Ideate

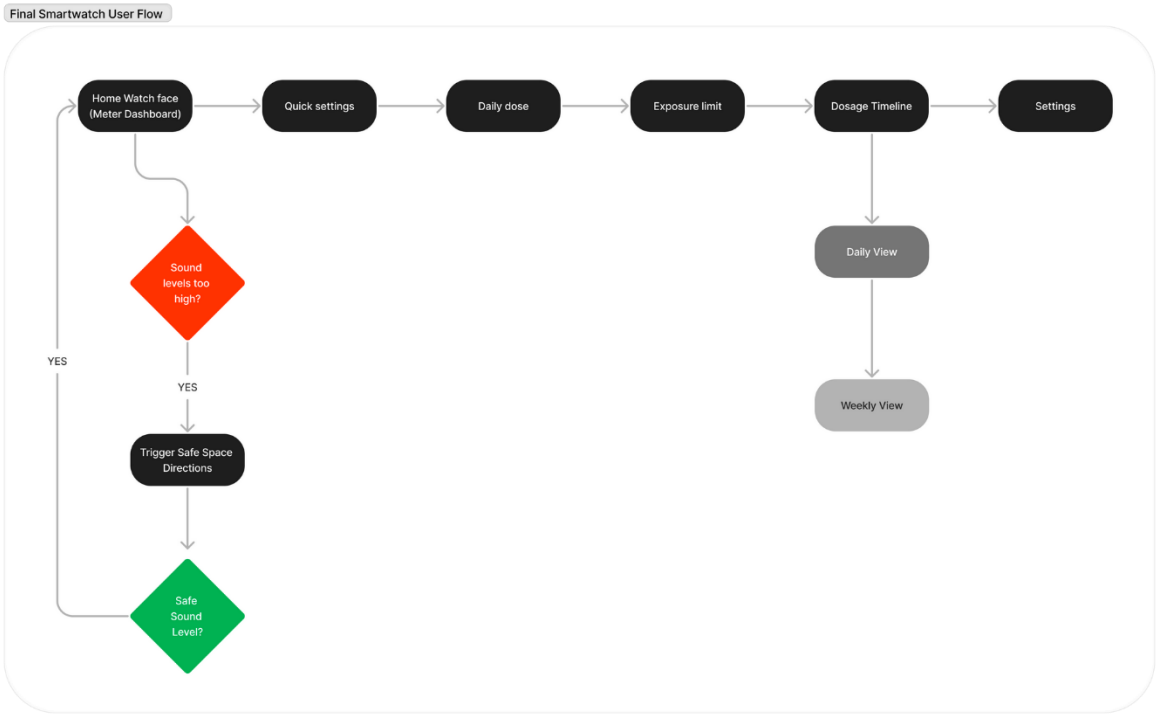
User Flow

Question: What is the user's journey, step by step, when they interact with our app, beginning from the initial entry point and finising in the accomplishment of their desired outcome?

Method: User Flow

Why: It is as a tool to analyze and optimize the app's navigation and interaction experience. Its purpose is to identify potential pain points, enhance usability, and ensure a seamless user journey. Through the mapping of the user flow, we can improve the overall user experience and maximize user satisfaction with our app.

How: As a group, we initiated the brainstorming session on a whiteboard to outline the initial user flow. To refine and visualize our ideas, we transitioned to FigJam, where we created a more detailed version of the user flow. This refined user flow was then presented to stakeholders for feedback, allowing us to make necessary adjustments and align with the project's scope. After incorporating the feedback, we reached the final version of the user flow. (Figure 1)



(Figure 1) User flow results

Conclusion:

Through the visualization of the user journey, we successfully pinpointed areas of concern and enhanced the app's usability in alignment with our solution's vision. This pivotal step in the project provided us with a fundamental framework for our app concept, laying the groundwork for its development and refinement.

