Digital strategy design approach portfolio.
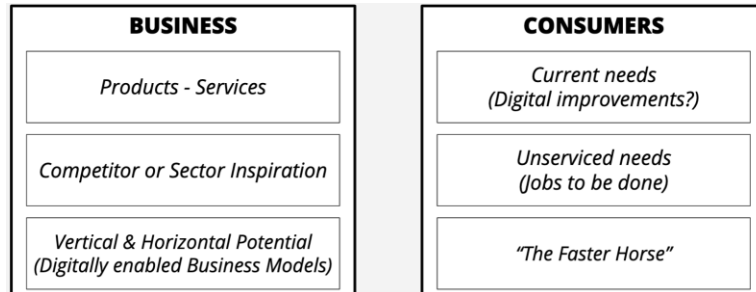## - by *Okunola Layiwola*

Customer relationship and innovation

I often think empathy is the best route to have a human centered approach, however, how do people know what is best for them, is there truly a democracy in these things or must we agree to disagree on many innovations. One must also consider what is radical and boundaries between the ethical or unethical.

BUSINESS	CONSUMERS
Products - Services	Current needs (Digital improvements?)
Competitor or Sector Inspiration	Unserviced needs (Jobs to be done)
Vertical & Horizontal Potential (Digitally enabled Business Models)	"The Faster Horse"

READ UP MATERIALS (insights)

The (Not Failing) Newyork times;(my summary)

To survive, the Newyork times had to come up with another strategy to get users on board by introducing a subscription model, also acquiring assets that could fund their growing debt and Pension obligations. Therefore, they had a dramatic bounce back, which shows the importance of developing a valid strategy according to current trends. I see this as befitting considering the business is called "**The** *Newyork* **times**"

Be the driver of change in your sector (Insurance); (my summary)

This deals with how companies must adapt to change in their various sectors, and it starts by putting customers at the heart of their services based on their lifestyle to ensure a seamless relationship and to detect new opportunities according to the detailed analysis on usage and preferences. Things like innovation, customization, incentives, risk mitigation and rewards.

Be the driver of change in your sector (Construction); (my summary)

The new wave of digitization has become the way forward for the construction companies, for the integration of all the processes and players involved. For a more centralized system that makes it comfortable for the consumer to predict the outcome even before they make their decision.

In this introduction the strategy for a business must be flexible to change. Today the digitization of any sector has grown exponentially and is the current trend now and in the foreseeable future.

My learning curves. (change)

"*After my first degree I worked briefly for a newspaper company "the punch". They were the largest print company in Nigeria at the time. While i was working there, I noticed the online department where was stationed began to expand rapidly. More staff and new resources were channeled toward this segment, thereby making it the most robust part of the company. The reason for this is now much clearer; People prefer to read the news online nowadays; it is easier to access and readily available at the push of your*

telephone screen. The company had begun to adapt to match the demand for online content and the touch points that that support this medium of news distribution."

READ UP/ASSIGNMENT

Human centered design is the act of meeting people's needs using creative ideas, providing core values that enable them to overcome obstacles from a unique design perspective from the point of human understanding -

Inspiration

Opening yourself up to endless creative possibilities without bias while paying attention to learning opportunities.

Ideation

Select the most realistic and simple solution to the problem. Be open to opinions (good and bad) for the sake of improvement.
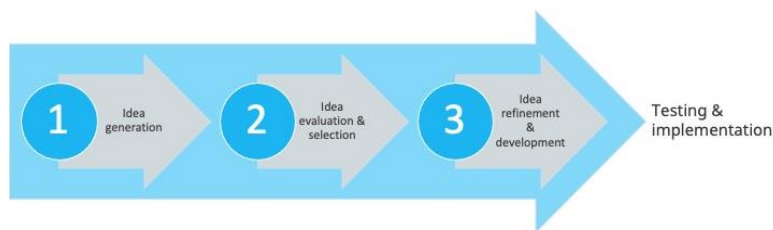
Implementation

This is the launch phase, in line with the ideation findings and conclusions, which then leads to the product delivery and eventual use.

Methods I really like

Photo journal (inspiration)

"Photographs convey a lot of meaning in a few seconds and can capture more detail, like emotions and surrounding factors which may lead to better deductions when supported by accompanying data."

Journey map (ideation)

"I find this method highly effective because it is useful in knowing where a 'dead end' might lie, or if some points in the process are 'unrealistic', therefore you can make a 'U turn' or adequate iterations."

Get visual (ideation)

"This is a powerful tool, especially when you think of comic books and artworks. They create a special kind of interest, therefore stimulating your mind to think creatively."

My learning curves. (visuals)

"Visual elements are some of the most powerful tools in the formulation of new ideas and effective communication. Images help me enjoy my work processes, I am able to remember details better and thus, implement my ideas more effectively. Take for example this Leonardo Davinci ideation sketch.
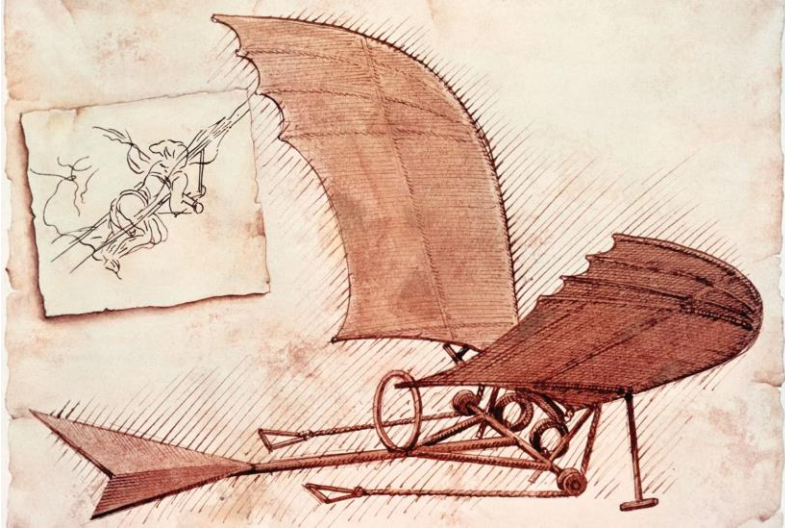
The vision type is immediately clear to any collaborator or observer. The mental picture here could serve as motivation and give the impression of a well thought out project. This ideation process below is a clear example of visual progress.

