Product Design Sprint

le wagon

@arthur_littm

Roadmap

1 - One use case

2 - One core journey

3 - Zoning

4 - Mockup

5 - Prototyping

Objective

Demo of your app

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**

airbnb

Experience a place like a local

It’s not just a post, it’s a story

Get a ride in one click

Trello

You don’t need more than lists and cards

KITCHEN STORIES

Recipes need beautiful illustrations

Best alumni projects do **ONE** thing

skello

manage your planning

SUPERFESTIVAL

organise your festival

TAT

build a travel guide

Kudoz

find a job

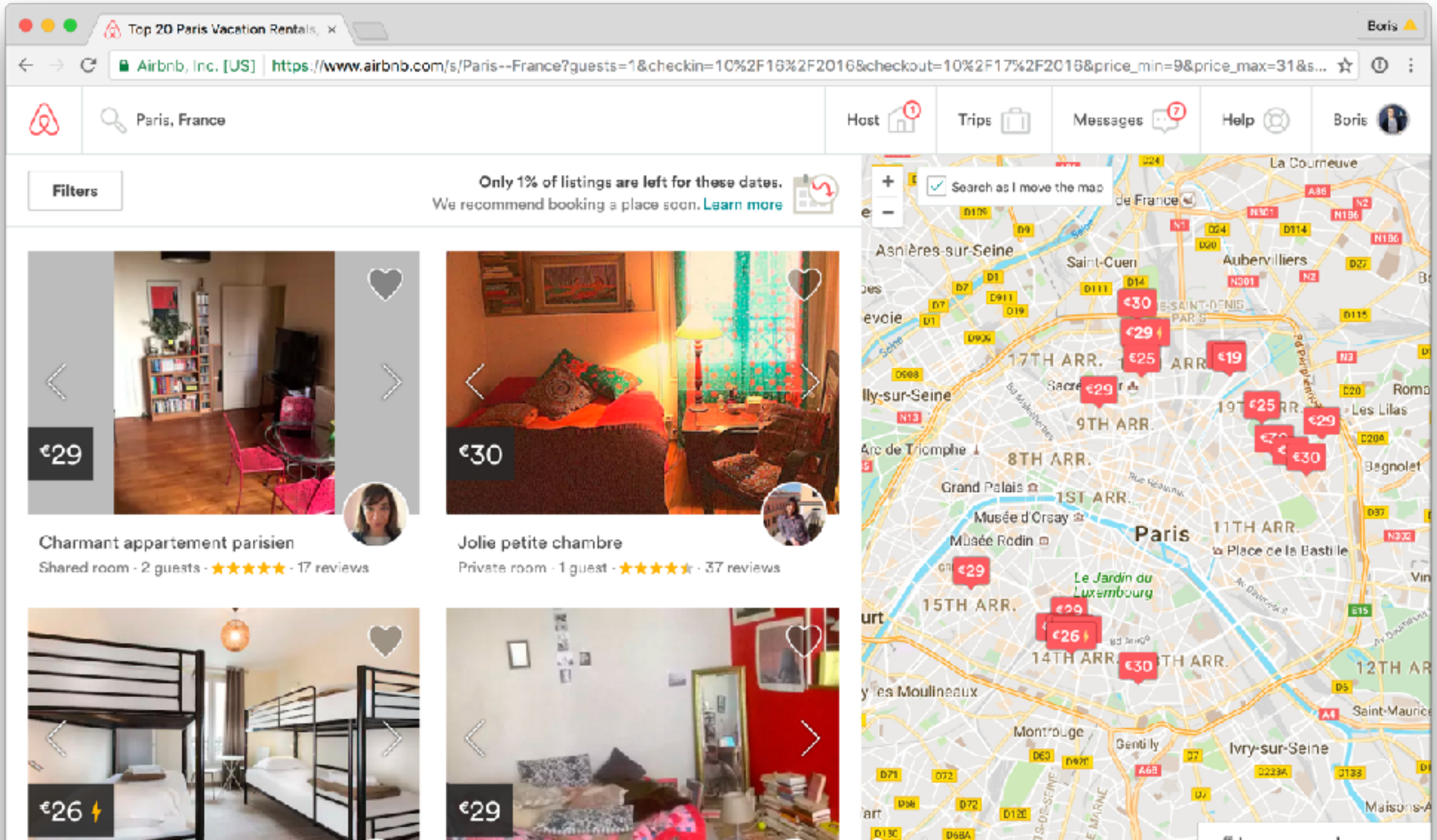
Find **your UVP**

airbnb

VS

social / locals

price / discount


Top 20 Paris Vacation Rentals
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
Trips
Messages
Help
Boris
Filters
Only 1% of listings are left for these dates.
We recommend booking a place soon. Learn more
Search as I move the map
€29
Charmant appartement parisien
Shared room · 2 guests · ★★★★★ · 17 reviews
€30
Jolie petite chambre
Private room · 1 guest · ★★★★★ · 37 reviews
€26
€29
La Courneuve
Asnières-sur-Seine
Saint-Ouen
Aubervilliers
17TH ARR.
9TH ARR.
8TH ARR.
1ST ARR.
Grand Palais
Musée d'Orsay
Musée Rodin
Paris
11TH ARR.
Place de la Bastille
Le Jardin du Luxembourg
15TH ARR.
14TH ARR.
Montrouge
Gentilly
Ivry-sur-Seine
Les Lilas
Bagnolet
Saint-Maurice
€30
€29
€25
€19
€29
€25
€29
€30
€29
€26
€30

booking.com

Booking.com

My Lists | My Bookings | Register | Sign in

Home → France 57,719 properties → Ile de France 5,780 properties → Paris 4,253 properties → Search results
Paris, 1 adult, 1 Night (Oct 15 - Oct 16) Change dates

Search

Destination/Hotel Name:

Paris

Work / Leisure

Check-in

Saturday, October 15, 2016

Check-out

Sunday, October 16, 2016

1-night stay

Rooms 1

Adults 1

Children 0

Search

69% reserved

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.

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.

Filter by:

Popular for Business Travelers

- Breakfast included 568
- Free WiFi 4034
- Twin beds 843

...lifornia Champs Elysées ★★★★

Very good 8.1
1,421 reviews

(3.8 km from center)

...looking right now

...nes today

Twin/Double Room

In high demand!

