



A one line summary of your project

# Name of your project

V 1.0  
Dec 12th 2020



# Table of Contents

01\_ The Team

02\_ The Users

03\_ The Objectives

04\_ The Approach

05\_ The Outcome

06\_ Opportunities

# The Team

Section 1



# The Team



## Jami Morse

Designer at Digital Agency

A loyal user of our product.  
Uses the app daily but  
expresses frustrations.



@JamiMorse



## Jane Smith

University student

Uses the app a few times a  
week. On the fence about  
this app and a competitor to  
use mainly.



@JaneSmith



## Josue Hale

Junior Strategist at Startup

A new user, still learning the  
ins and outs of the product.



@JosueHale



## Brian the Dog

CCO (Chief Cuteness Officer)

Brian is the dog. We love this  
dog.



@BrianTheDog

# The Users

## Section 2



# User 1: Christina Mercado

A loyal, but overwhelmed user

Christina is a busy cabin crew for a prominent airline. She loves our product and uses it to find great places with her friends. But often she feels that it takes too much time to find the right thing.

## Personality

Christina considers herself an introvert, but enjoys going out with friends after a long week.

## Goals

She has limited free time, so she wants to spend it doing new and exciting things that she will love.

## Sarah's Stats

Age	29
Occupation	CEO
Status	Single
Location	Brooklyn, NY

## Motivations

Incentive	<div style="width: 80%;"></div>
Fear	<div style="width: 20%;"></div>
Growth	<div style="width: 85%;"></div>
Power	<div style="width: 30%;"></div>

# The Objective

Section 3

## Objective 1

Example

To *reduce travel time between metro and airport* so that *Christina* can *get more time with her children at home*

## Objective 2

To \_\_\_\_\_ so that <name of the user> can \_\_\_\_\_

Implied belief

Increased time spent in the app means happier users, and happier users means increased revenue.



# The Approach

Section 4

# Discovery, in context

We spent three weeks living every day with our users

## What we did

- Observed users at 17 places in three different cities
- Watched 50 recorded app sessions remotely
- Visited nine users at home
- Went out with eight groups

## Key observations

- A user was embarrassed in line. The app kept asking them where they wanted to go instead of showing options for the place.
- Most users turned off notifications because they were too frequent and not useful. It was not the right time.
- All users found Google and Facebook to be a lot easier. They often defaulted to those apps unless a specific feature in our app was needed.



