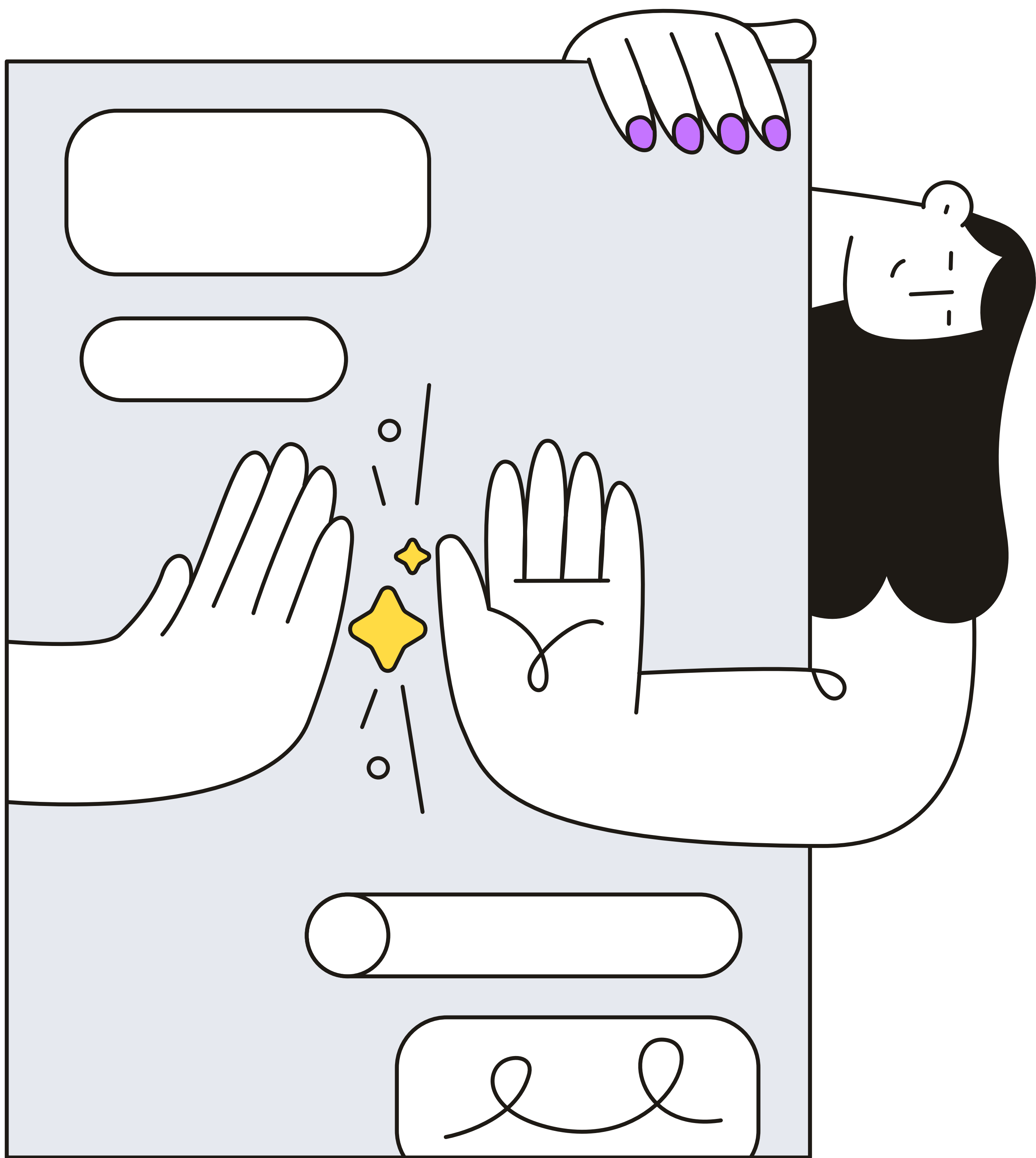


Let's get started

Create a team



+ Your name/team name

DANS UA

+ Team members

Ángel Cardoso Parreño

Nikita Polyanskiy

Serhii Vidernikov

David Martinez Ruiz

Define the user you are designing for

The purpose of this profile is to frame all of your ideas and solutions around the individual that is most likely to use it.

○ Example



Jules, 31
Music Teacher in London
Married

+ Name

Pepe Garcia

+ Age

56

+ Occupation

Entrenador de perros

+ Location

Alicante

+ Relationship Status

Casado

Create the profile of your end-user

Capture the basic details about the person you are designing for and build a deeper understanding of their personality, wants and needs.