€ 305

Select your room >

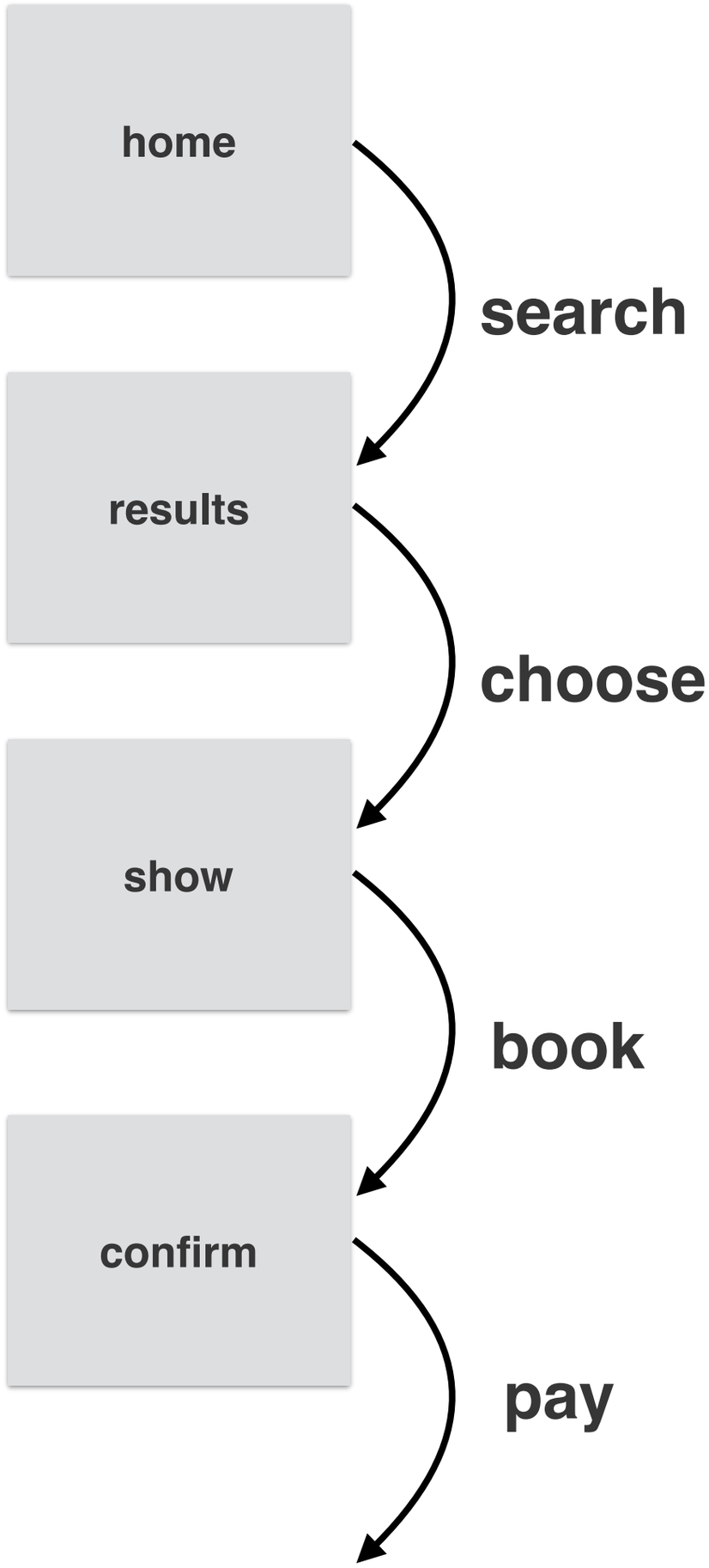
2 - Core user journey

5 views max

Best alumni projects have **5 views max**

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

Book a flat


home
search
results
choose
show
book
confirm
pay

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 (location, checkin, checkout, number of guests).**

Angle He/she understands my UVP because **there are travel suggestions with people flats and pictures.**

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 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 will cost in total (with a recap).**

Angle He/she understands my UVP because **there are detailed reviews of other travellers on the page.**

home | index | show | **confirm**

Action I want my user to **pay.**

Context For that he/she needs to know **where to enter credit card details.**

Angle He/she understands my UVP because **he has to write a custom message to the owner.**

What should the user see?