Similarly, one can view some of the required steps which could already begin to manifest a defined trajectory; signaling the start of a design sprint"

Methods I find obscure

Card Sort

"I don't understand how this can be very accurate due to pretense; if a certain group of people were asked to choose something, they may try to hide their true stance or follow the crowd."

"I honestly think you might end up looking foolish if you do this too often, which is more likely if you go to another cultural or behavioral setting where your hunch might look like absolute nonsense, even though it is promising. This may lead to a downward spiral and your potential for innovation may never see the light of day."

Capabilities Quick sheet
"What if your team is enough and the idea is not just working out? What if the outsourced help steals your idea or sabotages it for selfish interests? The latter is a phenomenon which was the case in facebook social media. How is this prevented and should we rely on our gut feeling."

Digital strategy
These include *business, strategies* and *technical possibilities*. It is important that you have a wide approach to the problem you have chosen to tackle and then allow the process to lead you naturally. Make sure to delve head long into the topic and analyze bad <------->good patterns as soon as possible to initiate segmentation in your findings.

Research Methodology For the practicality of your results, quantitative and qualitative methods of research are best combined.

Customers <-------------------------------B2B, B2C, Business------------------------>Competitors

My learning curves (research process)
"I compare a narrow approach in research methodology to the "red car theory". If you are determined on reaching a predefined outcome as a researcher, you are likely biased and this usually leads to sentimental conclusions that could lead to inaccurate conclusions."

Web3: *"In the world of innovation, I find that Web3 is still not tangible enough.*

My learning curves (new technology)
I think a lot of new technology on the internet can be little chaotic and the supported platforms are prone to a lot of unpredictability, considering Bankman Fried is facing trial for stealing billions of dollars using his crypto currency exchange platform, while NFTs which consist digital arts are currently worthless. If

you are quick to jump on opportunities, you might make a lot of money, but on the other hand you might begin to lose everything."

READ UPS/WATCHED
Havard Business Review- 'Know Your Customers' "Jobs to Be Done",
University of Phoenix- 'The Phoenix Lectures' (my summary)

Products are hired to do a job *(function)* for you. Due to big data revolution, companies now have access to a lot of data for which they can analyze and use to mitigate risk. Correlation of data (comparison) does not mean causality. Sometimes people 'hire' products for abstract reasons, that is why the progress people are trying to make in a certain area of their lives is more important than their demographics, so we must investigate the needs people are trying to satisfy. A lot of these functions are predicated on emotion, principles, experiences or a combination.

My learning curves (Website customer jobs)
"I have been creating illustrations and websites for some time but Icould not satisfy the customer. These web designs looked beautiful but had no real functional value. The focus on aesthetics made for an initial appreciation but after a while it became obvious that the purpose of creating it was purely for show. The missing link------> function; what can the website do to *Make money *Share information *Simplify tasks *Promote services. These key issues are what make a complete production. My new approach involves a set of questions directed toward the potential customer;
- *What is your industry? So, I can understand their competition.*
- *What is your target customer? So i can define the market approach*
- *What is your specific goal for having a website? So, i can implement attributes that create value for the customer.*
- *What are your favourite websites in your industry and why? So, i can gain insights into their*
motivations, aspirations and thus, draw the necessary inspiration for the vision type.
This systematic approach I have now adopted (5 whys) provides me with a detailed context of what i need to do exactly. For this to happen, the 3 main components of the service/product must overlap correctly.

Customer Journey (Channel of discovery to eventual usage)
User Flow (Unhindered navigation leading to the desired end point)
Omni-channels that support the user through the various touchpoints: - (A proper synergy of device attributes are integrated and work together to achieve a goal)"
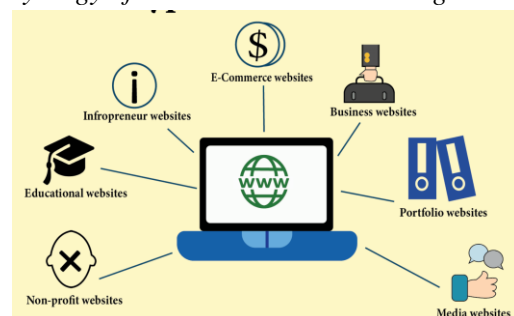
As addressed on the MIRO board exercise; This is where individual personalities and lifestyle matter in terms of how they structure their various priorities. Who can benefit from the product? What are the needs of the potential users.

Quantitative Research   Qualitative Research

Quantitative Research	Qualitative Research
Market Research	Deskresearch
Surveys	Stakeholder (Internal) Interviews
Keyword Research	Customer Interviews

Either Quantitative (numerical data) or Qualitative(non-numerical) research could be used to conduct research enabling the researcher to correctly segment his subjects into the required groups = DEMOGRAPHIC, GEOGRAPHIC, PSYCOGRAPHIC, TECHNOGRAPHIC, *BEHAVIOURAL*, *NEEDS BASED*, VALUE BASED.

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Behavioural   &   Needs based segmentation are (most used)
A good insight can be seen in the purchasing patterns found within prestige buyers and practical ones.