✚ Personality map

X

Outgoing

Shy

Serious

Fun

X

Generous

Selfish

Academic

Creative

✚ Likes

Perros

Animales

Golf

Comida

✚ Goals

Mejorar su salud

Mantenerse en forma

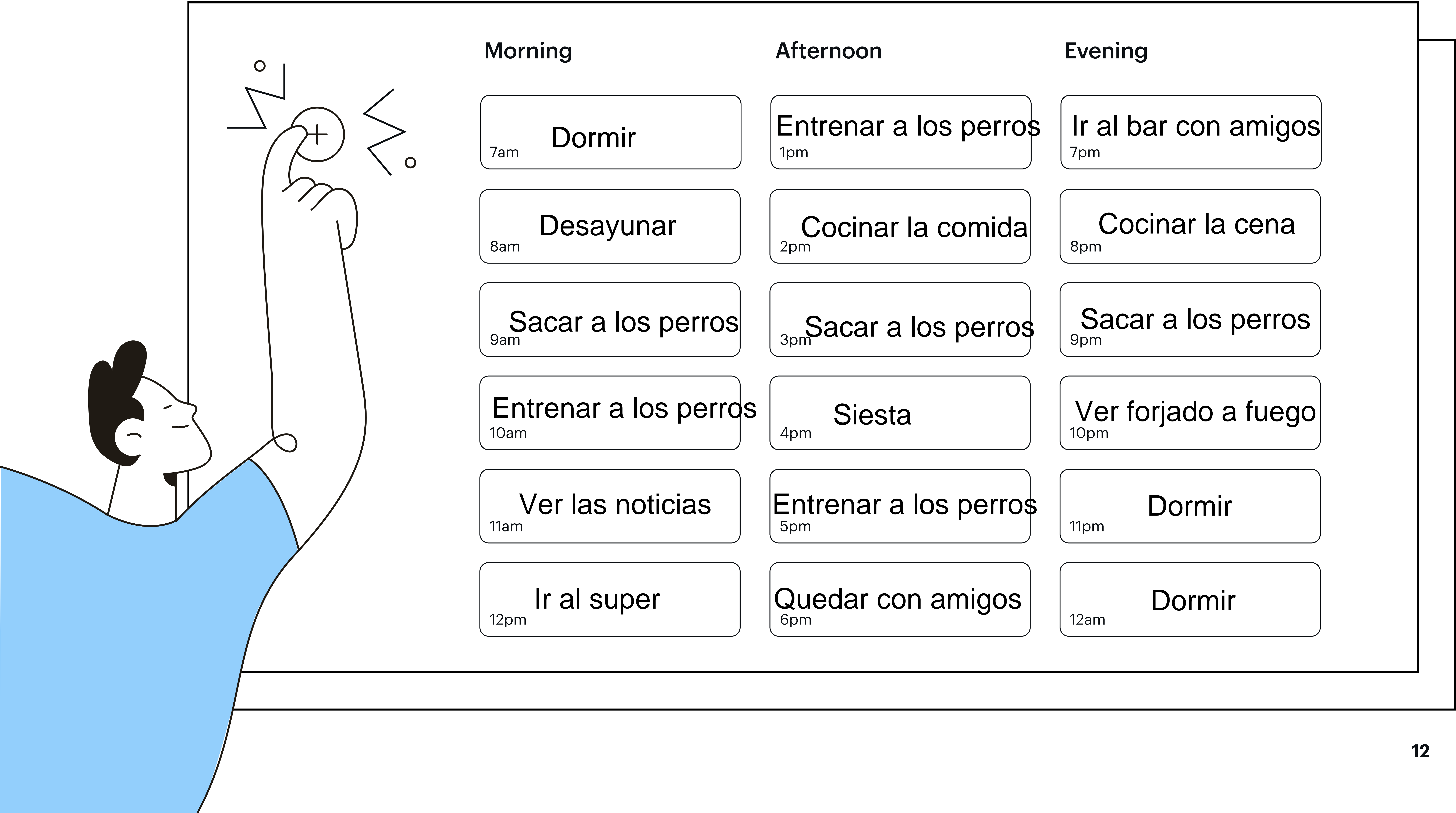
Ser el mejor entrenador de perros

Ser campeon de forjado a fuego

11

Map out a typical day

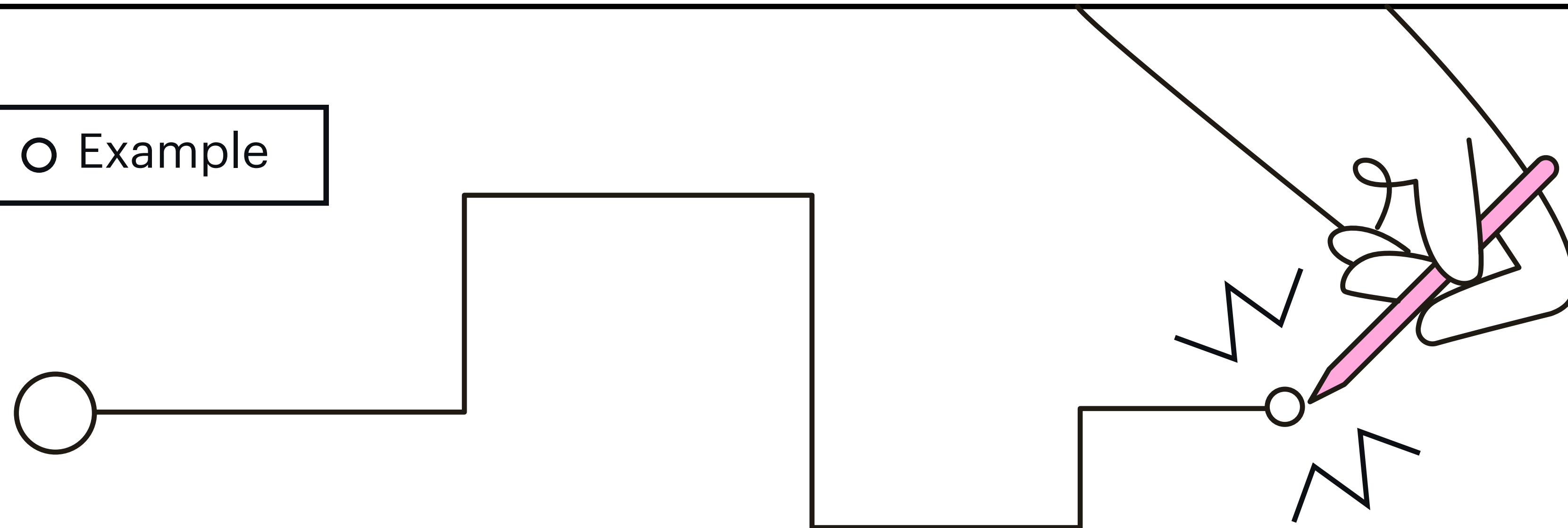
Imagine what your end-user spends their day doing. What do they prioritise? What do they care about? You can then use this to design something that fits into their daily routine.



Choose your challenge

Define the problem you are trying to solve for the end-user and why it's going to be important to them. Keep referring back to this as you go.

○ Example



✦ What problem are you trying to solve for your end user?

Find freelance teaching jobs on her phone

✦ Why is this important to them?

As a freelance teacher Jules is often working in classrooms away from her laptop. That means she needs to quickly find and apply for new teaching slots on her phone before they get filled.

✦ What problem are you trying to solve for your end user?

Recordar tomar sus medicamentos
a tiempo y en la cantidad adecuada.

✦ Why is this important to them?

Para estar sanos y no tener sobredosis
accidental de medicamentos. Y no hacer cola en
el hospital.

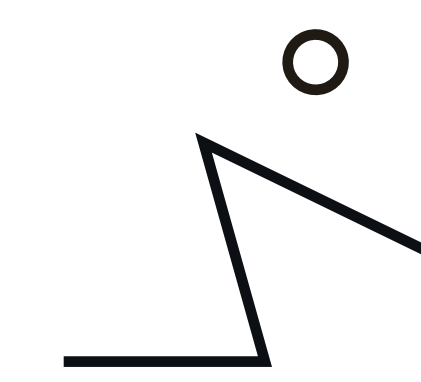
Simple ideas

Practical, straightforward ideas that solve the problem.

○ Example

Notifications when new jobs are live

+ Notificar al paciente cuando debe tomarse su medicamento con una app.



