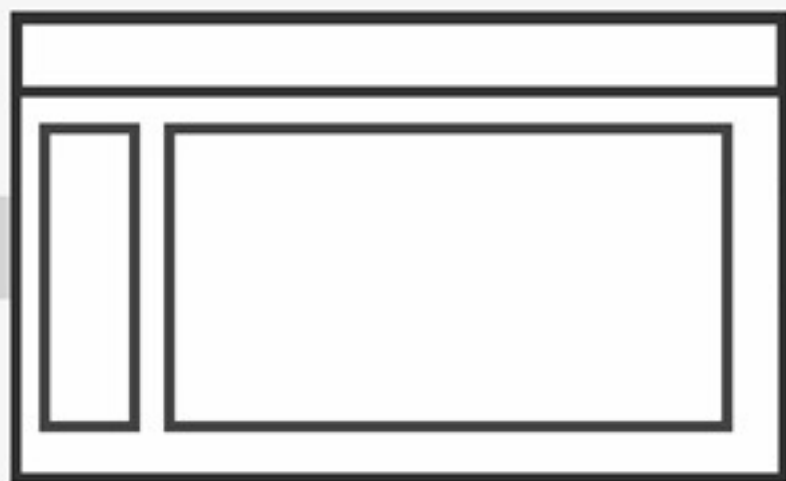
Interaction Design

OUTCOME

Solution Exploration

DESIGN

Commit to internally validated ideas, test with users



METHODS

Design Sprints

Style Guides

High-Fidelity Visual Design

Rapid Prototyping

Mockups

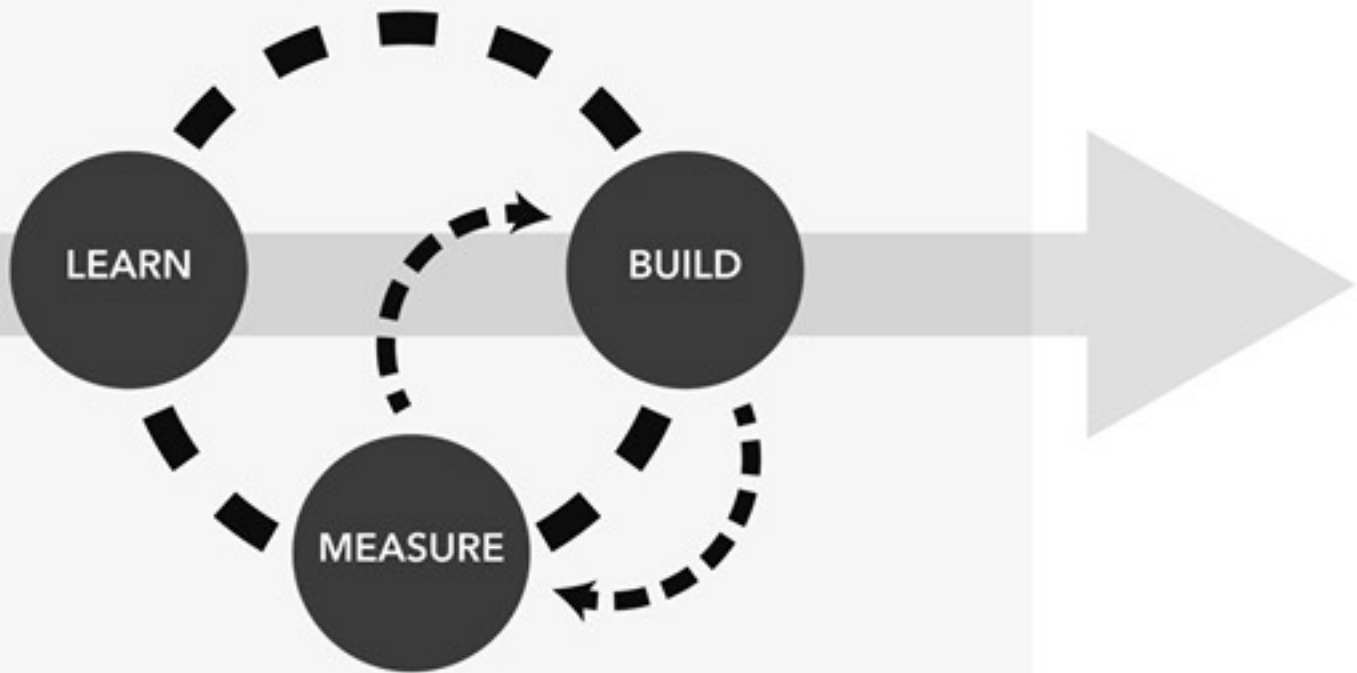
A/B Testing

OUTCOME

Solution Validation

VALIDATION

Validate, learn, plan for the next iteration



METHODS

- Accessibility
- Usability Testing
- Feedback Integration
- Iterative Design
- Retrospectives
- Release