My learning curves (The minimalist)
"The possibility of merging these 2 groups of buyers is possible (prestige buyers + practical = minimalist). I have seen this trend adopted by top brands for their benefit; for the sake of diversifying their portfolio or to establish longevity, or so it seems. Take for instance, The Tesla cyber truck. This vehicle has both the attributes of a sports car and a utility vehicle merged to form something desired for many applications.
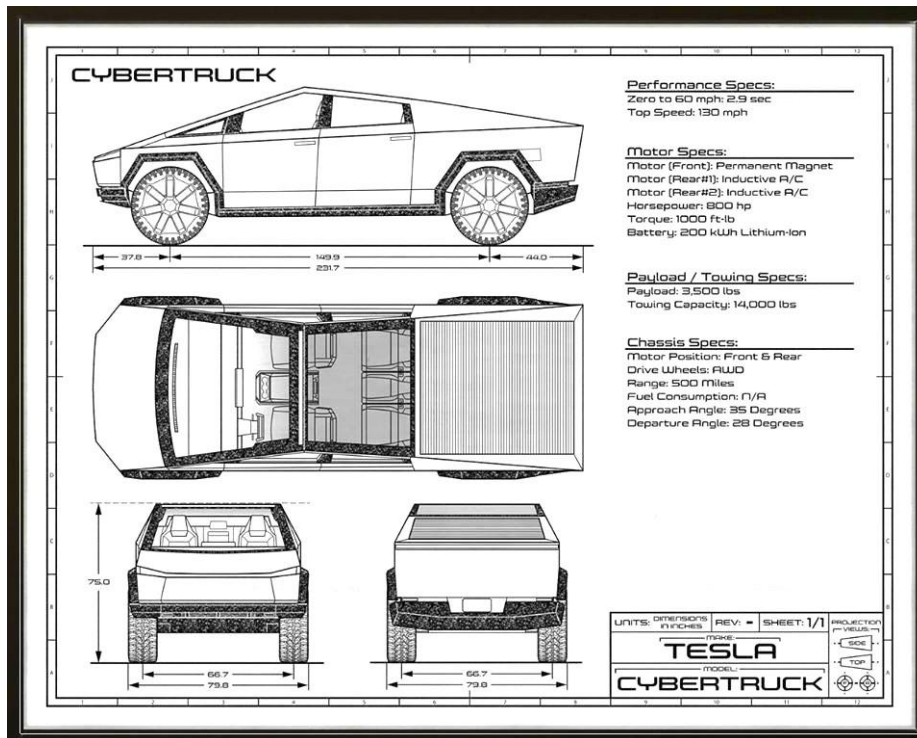
This product will fall under the minimalist category of luxury buyers. The truck is not extravagant, just highly functional.

Another good example of the most successful Adidas shoe series is the YEEZY brand. Simple, very strong with uniform colours. These shoes are also used for military applications but fit modern style choices. "

Some strategies for handling the minimalist:

- *Focus on simplicity: More about clean lines and sleekness.*
- *Offer versatile products: Practical, versatile and adaptable.*
- *Emphasize sustainability: Eco-friendly and sustainable."*

Demographic segmentation may not be the best route, except in peculiar cases such as buying diapers for a baby. Positioning is the accurate communication of your product in a way that indicates to potential customers that yours is best for them.

For B2B it consists of the same principles, but slightly different from the B2C
Segment of an Industry = INDUSTRY, ANNUAL REVENUE, COMPANY SIZE, LOCATION, SALES CYCLE STAGE, STATUS, PERFORMANCE, EXECUTIVE TITLE.

For the crafting of personas, one must realize the following --> Demographic, Personal, Attitudinal, Goals, Motivations and Behavioral details.
"This class was insightful into understanding my potential clients and how to satisfy their needs."

Chapter 4
READUP MATERIALS
Beyond the traditional marketing funnel – a new formula for growth. (my summary)
The trick is to know your customers based on their behavioural patterns as regards the likelihood of conversion. This will help you to streamline your strategies in accordance with certain habits.
Service Blueprinting: A Digital Template. (my summary)
Communicating services with the clients using a pleasant experience. The focus is on a digital platform to create an experience that is useful and desirable to the customer, while efficient and effective to the provider.

- Creating an effective omnichannel experience: providing a seamless experience across a variety of platforms; for different purposes and through interface priorities. Qualities: *Consistent, Optimized, Seamless, Orchestrated, Collaborative.*
- *During a customer journey, a user may interact with an organization several times using several different channels. Each of these interaction instances represents a touchpoint between the customer and the organization.*

1st- *Experience map*   2nd- *Journey map*   3rd- *Service blueprint & Service touchpoints*
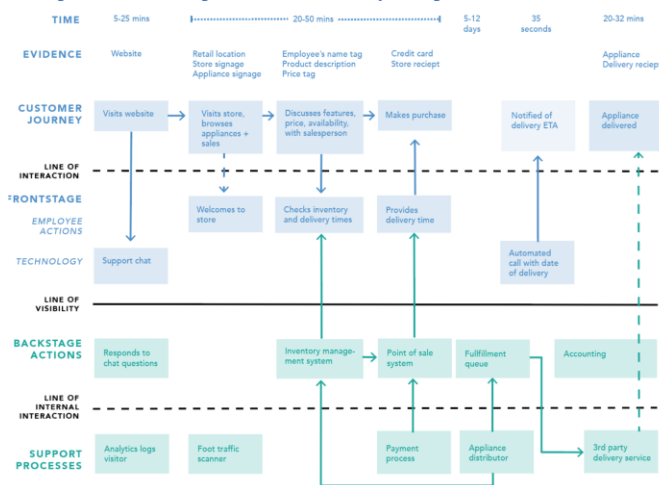
My learning curves (The clients experience)

"In order of priority, functionality is by far the most important attribute to possess within the context of making a useful product/service. Based on my earlier iterations I have stopped making flashy attributes in website construction that serve no functional value. A good digital product should be organized, easy to use, fast and clear. For my personal website www.markofthebest.art, I started iterating by constructing a concise user flow as relates to time (least time) and effort (least effort)".