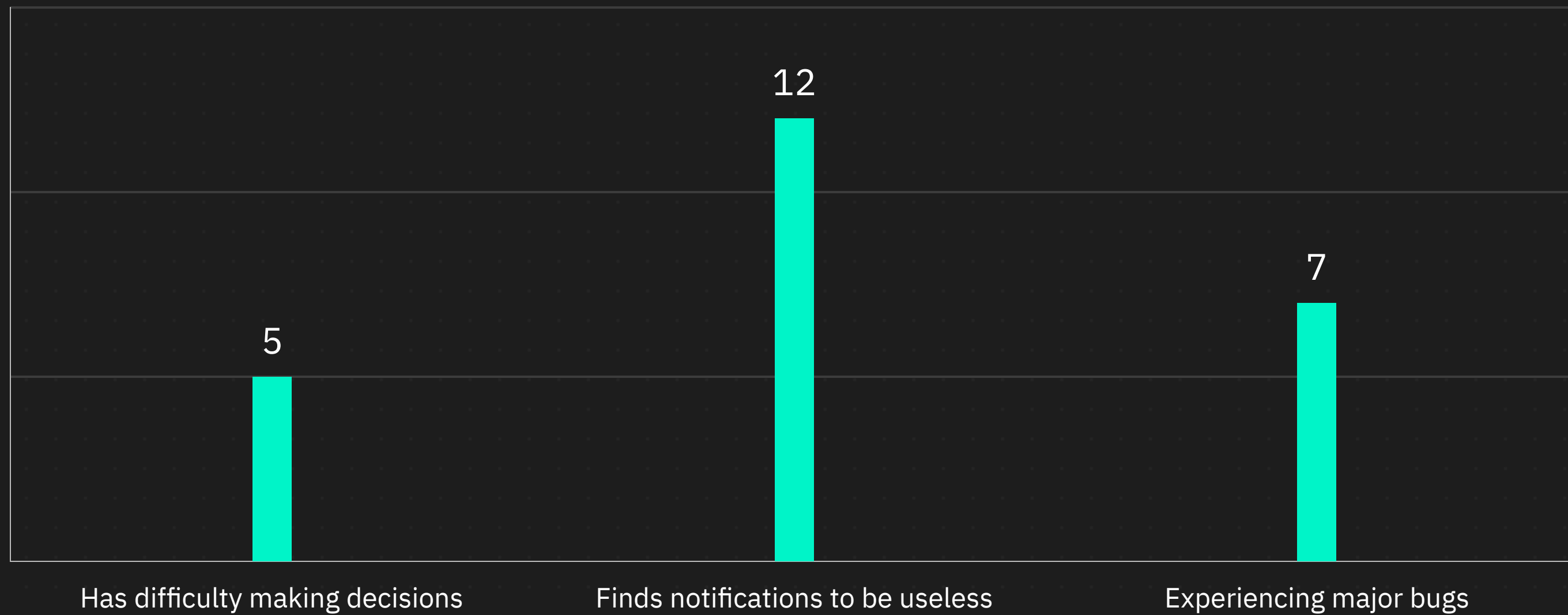


# Our Process

Here is how we approached this project

- 1. Searching for pain**  
We are always looking for little signals. The annoying, the frustrating, the could-be-better.
- 2. Living that pain**  
Once we discover a fragment, we live with it. This means getting away from the computer and talking to people in their own environments.
- 3. Connecting the dots**  
After gathering as much experience as we can, we begin to connect everything we've learned into a wholistic map of the journey.
- 4. Now for today...**  
Based upon our new found expertise, lets start to explore solutions for making the experience better!

# Key Pain Points





# Our Process

Here is how we approached this project

## Discover

### Searching for pain

We are always looking for little signals. The annoying, the frustrating, the could-be-better.



[Read full plan \[pdf\]](#)

## Experience

### Living that pain

Once we discover a fragment, we live with it. This means getting away from the computer and talking to people in their own environments.

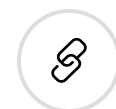


[Watch sessions](#)

## Understand

### Connecting the dots

After gathering as much experience as we can, we begin to connect everything we've learned into a holistic map of the journey.



[View report](#)

## Explore

### Now for today...

Based upon our new found expertise, let's start to explore solutions for making the experience better!

# The Outcome

Section 5



## Christina Mercado

The Loyal User

### Scenario

Christina is having an especially busy Friday. She still wants to find a great place for tonight, but doesn't have the time to dedicate to researching a venue.

### Expected Outcome

- Finding a place to go to takes time
- She'll be indecisive
- There are many places she won't like

#### Decide

- 1 · Opens the app
- 2 · Scrolls endlessly
- 3 · Finally gives up and chooses

#### Travel & Arrival

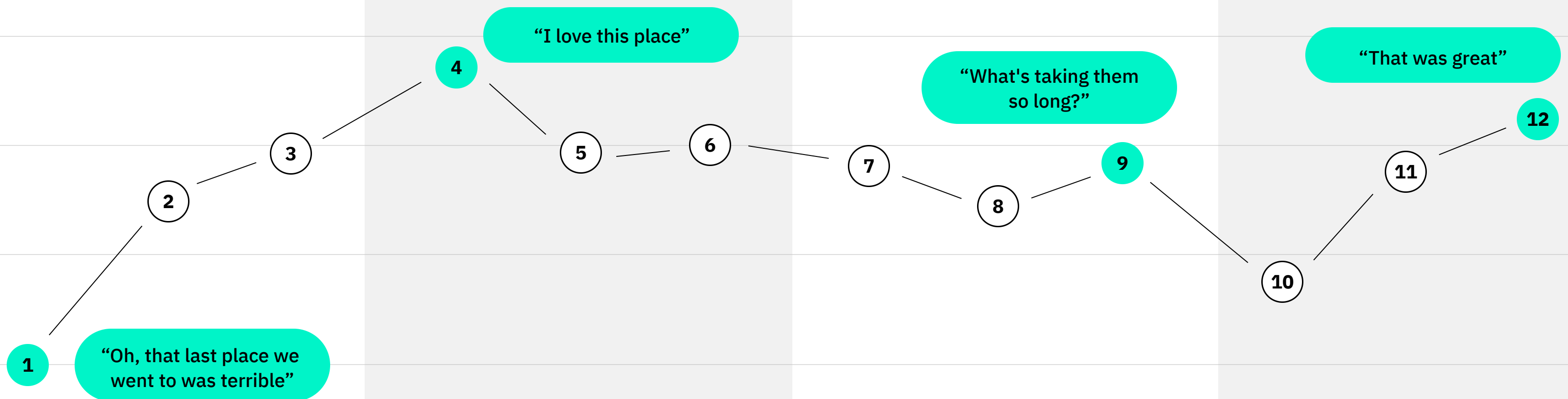
- 4 · Uber to Restaurant
- 5 · Waits for her friends
- 6 · Is seated

