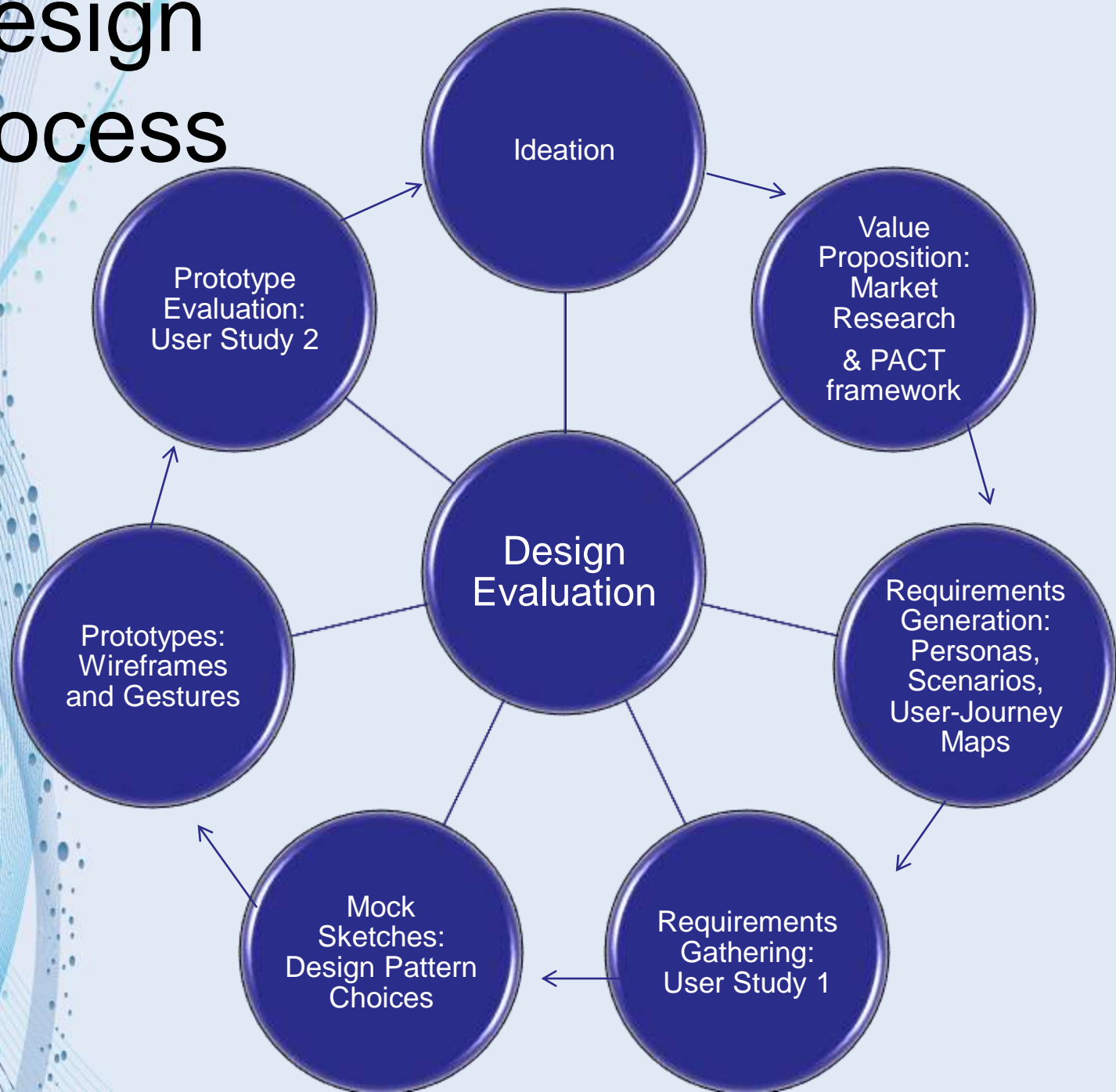




Design Process

Design Process





First step to App Design

Ideation

- Some place to start
 - Idea from self
 - Idea from observation
 - Idea from friends and interactions
- Most common mistakes of start-ups
 - Ideation to Implementation



Design Step 1: From Ideation to Value Proposition

- Take the idea, and draft the value proposition
 - What is a value proposition?