USER FLOW FOR MY WEBSITE -
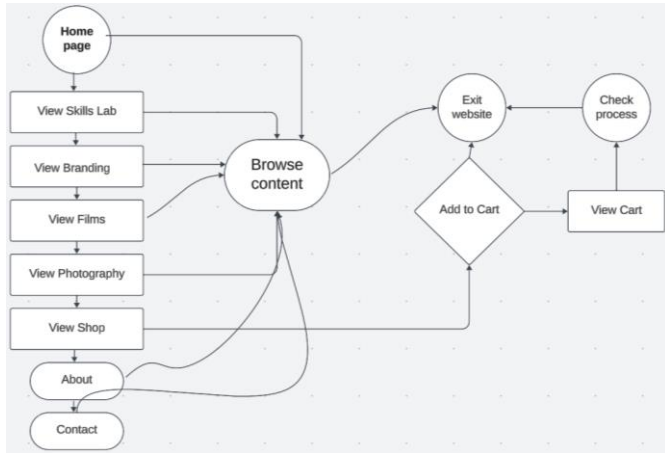
WEBSITE LAYOUT -

Instruction on how to access content

Functional logo for a quick return to the homepage

Accessible burger menu
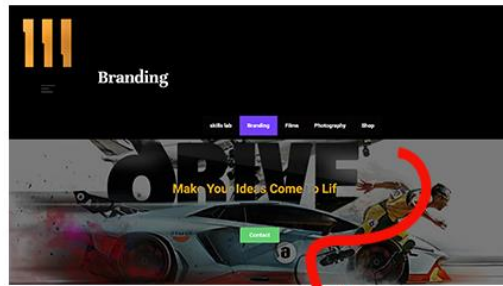
Main menu content place on every page for navigation
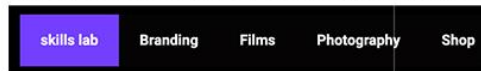
Neatly arranged website content

Clearly laid out grid style menu items
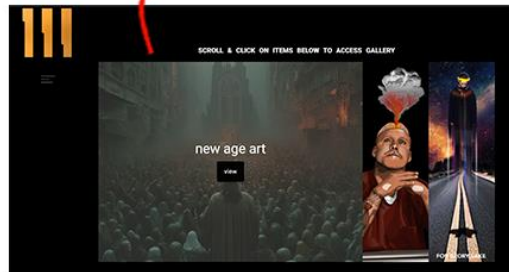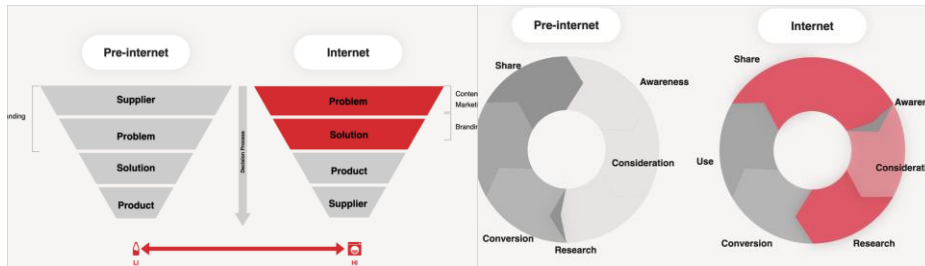
Journey framework.

A journey is a method used to (artificially) visualize the needs, questions or concerns and decisions chronologically. Customers desires <------------------------> The right product

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My learning curves (client journey)

"The gradual evolution of technology from the primitive, more stressful to the more advanced and less stressful, making the individual user more independent. People just want things faster and bring a growing concern to instant gratification. Tiktok, Instagram, Video reels and even pornographic websites are constructed upon the internet paradigm of providing instant solutions for a need.

When I came to Belgium I slowly adjusted to a lot of principles, one of which I learned at a huge marketing agency in Brussels, the CEO at the time; Karel, needed a video editor and wanted the results very quickly. People i previously dealt with wanted more stories, more explanations and if necessary, a detailed analysis. In Brussels, this was not the case; Karel wanted to see the solution quickly. How is this possible for such a complex task? I would later understand my mistake; to get more time, you need to edit a section so well that you can leverage more investment (time and resources)."
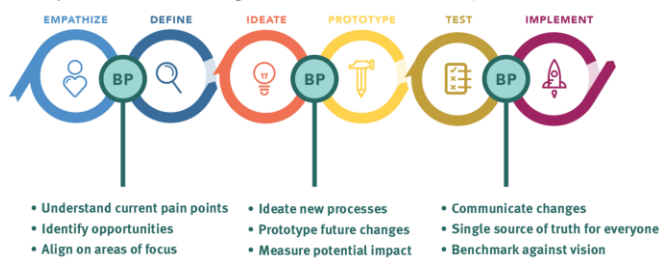

Technology changes you

Story of how WAZE the advanced navigator helps drivers who are less experienced to better navigate than professional drivers. When people buy things, technology influences their decisions. In the pre-internet era, you want to really promote your store using branding. Whereas as a consumer you can see the problem and google the solution by yourself. You want to have on your website a potential answer to their question; A quick route to the solution

There are low and high involvement products, in terms of the length and depth of the research you do beforehand. For instance, websites that have detailed prescriptions on how the product would suit your preferences.

The shift is a more active role for the customer researching and finding the product supplier themselves.

For instance, Tesla, the focus on the problem aspect and you can completely rely on the solution problem, which you can access online (get the experience)
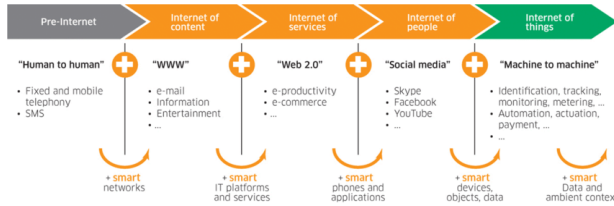
My learning curves (influencers)

"Advertising is slowly disappearing. So, it is more subtle and does not seem so obvious to the viewer. Why? The experience factor is a great selling point, and these people know how to immerse you.

According to searchenginejournal.com these are some of the most influential influences on the media space. "

Kim Kardashian.	450M followers
Unbox therapy	18.2M subscribers
Marquies Brownlee	16.5M subscribers
Linus Tech Tips.	15.1M subscribers

### The user

If you create a journey for a brand, bank for instance, another bank should be able to use the journey you created in another situation. For customer journeys you need to realize that the best journeys are from the perspective of the user instead of focusing on the company. Once you use journeys you can start to predict the future. Using the journey, it is possible to predict the outcomes and set a precedent.