#### Experience

- 7 · Orders a drink
- 8 · Places order for food
- 9 · Eats

#### Return

- 10 · Asks for bill
- 11 · Pays for drinks
- 12 · Gets bus home



# Application Screens

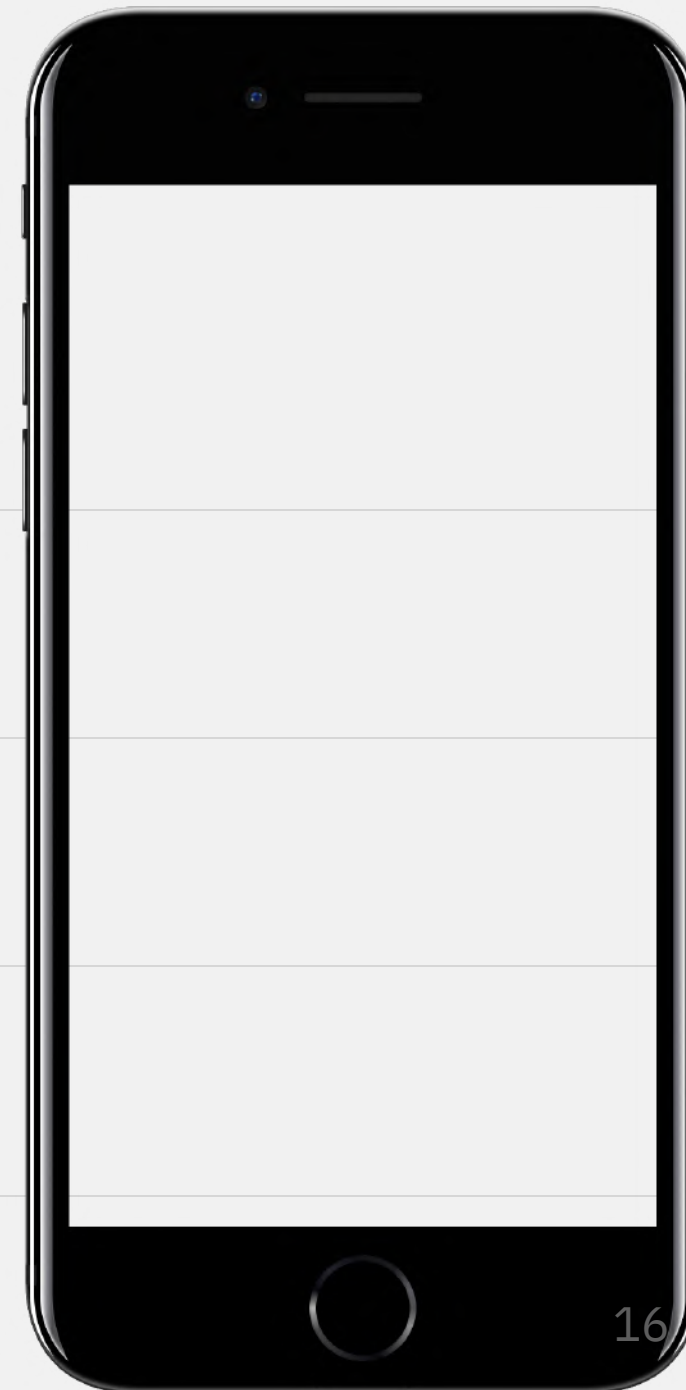