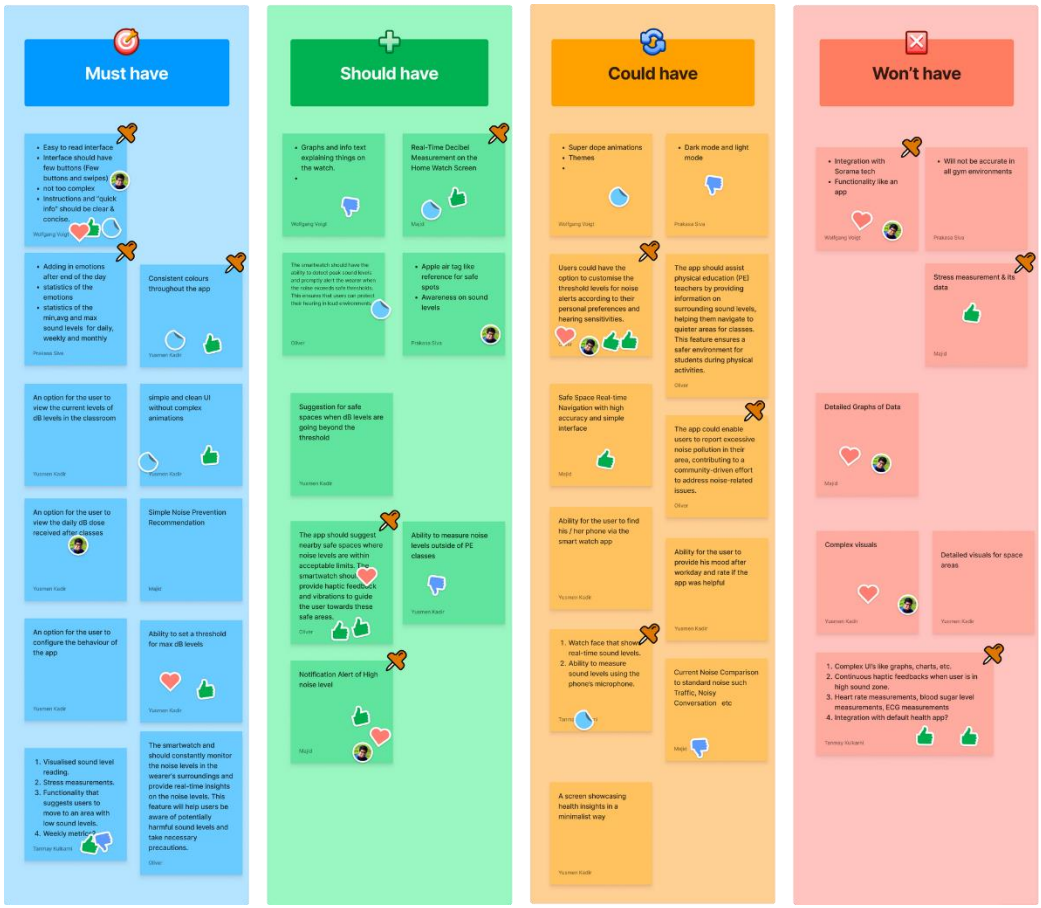
MoSCoW Analysis

Question: What are the essential features and functionalities that must be considered to meet the minimum requirements and achieve the desired outcomes?

Method: MoSCoW Analysis

Why: By utilizing the MoSCoW method, we can effectively prioritize requirements by categorizing them as Must-haves, Should-haves, Could-haves, and Won't-haves. This approach enables us to concentrate on the most crucial features and make informed decisions that align with our project's limitations and available resources.

How: We organized the columns into Must-have, Should-have, Could-have, and Won't-have categories. Then, we engaged in a brainstorming session, contributing ideas by placing sticky notes in the respective columns with relevant information. Below are my contributions to the exercise. Afterward, we conducted a voting process to identify the ideas that garnered consensus, which we consolidated in the final MoSCoW analysis presented in the results. (Figure 1)



(Figure 1) My results

(Figure 2) Final voted results

Conclusion:

Through the implementation of the MoSCoW Analysis, the team successfully identified and prioritized the crucial features and functionalities essential for achieving the desired objectives. This analysis served as a roadmap, guiding the team in the development of a solution that precisely caters to the needs of the intended target audience.