Crazy Ideas

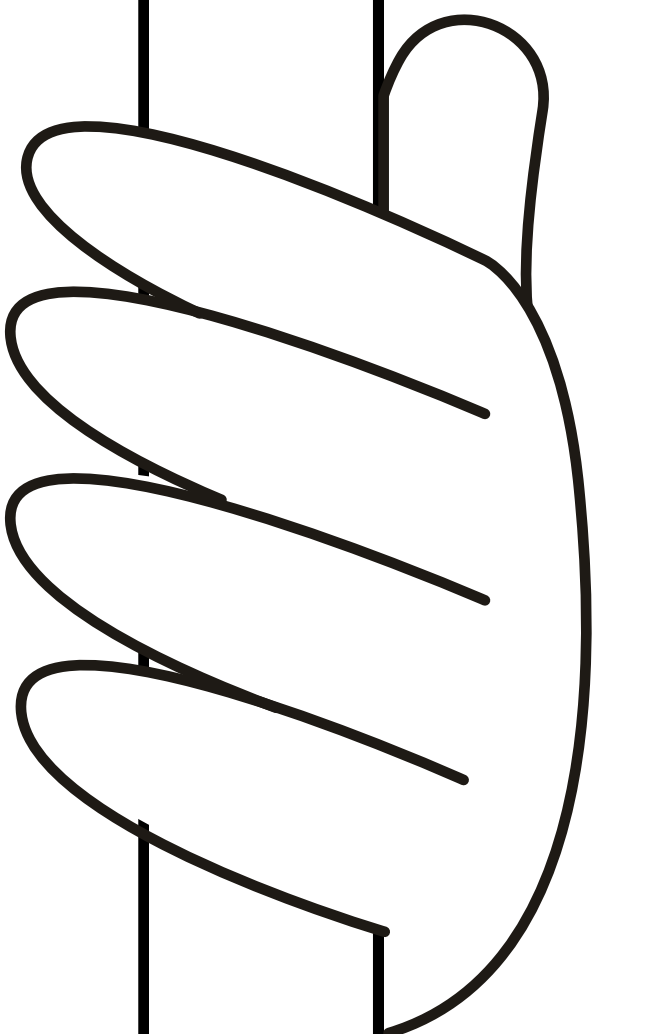
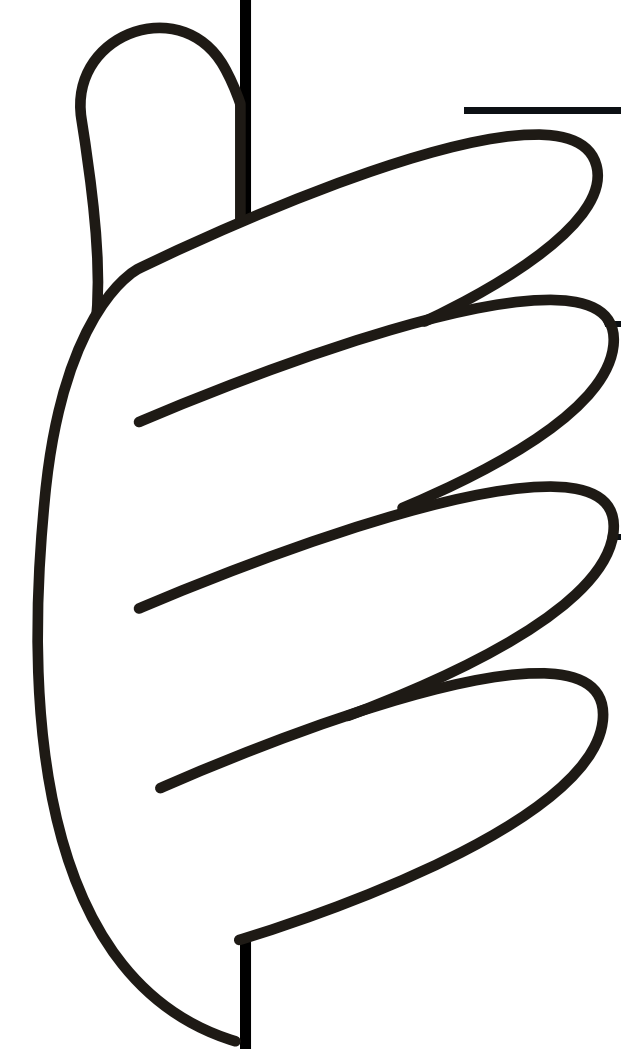


Sometimes the wild ideas pave the way to amazing solutions.

○ Example

A Virtual Reality job board

+ Una notificación de voz para que las personas que no usan mucho el movil sean notificadas.



List the user needs and features

This forces you to apply the ideas you created to real user needs. How many solve the problem your user is facing?

Our target user needs to be able to...	Therefore our design needs these features...
<div>○ Example</div> <p>Get to new jobs before anyone else lands them</p> <div>+ Recordatorio de cuando tomar sus medicamentos a lo largo del dia.</div> <div>+ Recordatorio de si ya se ha tomado una dosis del medicamento ya.</div> <div>+ Contactar con el medico en caso de dudas.</div>	<p>Real-time notifications when jobs are available and saved CV and experience info</p> <div>+ Notificaciones a su dispositivo movil con detalles del medicamento y dosis.</div> <div>+ Una opcion para marcar que ya se ha tomado el medicamento despues de recibir la notificacion.</div> <div>+ Chat privado con su medico personal.</div>