OUTCOME

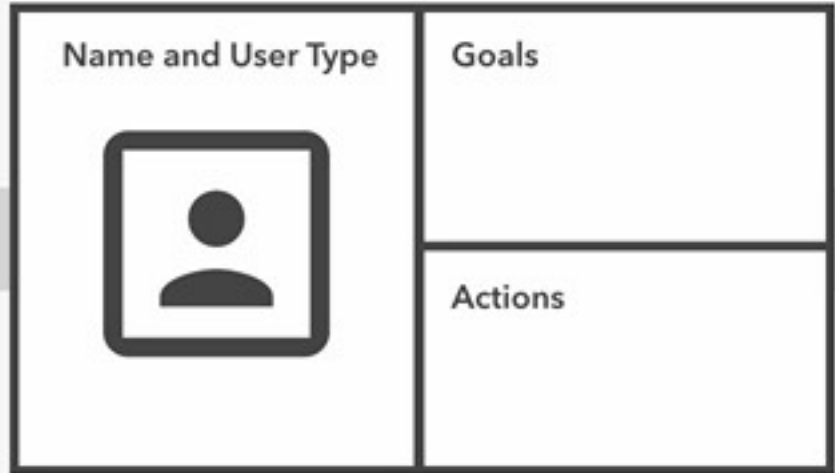
Solution Scalability



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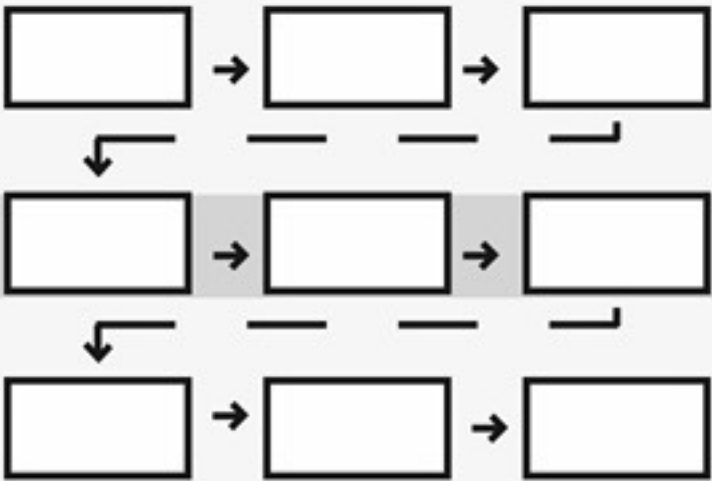
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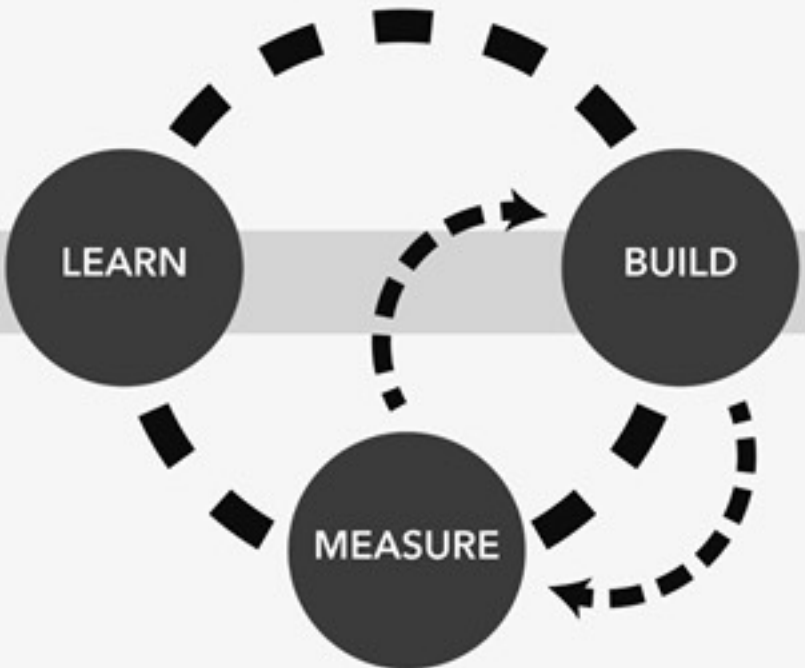
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Design Strategy

Understanding the broader picture of the applications is done and the information is visualized, Based on the assignment documentation, a design strategy has been formulated

● Business Goals

- Hassle Free Finding Parking system for all the Citizens and Cab Drivers
- Enhancing the Citizens business experience
- Partner with more Parking bay providers to get the services Onboard

● User Groups

- Citizens
- Drivers
- Parking providers

● General Tasks

- Finding the Parking area
- Book the parking bay
- Paying Parking bills upfront
- Parking area providers onBoarding (GHMC, Metro Rail, Railway stations, Airports)