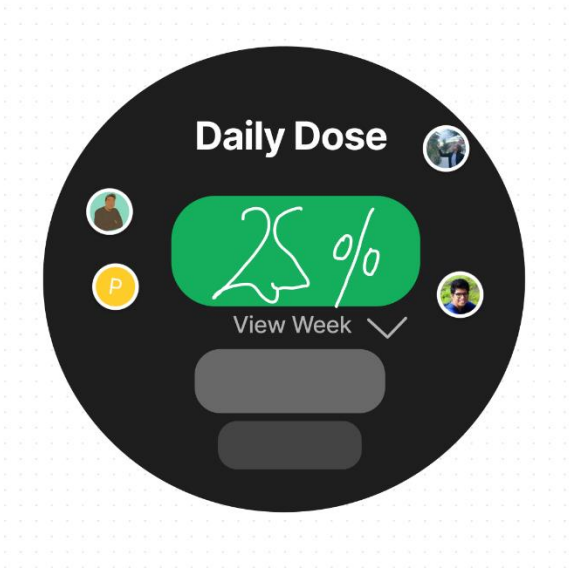
Sketches

Question: What method can be used to visually brainstorm and explore design concepts quickly and effectively?

Method: Sketches

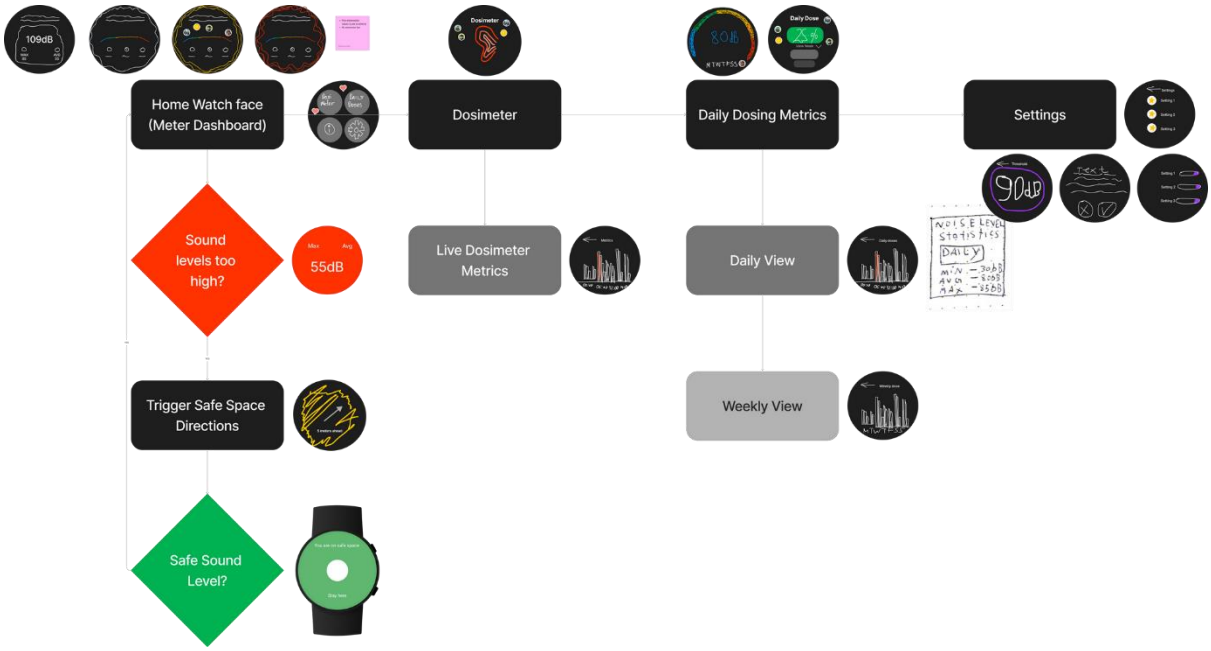
Why: To facilitate the efficient ideation and visualization of design concepts, this tool enables a speedy process. It promotes quick exploration, iteration, and effective communication of ideas, fostering seamless collaboration among team members.

How: During one of the working sessions, we initiated a timed session to digitally sketch numerous screens. The images I created are displayed below. In the Results section, you will find our arrangement of these sketches into the user flow. Throughout this process, we engaged in a voting process to select the most exceptional screen designs for each section of the app. (Figure 1)



(Figure 1) Sketch of daily dose face

Results:



(Figure 2) Implementation of the face into the user flow.

Conclusion:

The incorporation of sketches played a vital role in organizing the design elements within the user flow. With a clear direction in mind, we proceeded to divide the sections into duos, forming teams of two individuals, which allowed us to seamlessly transition into the next phase of the project. The use of sketches fostered effective collaboration and provided us with a structured framework to drive the implementation of our project.