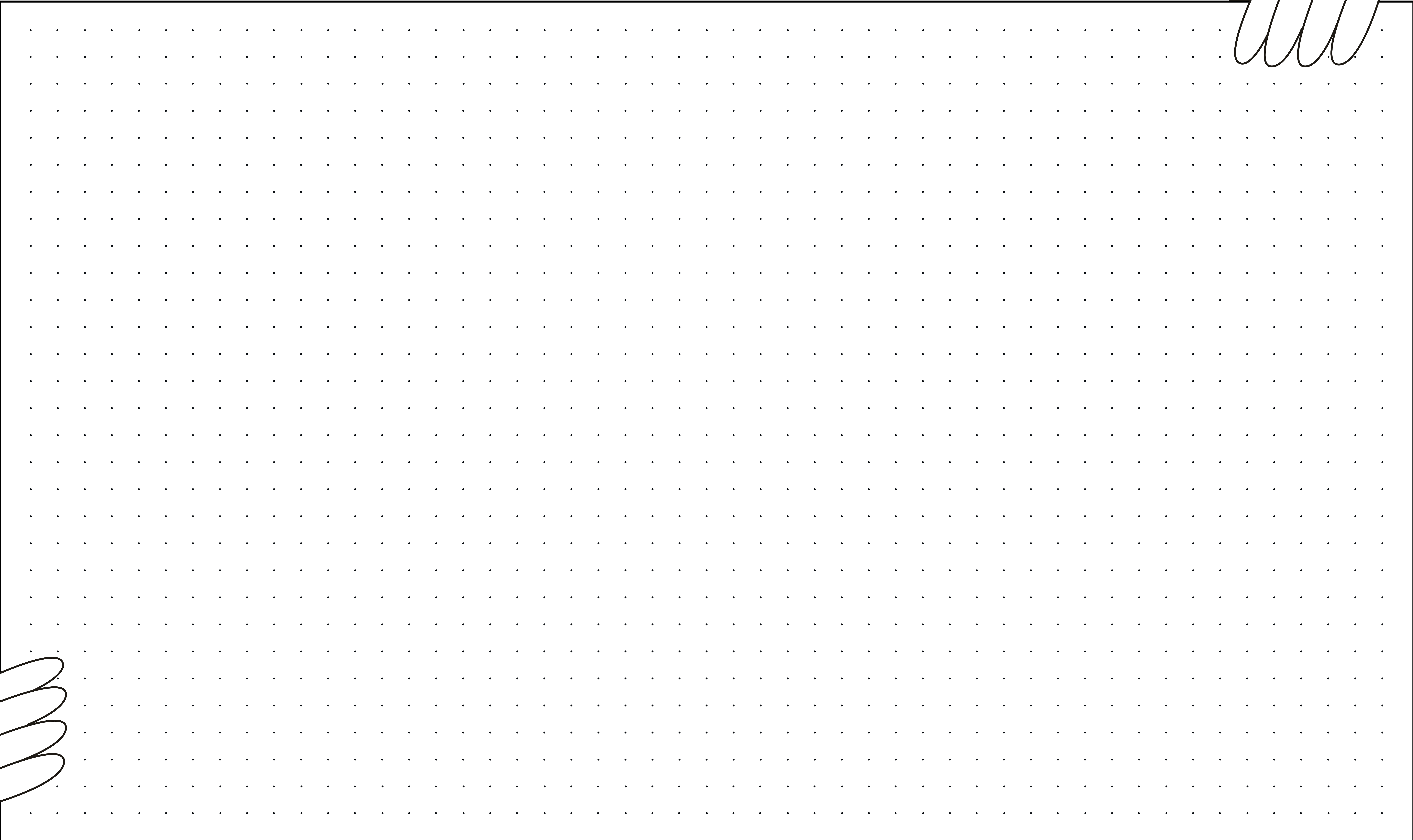
Give your idea a name and tagline

Here's the fun part - what will you call your product, feature or idea?

Create a tagline too!