A company usually has multiple journeys, the number of journeys you need to create is dependent upon the variations of clients and the best way to decide on variants is to look at the common factors amongst the largest revenue pool of people.

Journey example: -

ARCHITECT > CONTRACTOR > CONSUMER BUILDING > PROJECT DEVELOPER > LOCAL GOVERNMENT
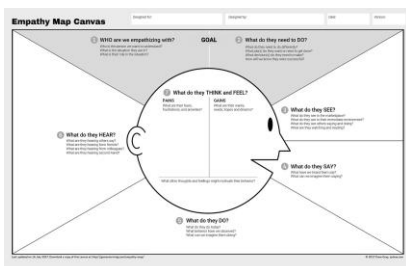
Chapter 5

READ UP MATERIALS

The biggest WTF in design right now.

A user flow is a series of steps a user takes to achieve a meaningful goal and they are used to communicate the intended flow of a user through various pages and actions in an app/ website.

PIM, ERP, CMS, AMS, MAP, CRM…What does it all mean?

- Content Management System (CMS) provides the tools to manage your content dynamically and includes capabilities such as eCommerce, personalization, targeted content, workflow, and more

- A Marketing Automation Platform (MAP) uses the traffic and concentration points of a website to create accurate marketing campaigns.
- Enterprise Resource Planning (ERP) creates a workflow system whereby the information needed to fulfill an ecommerce order or business directives. The information is delegated to a unique system (ERP) that stores the data and executes the task.
- Product Information Management (PIM) is a web tool that is used to store detailed information on products and services, such as image description and other meta data.
- Association management system (AMS)- serves same purpose as ERP
- Customer Relationship Management (CRM) tools can help you keep track of all your customer data and maintain the necessary communication that you need to provide the best service for your customers.

My learning curves (User flow)

"I call this the loop. In the beginning i noticed a dead-end problem when testing the electric bike app. When trying to create good user flow, a perfect loop can be made to connect all areas seamlessly.
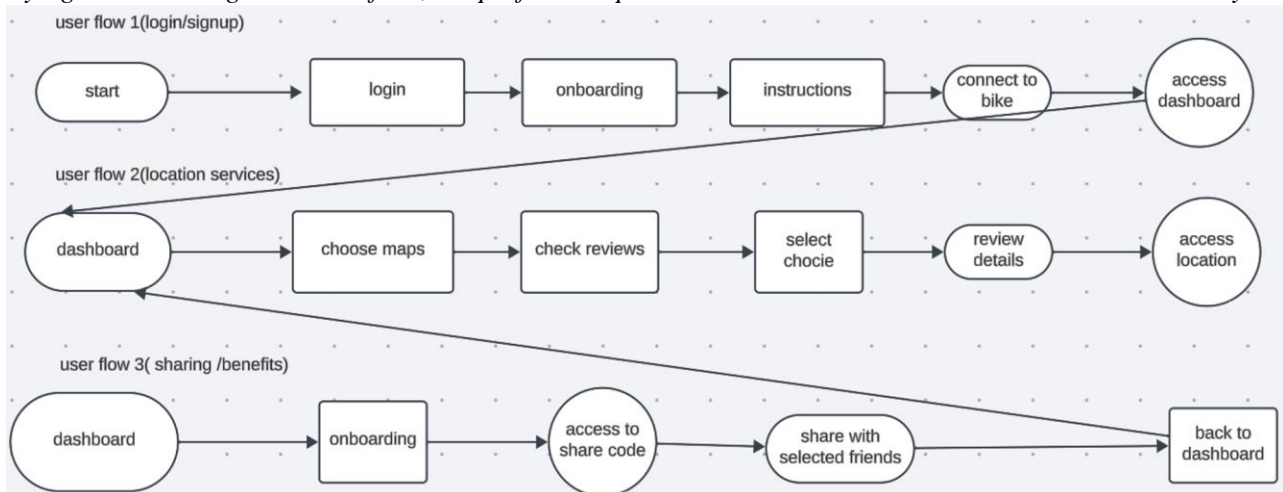
Although there is a BACK BUTTON and HOME BUTTON, i prefer to lead the user around by distributing the app icons effectively." The buttons create a clear pathway to the next logical step or can be used for a change the flow.

3 of these button sets are always displayed on the app dashboard. They control all segments of the application."

Learning curves (customized needs)

"During this lesson I learnt about the different integrated systems that make up your digital strategy and how they can bring value from an eCommerce standpoint. Knowing your customer and then tailoring your

services to suit their specific needs while predicting behaviour through the study of their journey map and how this can help improve service delivery across the touchpoints.

They structure the information into user logical way for them to be able to access it. For instance, in airports, we have signs that that stand as physical structures representing an integrated system."

INFORMATION MAPPING IS BASED ON THE JOURNEY FRAMEWORK

A customer journey is a series of touchpoints that capture the context of each interaction between the company and the customer.

Chapter 6
READUP

Strategy's strategist: An interview with Richard Rumelt: A giant in the field of strategy ruminates on strategic planning, diversification and focus, and the role of the CEO. (my summary)

Richard Rumelt process of generating business strategies have little to do with strategy but more of projections states that monitoring change is how you begin to implement a pathway. These changes create opportunities; even though the world is ambiguous you might wait for others to act first, but by the time you gain certainty from this method, it might already be too late. Therefore, patterns and advice from successful people might give a hint in the right direction. It might be a simple solution; position yourself in the right environment, find knowledge, acquire resources and ask a lot of questions.

The perils of bad strategy: Bad strategy abounds, says UCLA management professor Richard Rumelt. Senior executives who can spot it stand a much better chance of creating good strategies. (my summary)

A good strategy does not have to be complicated; focus on your advantages to overcome situations. You need efficiency in your resource management and identify obstacles and ponder how you may best overcome them. Planning is essential; Compare and contrast situations, develop a strong will, find or develop good leadership.