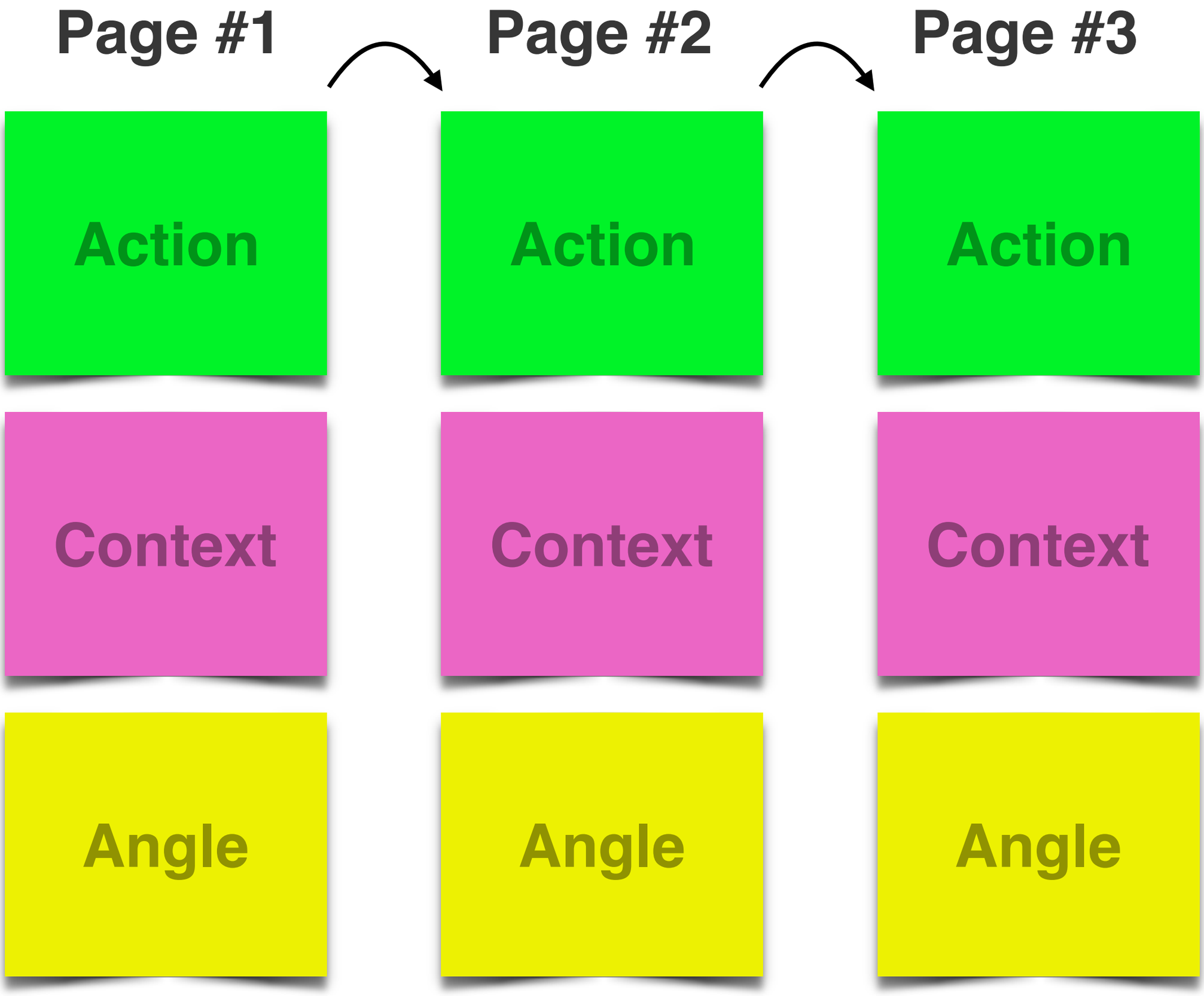
Less is more

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

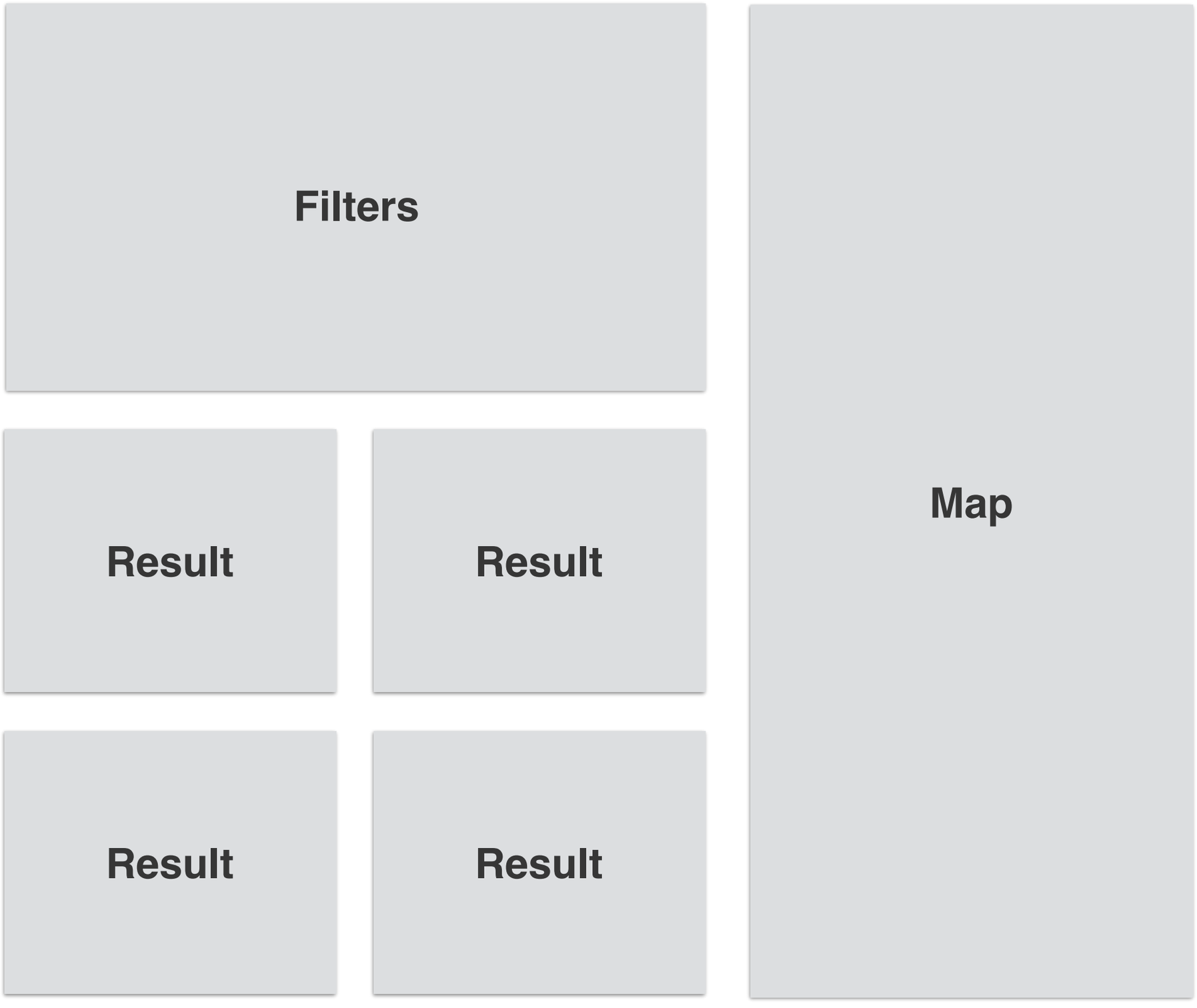

Page #1
Page #2
Page #3
Action
Action
Action
Context
Context
Context
Angle
Angle
Angle

3 - Zoning

Drawing rectangles

Sketch 3

Flat results view



Flat show view

Picture

Owner

Title, rating

Equipment

Booking form

Reviews

Map

4 - Mockup

Fill the zones

Sketch 3

balsamiq

Show view (zoning)

Picture

Owner

Title, rating

Equipment

Reviews

Booking form

Map

Show view (mockup)