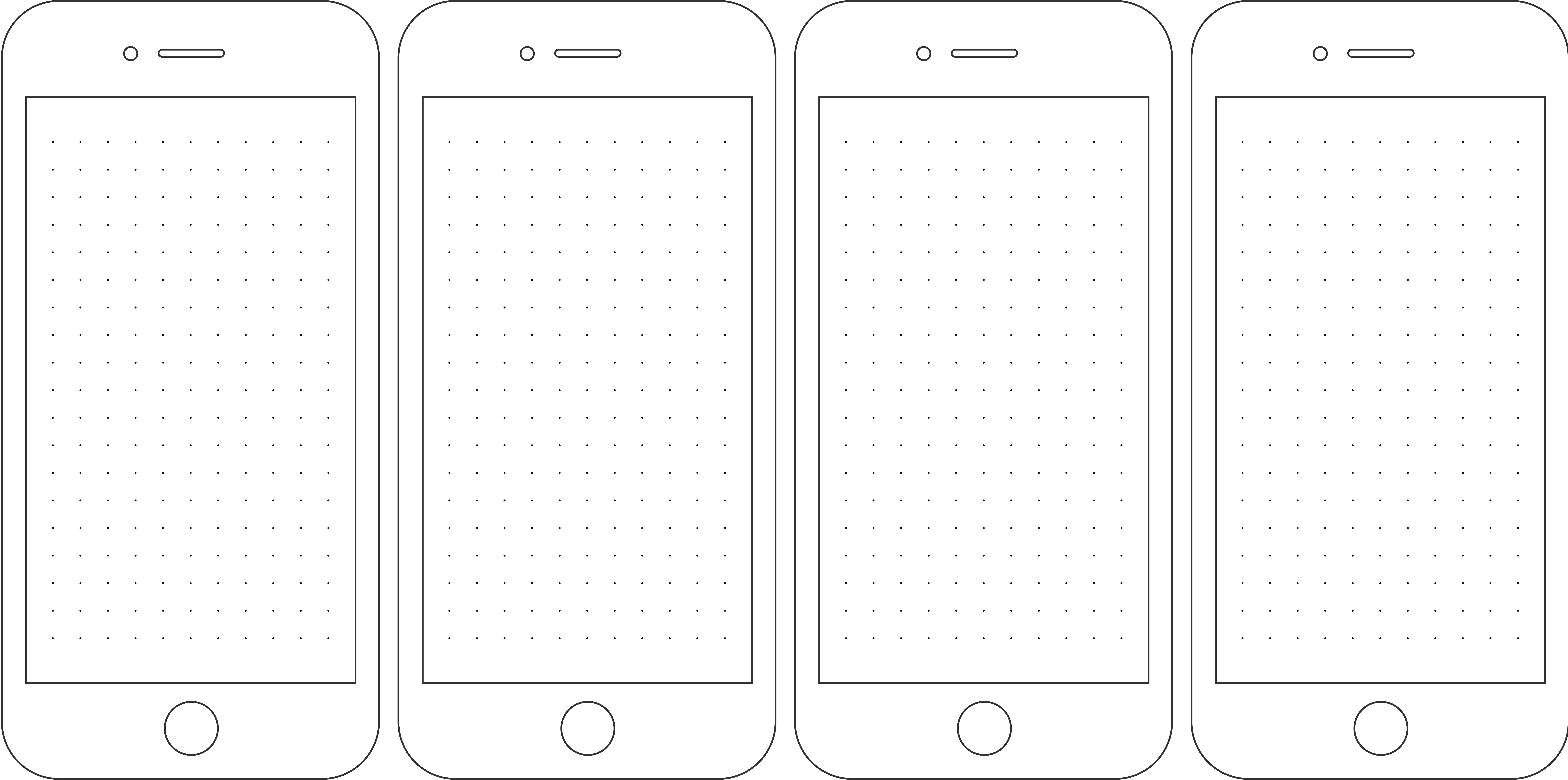
Name of your product, feature or idea	The super-catchy tagline
<div><div>+</div><div>MediUA</div><div></div><div></div><div></div><div></div><div></div></div>	<div><div>+</div><div>"No vuelvas a tener sobredosis, unete a nuestra app MediUA y recibe ayua!"</div><div></div><div></div><div></div><div></div><div></div></div>
<div><div>+</div><div>DoctorUA</div><div></div><div></div><div></div><div></div><div></div></div>	<div><div>+</div><div>"Ya te has tomado tus medicamentos? No vuelvas a tener la duda y descarga nuestra app DoctorUA!"</div><div></div><div></div><div></div><div></div><div></div></div>