Why digital strategies fail: Most digital strategies don't reflect how digital is changing economic fundamentals, industry dynamics, or what it means to compete. Companies should watch out for five pitfalls. (my summary)

Companies should watch out for 5 pitfalls -

1.Fuzzy definitions 2. Misunderstanding the economics of digital 3. Overlooking ecosystems
 4. Over indexing on the 'usual suspects 5. Missing the duality of digital.

My learning curves (the right plan)

"Using the 5 pitfalls as a guide, me and my team came up with a strategy of an electric bike application to address the energy situation in Ghent. We created an ecosystem between the electric bike industry and recommended maintenance outlets (spare parts industry). We saw this as a good B2B opportunity supported by a strong value network."
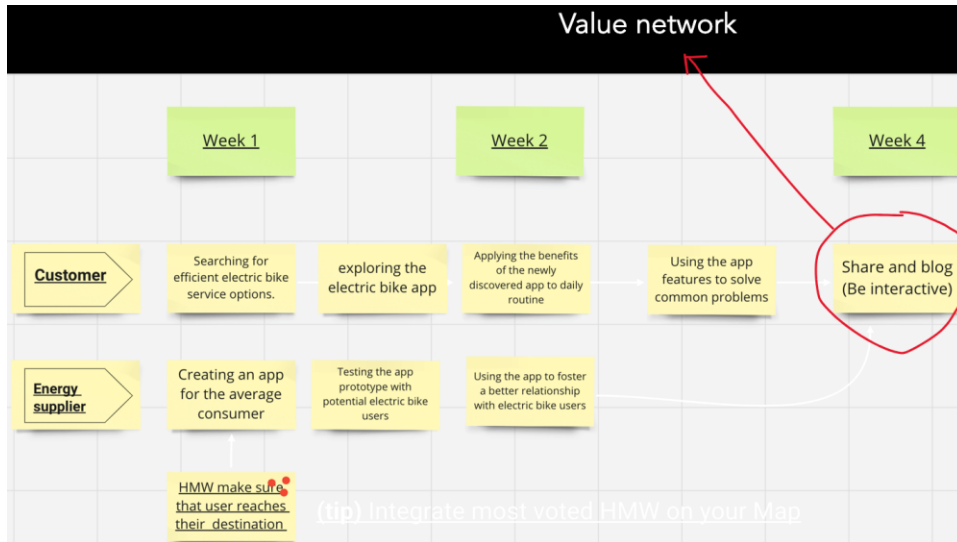
Good Strategy Bad Strategy

Diagnosis – define the nature of the challenge in simple terms.

Guiding Policy – the overall approach you've chosen to use.

Coherent Actions – steps required to carry out policy.

9 sources of power for a good strategy

1	Leverage	4	Design	7	Advantage
2	Proximate Objectives	5	Focus	8	Dynamics
3	Chain-Link Systems	6	Growth	9	Inertia and Entropy

How to think like a strategist

Treat your strategy like a hypothesis and demand proof

Be willing to subject your hypothesis to deep criticism

Be prepared to form independent judgements

My learning curves (be simple)

"I had a professor of writing in my previous institution who hated complicated words. He advised us to focus on the structure and clarity of our projects. This is brilliant; a straight line is simply straight, there are no tricks to it. Trying to impress people may often lead you to include unnecessary components in your strategies, oftne leading to waste. You can copy strategies and modify them to suit your goals.

My interpretation and what I learned from DOORKNOB POLISHING

"The goal is to make an impact with expertise. To ensure that money is spent objectively, the proposed areas of improvement must be based on customer satisfaction. Sophistication is great, but the most important factor in any industry is the revenue generated by a company.

Take for instance the 'Birkshire Hathaway' holding company website layout. As of January 05, 2024, it is worth $787.73B, yet the website is very simple, more like the 1980's website format.

They are not flashy but will get the job done properly."

Marketing strategy

Companies start budgeting for the following year. The first 6 months of the year nothing happens, so there need to be reserve budget for the pockets that extra money might need to be allocated.

Market strategy is a fundamental part of a company's growth and further survival in the market. Companies like Nokia had a backup plan for when another smart phone company was taking over the market. They do something different but under the reputation of a phone creation company; The market situation was studied firsthand then exited while developing away to still make money using an alternative.

Ecosystem; it is the system created by a company to cause customers to be dependent on the entire line of products that work together. Everything is tied together so it is created like a lock in effect that creates a web of combined dependency. Most companies gradually create a favourable climate for their growth and expansion.
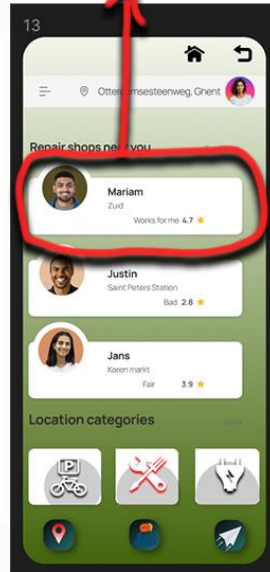
My learning curves (creating an eco-system for a travel application)

"The application has a network that caters to sales and purchases of spare parts needed for your electric bike. This creates an eco-system by fostering interdependency with partner products and new support technology for the application."
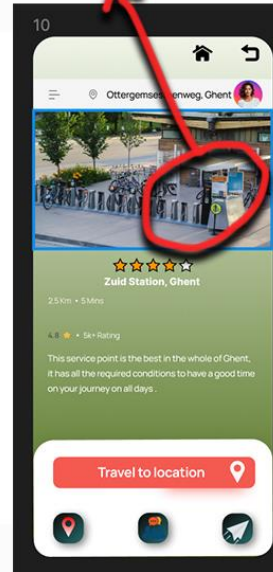
Incentive for sharing
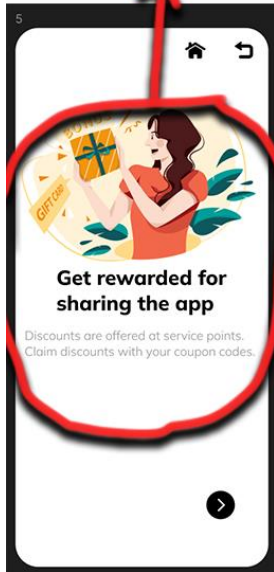
Community model

Recommended service points

Learning curves (Branding)

"How do people recognize a brand when they cannot see the logo? Channels are changing so branding is becoming less important. According to Vishal Sagar, Creative Director, Dentsu Webchutney, this is not a new trend and brands have experimented with the approach in the past as well. Storytelling has become more of an experience for consumers to connect with the business in a way that puts their ideologies first. A strategy like this could be the designated approach to the problem and how to implement a planned solution.