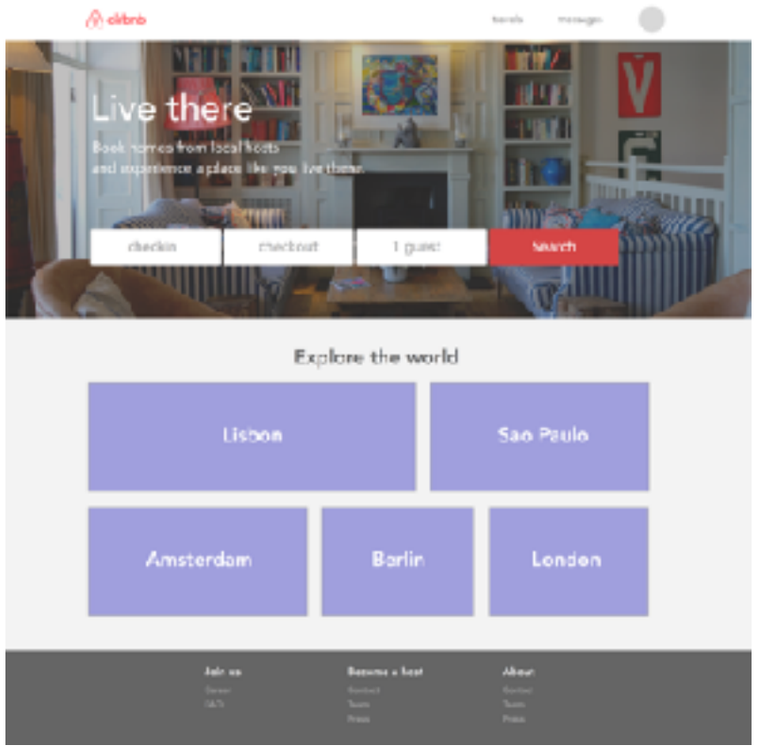
Sketch Demo

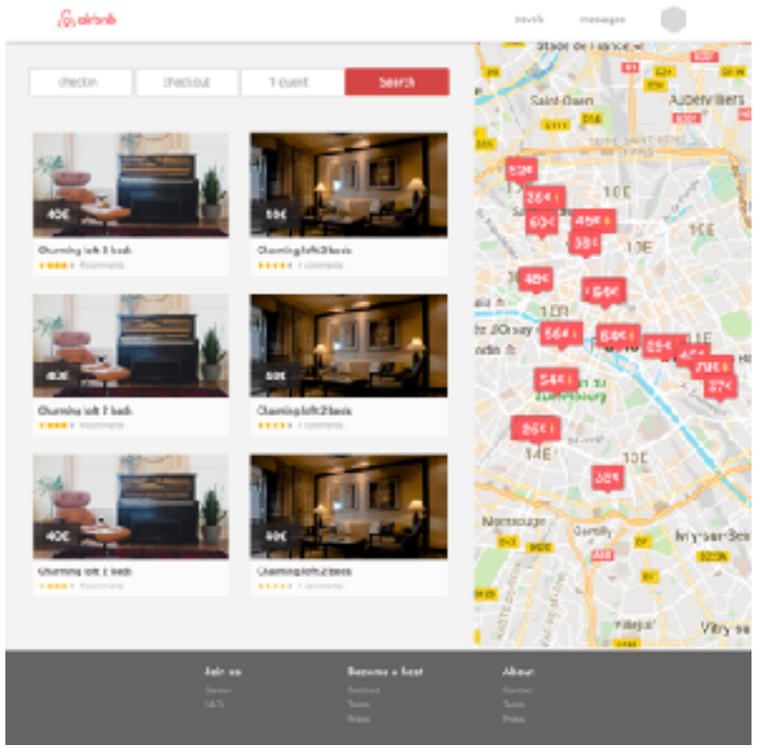
https://www.youtube.com/watch?v=zR-6RW3kHyM

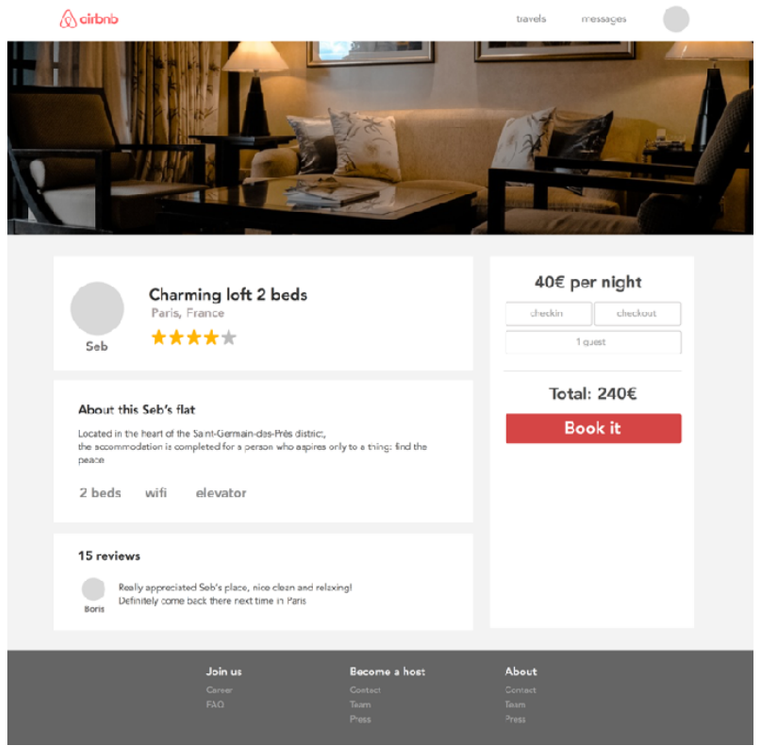
5 - Prototyping

Connect mockup views

Import PNG in marvelapp







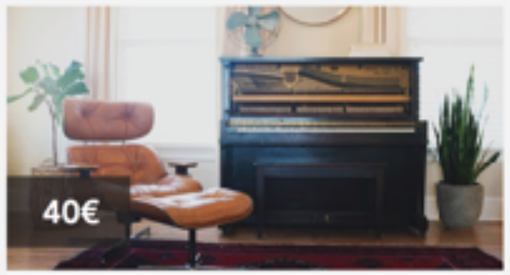
Marvelapp Demo

https://www.youtube.com/watch?v=MFIIW68giDY

airbnb

travels messages

checkin | checkout | 1 guest | Search

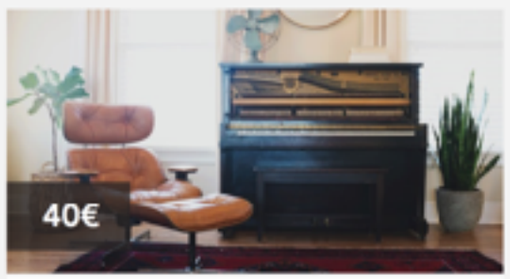


Charming loft 2 beds

★★★★★ 4 comments

Charming loft 2 beds

★★★★★ 4 comments



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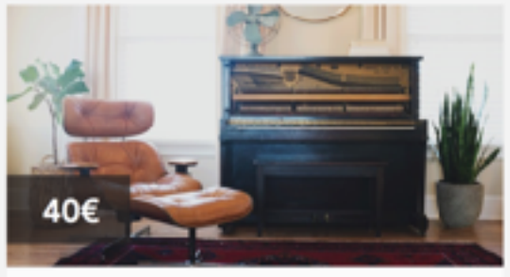