Sketch a flowchart of the user journey

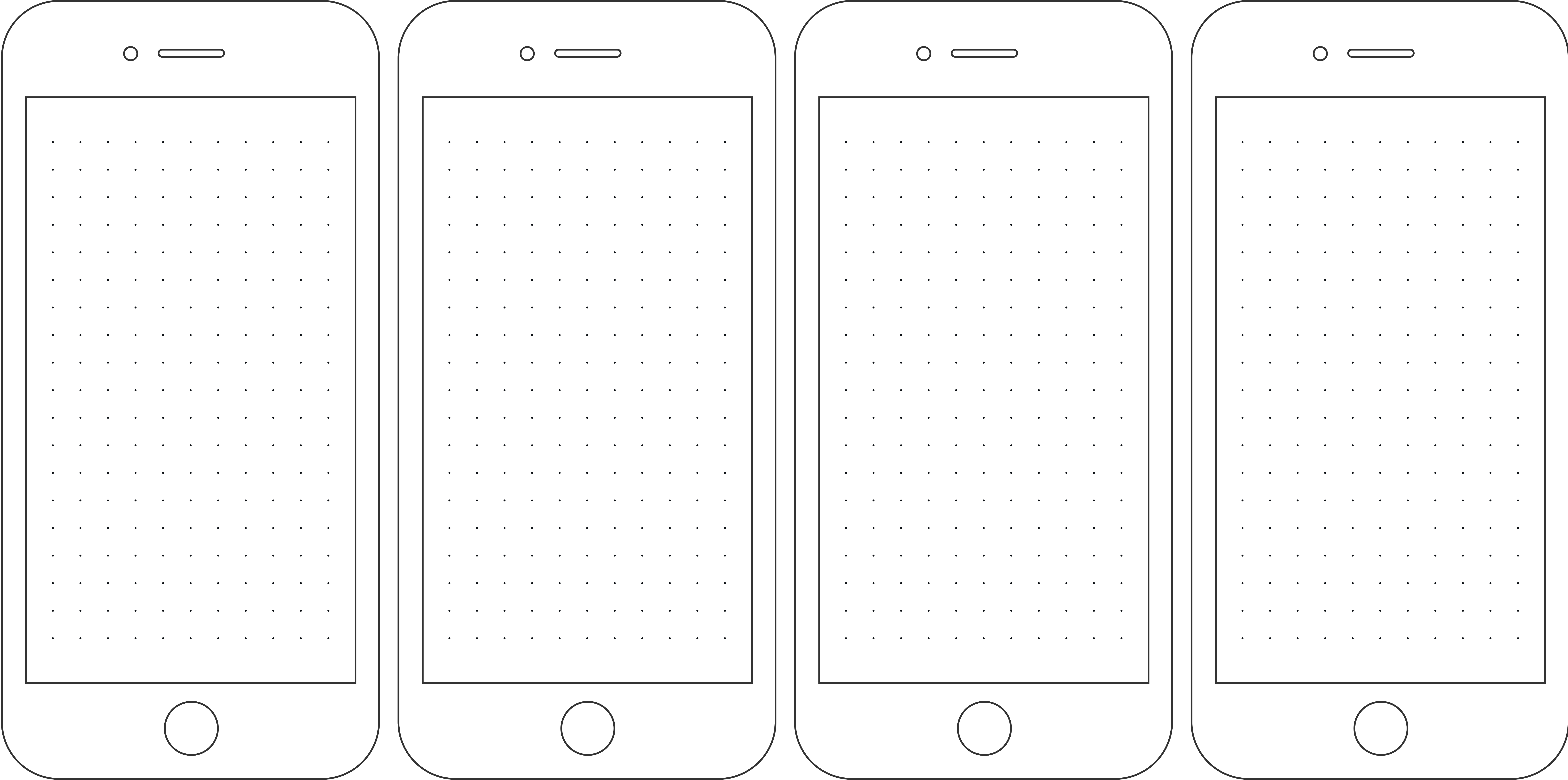


A large rectangular area with a dot grid pattern, intended for sketching a flowchart. The grid is 30 columns wide and 25 rows high. A hand icon is at the top right corner, and another hand icon is at the bottom left corner.

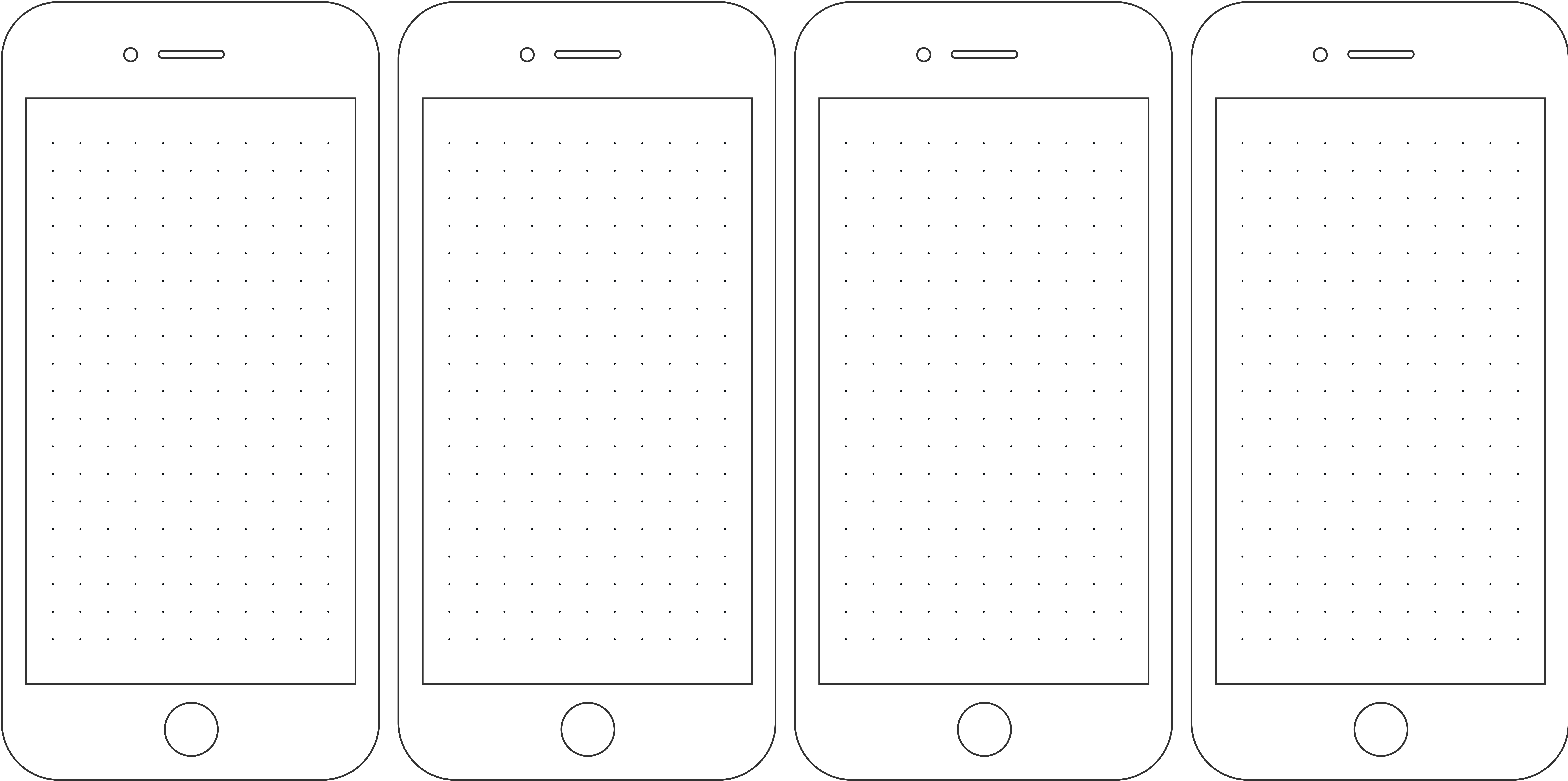
Sketch your app or feature, then take photos using Marvel