The Adidas – Break Free advert is a good example of less branding and more storytelling. The story starts first and then capped off with a phrase and brief display of the logo. The emotions feel more personalized and so, the audience can follow the narrative without associating the video to sales and marketing."

Chapter 1, depression

Chapter 2, motivation

Chapter3, accomplishment

Professional tip - on how to structure your presentation.
The key take-aways from the Pyramid Principle at McKinsey were:

1. Start with the answer first.

2. Group and summarize your supporting arguments.

3. Logically order your supporting ideas.

Do not waste time, use a top-down approach. Summarize the most important things first for your busy audience and then work your way to the less important details. You should give a presentation briefly so as not to bore superiors at work. When making a presentation don't start with it, write in bullet points and just follow the structure and make slides based on that. To provide guidance for your projects, you can use principles. This should be the case for your website and application approaches, straight to the point and easy to navigate, because this is what keeps people occupied.

---------------------------------- ELECTRIC BIKE APPLICATION----------------------------------
Chapter 7 (Design sprint I)
Design sprint, for this we can refer to the Digital strategy diagram; get comfortable with the process even if you are getting uncomfortable. Chaos and uncertainty.

Reference book; SPRINT: solve big problems and test new ideas in just 5 days (part 1 – 5)
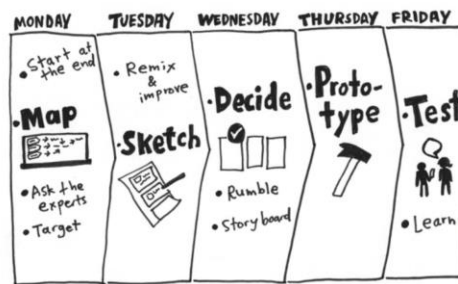
You should have the mindset of getting to your objective on the long term, let's say within a year as the assigned expert.

Identified goal--------------> To create a viable application that improves the experience of people toward electric bikes.
ASK THE EXPERTS (a person within the team) + HOW MIGHT WE
The how might we? Is the phrasing of a certain question in a way; how might we do A, how might we solve B.

Cluster your how might we? We will vote on the most promising questions and make a theme. Individually map out the users' current experience with all its flaws without adding anything new or adjusting. find the obstacle, for instance charging solutions. Then use the most voted/viable how HMW question to create a journey map, including the user and supplier.
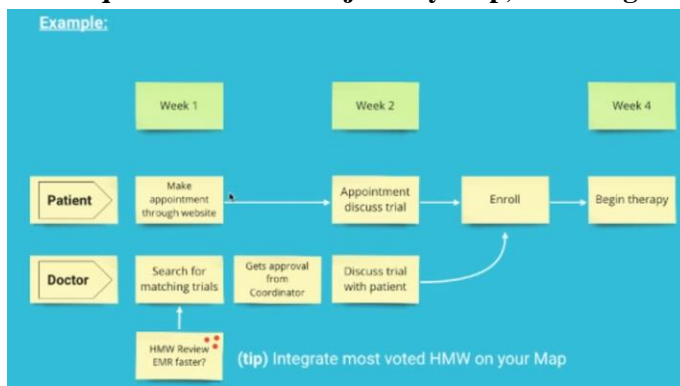
Coming up with a solution
Take notes ------> generate ideas--------> expand these ideas---------> Sketch solution.
Sketching out ideas in quick succession is quite tasking yet very revealing of the thought process.

Lightening Demos - Gaining inspiration from already established platforms for inspiration NEXT

Iterating drawn out ideas – Establishing the strong points gotten from the <mark>HOW MIGHT WE STAGE</mark> I can then use the strongest part of my ideas that may lead to a breakthrough in the development of an innovative platform.

Chapter 9(Design sprint III)

From THE ART MUSEUM + SPEED CRITIQUE stage, it becomes clearer using DOTS to vote as a technique, helping us to select the most standout ideas.

As a group discussing the ideas and the pathway to take for the *journey map* was quite challenging partly because of the time it takes as well as the number of conflicting viewpoints we have. However, my group (3) accurately forged a unique approach to satisfy our potential customers.

STEP 1: **Make an account on the application:** The REGISTERATION process is crucial for the identification of the user and vital for pairing his/her device with an electric vehicle.

STEP 2: **Connect the e-bike with the app: At this stage the user PAIRS the electric bike with his device while logged into his/her account.**

STEP 3: **Turn on location settings: This is a transportation application, therefore, to access the designed benefits, the user must opt for access to his/her CURRENT LOCATION.**

STEP 4: **Start checking out what is in your area: The app is designed to expose the positions of *CHARGING STATIONS & MAINTENANCE SHOPS as available options the rider(user) can access without stress.***

STEP 5: Selecting the maintenance shop, you need or the charging you want to use: Based on the information received from the app by the user the accurate selection of a SERVICE OF CHARGING POINT. *STEP 6:* Review the service or charging point: After using the selected service or charging point, the user may then leave a review which is visible in the USER COMMUNITY, helping to promote accountability within the community.

STEP 7: Share your experience with the community in the forum of the app: Apart from the reviews which are based on number of stars/points awarded, there is a more detailed section for opinions which may be useful in providing further INFORMATION.

STEP 8: Share the app with friends and family: The user may want to include others on the app based on his experience.