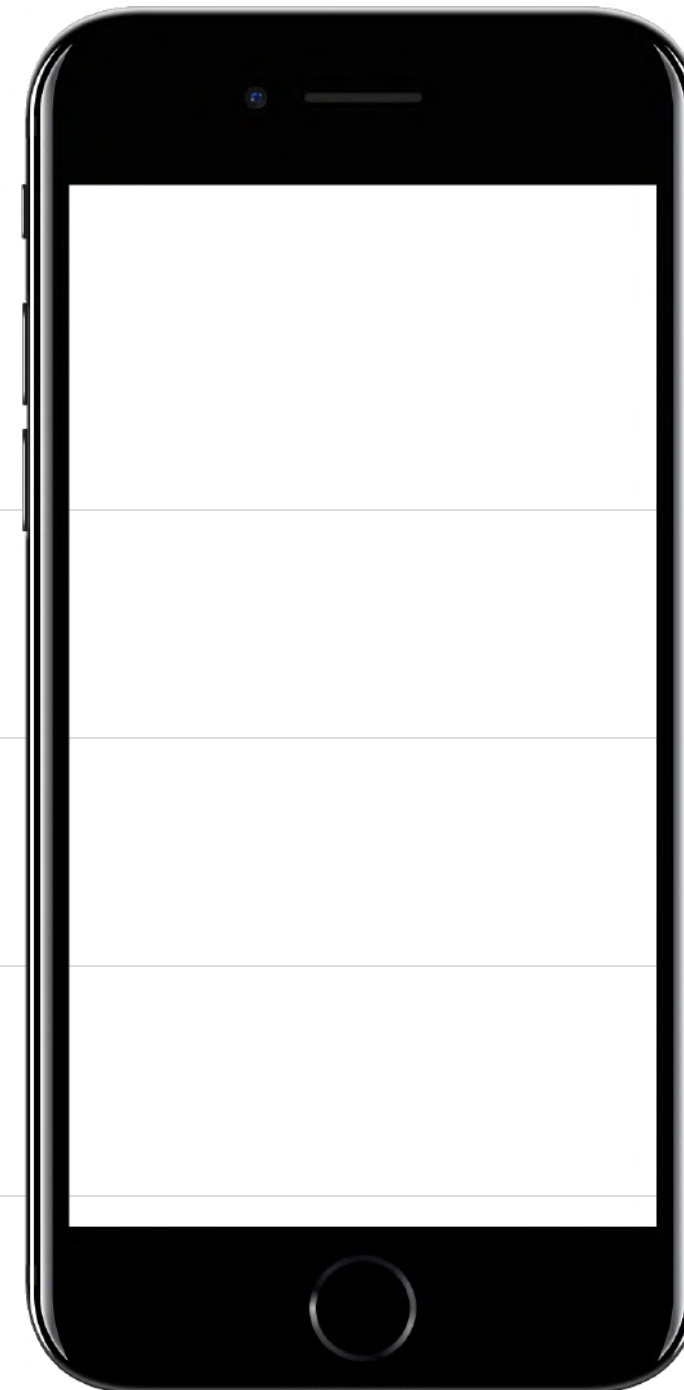
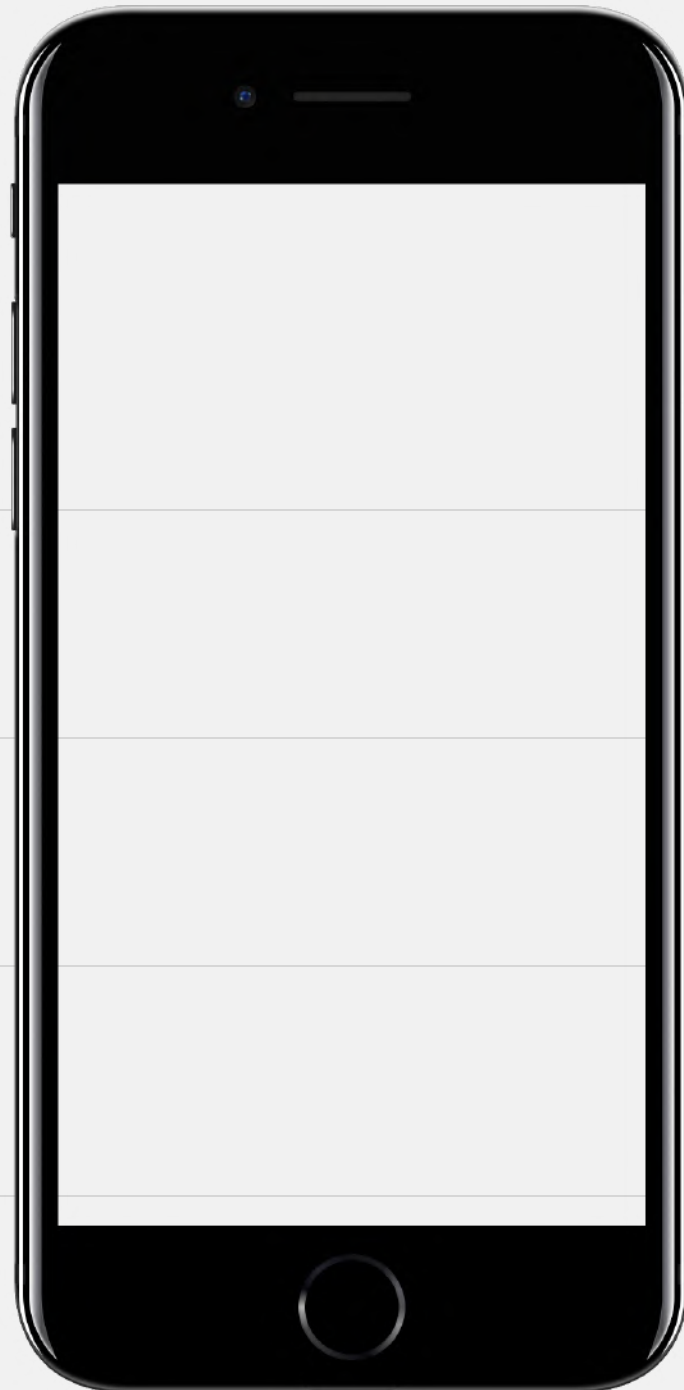
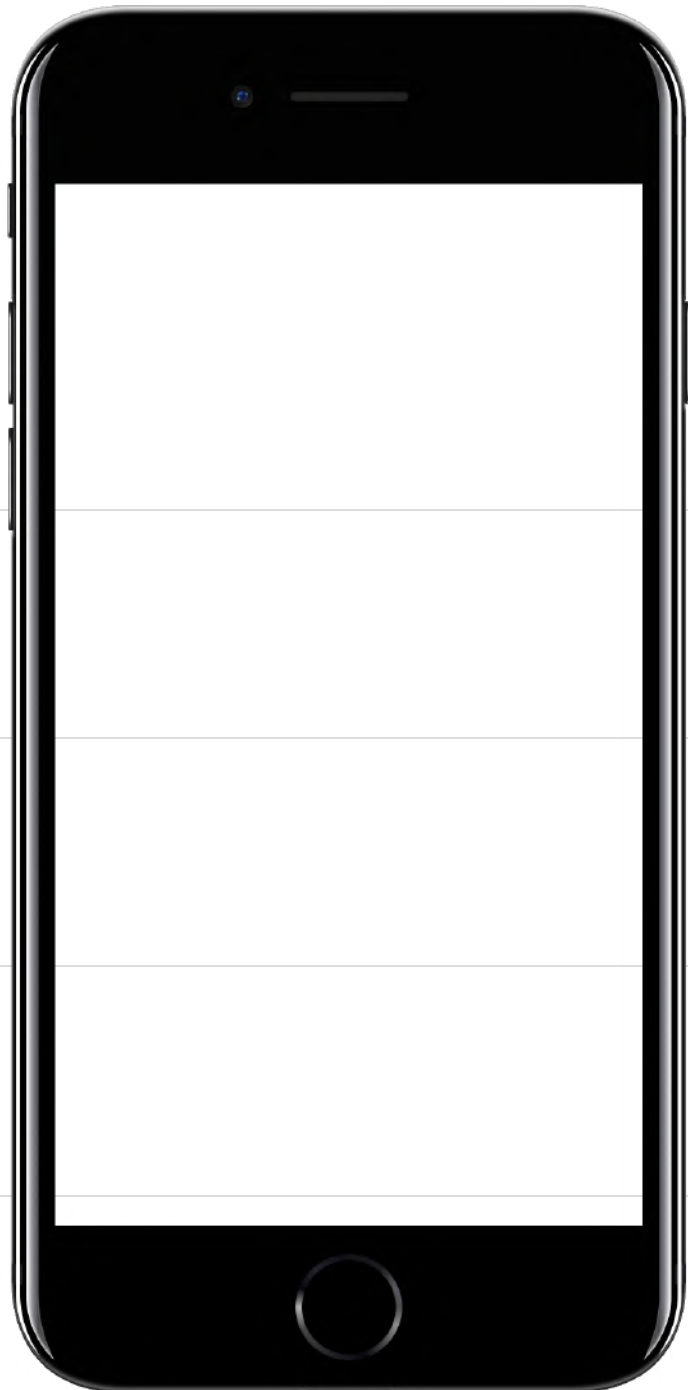
The Loyal User

