Plateperfect

Project Objective

Project Overview

Problem Problem statement

Goal Goal statement

Design process

Discover phase — 01

Define phase — 02

Design phase — 03

Develop phase — 04

Discover phase

Secondary research

Secondary research, also known as desk research, is the analysis of existing information that has been collected by others for purposes other than the specific research project at hand. It can include data from government reports, academic papers, industry reports, market research studies, and online databases. This type of research is cost-effective and time-saving, as it leverages pre-existing information to provide insights and context for the current research project.

Primary research

Primary research involves gathering new data directly from the source, such as conducting surveys, interviews, focus groups, or observations. This type of research is tailored to the specific needs of the project and can provide fresh, up-to-date information that is relevant to the research objectives. It can be more time-consuming and expensive than secondary research, but it can provide more accurate and relevant information.

Questionnaire & Responses

Responses

Key insights

Key insights are the most important and relevant pieces of information that have been gathered from the research process. These insights can provide valuable information that can be used to make decisions and take action. They can be based on patterns, trends, or anomalies in the data, and they can provide a deeper understanding of the research topic and the target audience.

Ecosystem Mapping

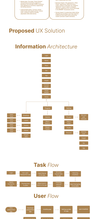
Internal Ecosystem Mapping

Internal ecosystem mapping is a process of identifying and analyzing the various internal stakeholders, resources, and relationships that are present within an organization. This mapping can provide a clear understanding of the internal dynamics and relationships that are present within the organization, and can be used to identify areas of strength and weakness, and to develop strategies for improving the overall performance of the organization.

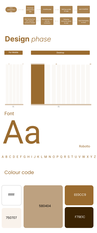
External Ecosystem Mapping

External ecosystem mapping is a process of identifying and analyzing the various external stakeholders, resources, and relationships that are present in the external environment of an organization. This mapping can provide a clear understanding of the external dynamics and relationships that are present in the external environment, and can be used to identify opportunities and threats, and to develop strategies for improving the overall performance of the organization.

User segmentation



User persona



Name

Age

Occupation

Hobbies

Publications

Publications

Publications

Empathy Map

Stakeholder Mapping

Story Boarding

Swot Analysis

Customer Journey Map

Competitor Audit

Industry Landscape Report

Niche Identification Document

Problem identification

Problem identification is the process of identifying and defining the issue, challenge, or opportunity that a business or organization is facing. It involves gathering information and data to understand the root cause of the problem and the impact it has on the business or organization. The goal of problem identification is to provide a clear and concise statement of the problem that can be used to develop a solution or strategy to address the issue.

Proposed UX Solution

Information Architecture

Task flow

User flow

Design phase

Font

Aa

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Colour code

Ideation Sketches

App interface

Low Fidelity Sketches

High Fidelity Sketches

Thank You