Sketch your app or feature, then take photos using Marvel



Sketch your app or feature, then take photos using Marvel



Prepare your test

Closed questions:

Can be answered by a “yes” or “no”

Did you enjoy using this app?

Would you use this app again?

- + ¿Te ha servido nuestra app?
- + ¿Lo usarías a diario?
- + ¿Ha sido fácil para ti navegar por la app?
- + ¿Lo recomendarías a tus amigos?

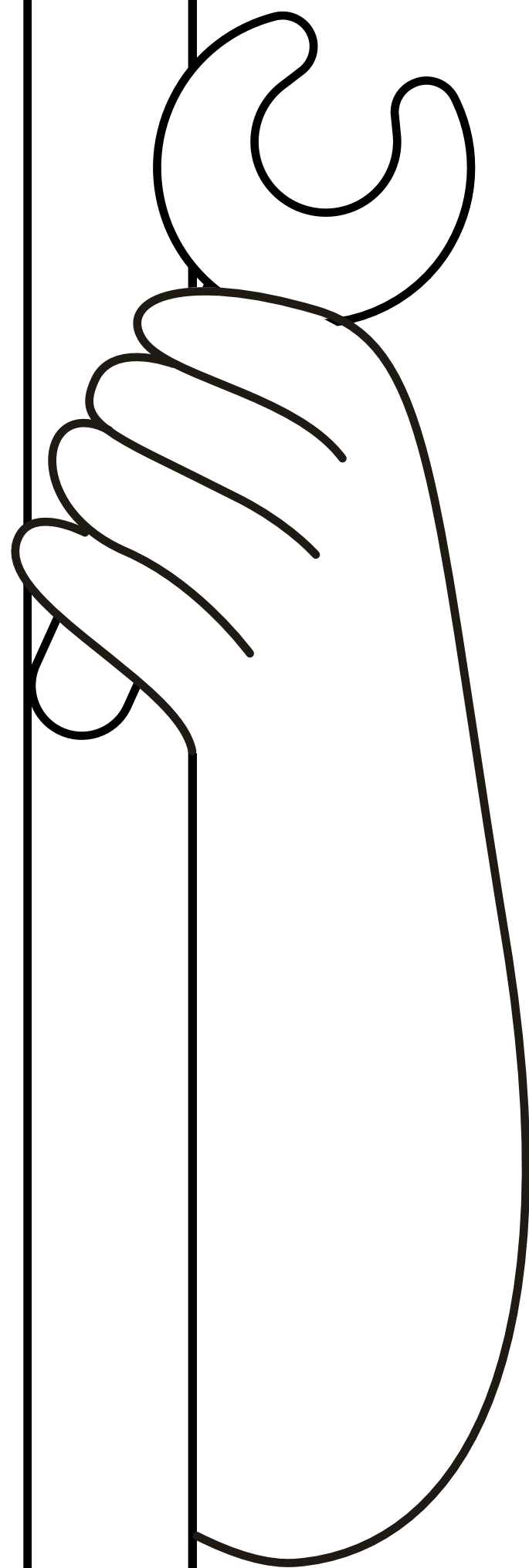
Open questions:

Should drive an answer that is more than a simple one-word reply

How did you navigate to the payment screen?

What could have made the checkout process easier?

- + ¿Que mejorarías de la app?
- + Si tuviste alguno, ¿Que problemas has tenido al usar nuestra app?



Conduct your test

Person you're testing with Paco Martinez

Positives

Found it easy to get to the account balance
Completed the onboarding successfully

El diseño es muy atractivo e intuitivo.
Facil de navegar por la aplicacion.

Negatives

Confused on how to exit the account balance screen
Tap on the text instead of the icon thinking it was a button

Letra pequeña en detalles de medicamentos.
No me ha llegado la notificacion.