## Scenario

Christina is having an especially busy Friday. She still wants to find a great place for tonight, but doesn't have the time to dedicate to researching a venue.

## Current Expectations

- Finding a place to go to takes time
- She'll be indecisive
- There are many places she won't like

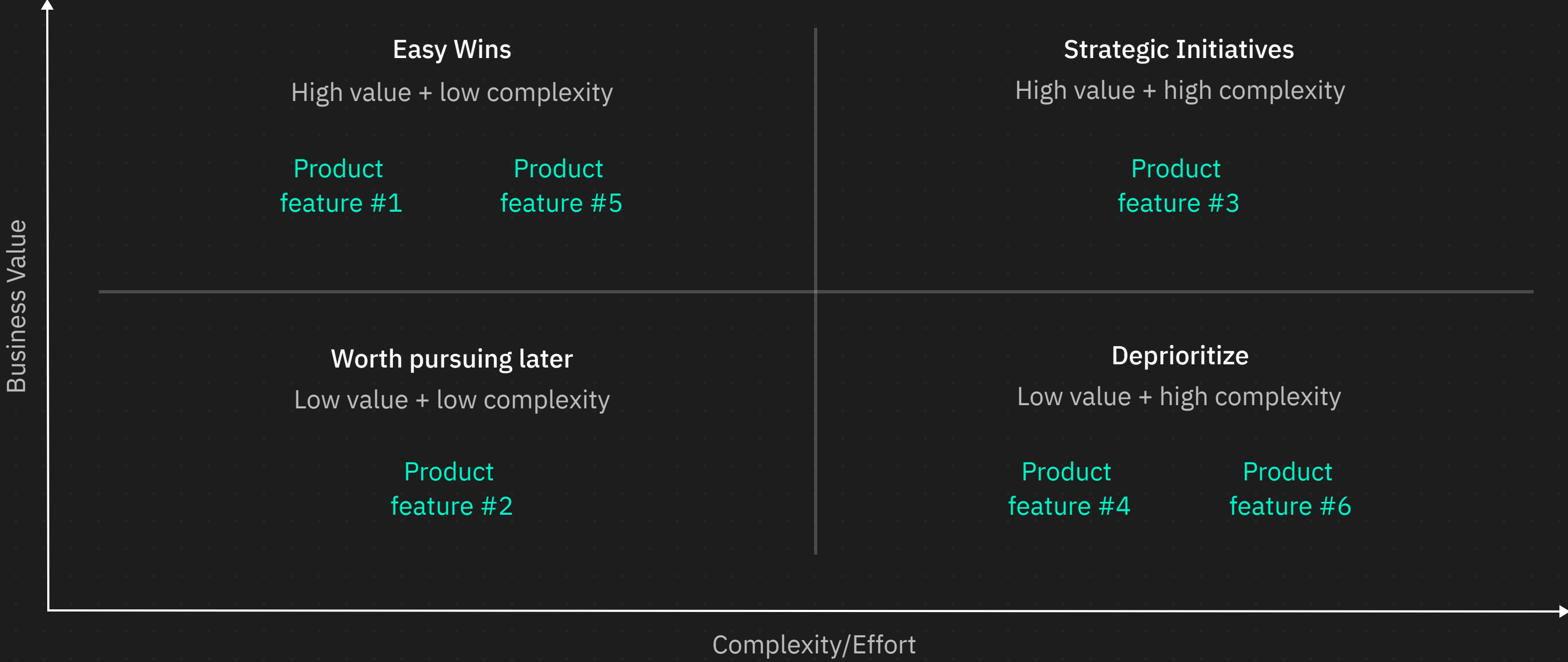


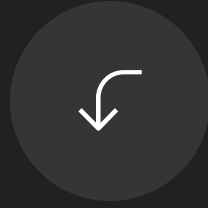


# Opportunities

Section 6

# Opportunity Areas





Thanks!

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