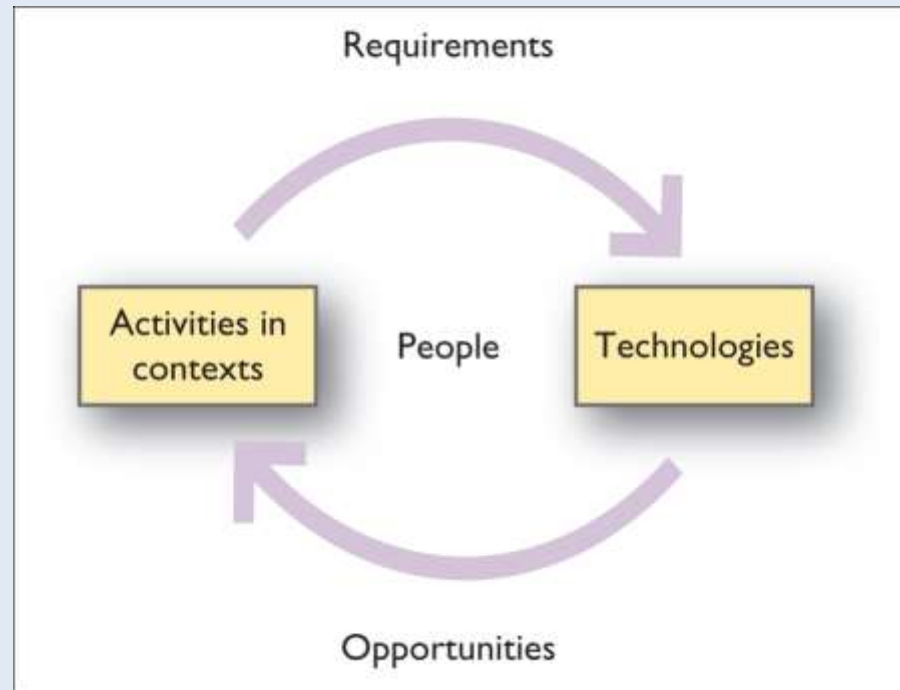
Value Proposition

- An elevator pitch for your app
 - What is it? Function factor (core function/s)
 - Who is it for? (sometimes implied, sometimes explicit)
 - Why will I like it? Feel factor
 - Why is it special? (compared to other market competitors)
 - Brief description: 1-2 sentences
- Communicates the utility and novelty of your app:
 - clear and concise
 - Conveys function and feel
 - Highlight novelty
 - Market research important to draft value proposition



PACT: a framework for designing interactive systems

PACT



Each and every element of this analysis - helpful in developing an effective interactive system

Figure 2.1 Activities and technologies

Source: Based on Carroll (2002), Figure 3.1, p. 68

Why PACT?

- Useful for identifying value
- Useful for analysis and design
 - Understanding current situation
 - Scope for possible improvements
 - Envisioning the future
- PACT allows you to think about
 - Who it is for?
 - What do they need?



Steps to value proposition

- Identify customer segment (People) –WHO?
- Identify the problem (Activities in context) –WHAT?
- Propose a solution that adds value (Technology – your app)
 - What will it do? SOLUTION, UTILITY
 - Why should the user try it? UTILITY, NOVELTY
 - How will this make users feel? FEEL
- Evaluation:
 - Customer discovery and evaluation of value proposal
- Do **market research** to highlight NOVELTY
- Iterate until the value proposition is clear, concise and attractive
- Possible Apps Example: Airbnb, Waze, Snapchat, Alibaba, Uber

Some examples: Value Proposition

- Airbnb
- Waze
- Snapchat
- Alibaba
- Uber

Activity

- Value Proposition:
 - Write up the value proposition for any of these apps: Airbnb, Waze, Snapchat, Alibaba, Amazon, Uber
 - Pick one app per group (app you are familiar with and have used – do not visit the play store for the app)
- Identify customer segment (People) –WHO?
- Identify the problem (Activities in context) –WHAT?
- Value Proposition: Create short description (2-3 sentences) using PACT stating the value proposition
 - Captures USERS (who will use your app),
 - UTILITY (why they will use your app),
 - NOVELTY (what is special),
 - FEEL (highlight user experience)

Value proposition summary

- Identify customer segment:
 - People
- Identify problem
 - Activities in context
- Identify your solution: key trait
 - Technology/Mobile App
- Create short description (2-3 sentences) using PACT and market research stating the value proposition
 - Value Proposition: Captures USERS, UTILITY, NOVELTY, FEEL

Bringing it back to your Project

- Decide on the app idea
- Identify PACT elements
- Perform Market Research
- Draft a Value Proposition (can be iterated as you go along)