At this stage the customer journey has a clear *beginning* <---------------> *end* point and may be developed into a desired journey map.

Chapter 10 (Design sprint IV)

The storyboards are constructed based on the How Might We questions that arose on account of the services we need to deliver. What are the most important problem(s) and how might we solve them? Allowing our hands to do the thinking we were able to merge the group ideas into a useful application for:

1. HOW MIGHT WE MAKE SURE THAT USERS REACH THEIR DESTINATION.
2. HOW MIGHT WE SECURE TRUST AMONGST THE ELECTRIC BIKE USERS.
3. HOW MIGHT WE CREATE A BETTER MAINTENANCE ECO-SYSTEM.

To save time we got inspiration from already established brands in the indsstry and also saw ourselves in the position of users who might be using the app under difficult circumstances (in the rain, cold, dark, windy). How do they access this information and how is it displayed for a less stressful trip.

The two immediate attributes we imbibed were from Tesla and Unagi travel application. The battery percentage and the distance it can travel.
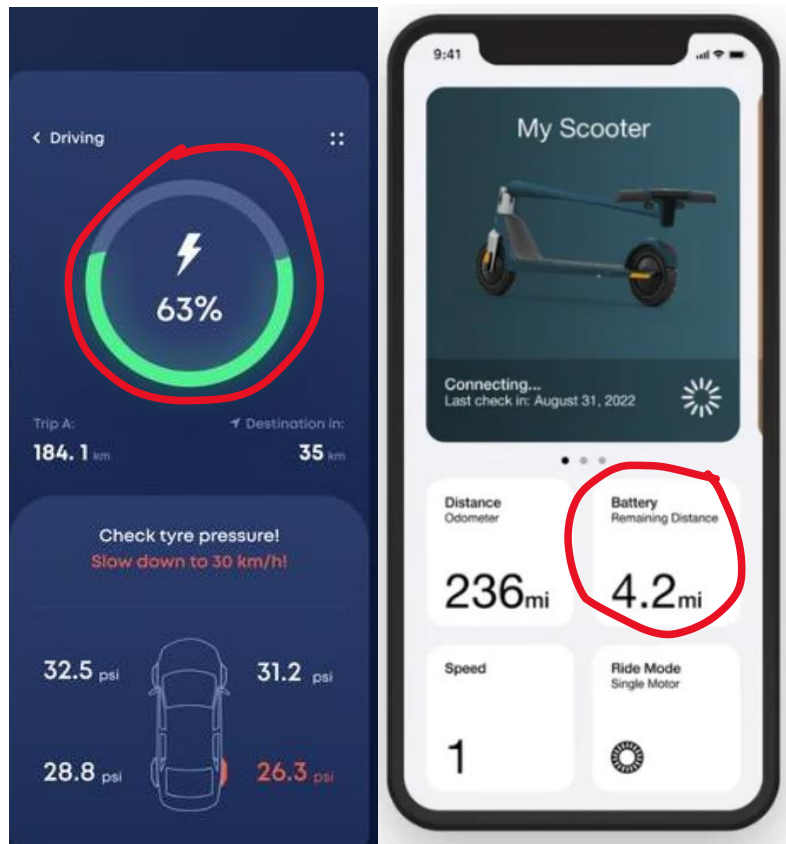
+ The vital indicators are displayed on the homepage and also spread across the application pages like the battery indicator on mobile phones, so you can access the data easily without constantly flicking your device.

+ Big bold buttons with clear symbols that can be substituted for text are best for mobility and quick access.

+ Clearly stated directions for labeling and instructions.

Chapter 10 (Design sprint V) and final presentation

App prototype -> https://www.figma.com/file/fPdx7UgebIOVmmxdtbEqFa/Okunola?type=design&node-id=0-1&mode=design&t=wtvEUsLZW6SZB7XH-0

Application highlights -

We tested with people within the area by asking them:
"What is your first observation?"
"What are your thoughts when you see this?
"What do you feel is the next step after this?
Some users encountered multiple dead ends when navigating the pages.

+ I decided to connect all the user flows, making the end of one flow the beginning of another.

Some users complained about the lack of information concerning the app icons.

+ I decided to add user directions on the sign in flow as an introduction, so users can better understand the app.

Some users complained about the interface colours on the app being very similar so they struggled to see the icon details.
 + I used more shadows and brighter colours in some areas.

"I like the visuals of the battery on the screen, because I find it really annoying when i cannot see vital info outside in the cold."

+Positive feedback.

"Everyone definitely needs more discounts so I would like to go shopping with that coupon feature"
+ Positive feedback

PRESENTING THE IDEA
*"First a bit of context using a **pitch deck** to sell the idea, with the context surrounding the need for an electric bike. This is the vision and mission that you wish to accomplish. My tagline -*
"A smart travel companion for every occasion, robust and intuitive"

Presenting an idea to a board is centered around how it can generate constant revenue. Using the pain points of the customers which we derived from the interviews and HMW questions we can highlight the solutions for these problems which have good cashflow potential.

What is the market size? Here it is my job to expose the scope of the market the growing number of electric bike users in line with infrastructure and that the government is providing which has further led to why according to Brussels Times January 2024 *'electric bikes see a higher use in Flanders (22%) than in Wallonia (7%) or Brussels (5%), and the majority (59%) of home-to-work trips made on an electric bike are between 5 and 20 km.'*

At this stage, it is important to highlight the innovative attributes that make this application unique to buyers in the approach. This part separates the application from the competition."

Learning curves (Design Approach)
The fact that apps are innovative does not always mean they'll use it, but people do not always know what they want.
I have learned to observe what others are doing in any given industry and how i may learn,,not just for my improvement but to add innovative ideas.

I now focus on the value points of products as jobs that are done for consumers.

I also familiarized myself with brainstorming techniques such as brain writing and mind mapping

How to conduct a design sprint to decide and get a heads up on the viability and possible market reception before spending a lot of money developing anything.

I want to fail, fast first, to find things that don't work and prove myself wrong.