Charming loft 2 beds

★★★★★ 4 comments

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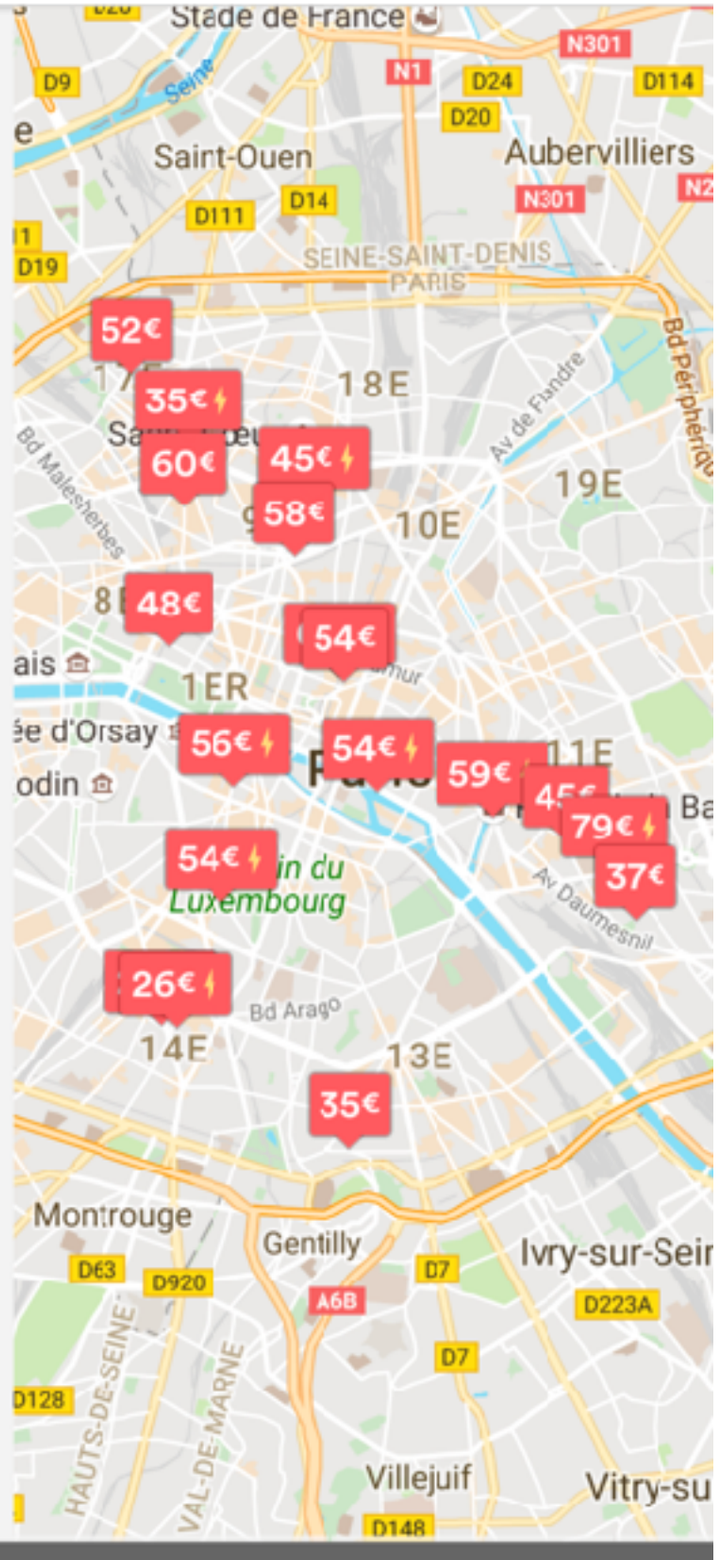

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Team

Press

About

Contact

Team

Press