YesLiberia App Roadmap

The following processes are a part of the [YesLiberia Release Structure](#) roadmap

Processes

Desk(top) Research

Description

- Research that can be performed over a desk. In this type of research, a researcher finds, collects, and reviews the publicly available data about the research topic.
- Desk research is also known as secondary research.
- In primary research, the researcher interacts with people and collects data first hand using different primary research methods.
- Desk research is conducted by gathering and analyzing information available on public platforms such as internet forms, newspaper articles, magazines, market intelligence, government reports, databases, statistics, and data sets.

Process

- **Identify the research topic:** Before you begin, identify the topic you need to research. Once done, make a list of the attributes of the research and its purpose.
- **Identify research sources:** Subsequently, explain the sources of information that will provide you with the most relevant data applicable to your research.
- **Collect existing data:** Once the sources of information collection have been narrowed, check to see if previous data is available that is closely related to the topic. They can be obtained from various sources, such as newspapers, public libraries, government and non-government agencies, etc.
- **Combine and compare:** Once the data is collected, combine and compare it so that the information is not duplicated and put it together in an accessible format. Make sure to collect data from authentic sources, so you don't get in the way of your investigation.
- **Analyze data:** Analyze the data that is collected and identify if all the questions have been answered. If not, repeat the process to dig deeper into practical ideas.

Status

- Complete

Documentation

- [Donation App Research](#)
- [Desktop Research Learning Agenda](#)
- [Key Learnings from Desktop Research](#)

Participants

- Matt
- Bram
- Norm
- Aita
- Sule
- Mizuho
- Rakhi

Timeline

- Jun 26, 2022 to Jul 17, 2022

Market/Donor Research

Description

- The process of evaluating the feasibility of a new product or service, through research conducted directly with potential consumers.
- The primary purpose of conducting market research is to understand or examine the market associated with a particular product or service, to decide how the audience will react to a product or service.

Process

- Market research can be done through deploying surveys, interacting with a group of people also known as sample, conducting interviews and other similar processes.
  - **Primary Market Research** is a process, where organizations or businesses get in touch with the end consumers or employ a third party to carry out relevant studies to collect data. The data collected can be qualitative data (non-numerical data) or quantitative data (numerical or statistical data).
  - **Focus groups** are small groups of people (6-10) who typically respond to online surveys sent to them.
  - **One-to-one interviews** involve personal interactions in the form of an interview, where the researcher asks a series of questions to collect information or data from the respondents.

- ○ **Ethnographic research** requires the interviewer to adapt himself/herself to the natural environment of the respondents, which could be a city or a remote village.
- The information obtained from conducting market research can be used to tailor marketing/ advertising activities or to determine what are the feature priorities/service requirements (if any) of consumers.

Status

- Complete

Documentation

- [Key Learnings from Donor/Market Research](#)

Participants

- Matt
- Shreya
- Eden
- Norm
- Mizuho
- Rakhi
- Nik

Timeline

- Jul 24, 2022 to Aug 13, 2022

Personas(User)

Description

- A fictional character based on your current or ideal customer, which is created based on research to identify the different types of customers that could use your service, product, site, or brand similarly.
- A user persona can help you recognize the expectations and needs of the customer for whom you are developing a product or service.
- The role of a user persona is to ensure that company initiatives (such as marketing or product development) are carried out with the user in mind.

Process

- User personas can be defined by interviewing users to understand their needs, experiences, behaviors, and goals.

- ○ **Research users.** Generally, user research is done through online surveys to reach large numbers of people and collect information in real time.
- ○ **Analyze the collected data.** An effective way to achieve this is through a diagram or affinity map that will give you the necessary information to start building the different segments of your user persona.
- ○ **Create draft profiles.** Use the groupings and patterns that you found in your data to create some drafts of people. The profiles should consist of data such as name, age, gender, occupation, personality, technology experience, relationship with product, etc.

Status

- Completed

Documentation

- User Persona
- US Millennial User Persona
- US Gen X User Persona

Participants

- Rakhi - UX Team
- Shreya Sinha Ray (UX)
- Eden H. (UX)
- Mizuho H. (UX)
- Matthew Mueller
- Norm - Dev Team

Timeline

- Aug 14, 2022 to Aug 28, 2022

Flowchart (User Flow)

Description

- A flowchart is a diagram that illustrates the steps, sequences, and decisions of a process or workflow.
- A user flow is a diagram that shows, at a glance, the path your user will take through your app or website to achieve a certain goal.
- A user flow differs from a flowchart in that a user flow can occur at all stages of product development, while flowcharts are usually developed in earlier stages.

Also, user flow diagrams are very UI focused and can range from low fidelity to high fidelity, while flowcharts are less user focused and are low fidelity.
- User flows make you think about how the user will navigate through your app or website to achieve their goal so that you can design your screens productively.
- A user flow is one part of a user journey. The user journey looks at the entire environment of a purchase, from offline influences to online ads. The user flow is only concerned with your visitors once they reach your site or application.
- Its benefits are:
  - To develop understanding of how a process is done
  - To study a process for improvement
  - Make decisions and changes at a low fidelity before investing a lot of time in design.
  - To communicate to others how a process is done

Process

- Conduct user research
- Determine our objectives and our users' objectives.
- Create a user journey map of what our users should experience while transitioning to their objective.
- Identify what information our users need and when they need it
- Map the user flow
  - Define the process to be diagrammed.
  - Discuss and decide on the boundaries of your process: Where or when does the process start? Where or when does it end? Discuss and decide on the level of detail to be included in the diagram.
  - Brainstorm the activities that take place. Write each on a card or sticky note.
  - Arrange the activities in proper sequence.
  - When all activities are included and everyone agrees that the sequence is correct, draw arrows to show the flow of the process.
  - Review the user flow with others involved in the process to see if they agree that the process is drawn accurately.
- Prototype the user flow
  - Create a low-fidelity prototype to test out the user flow

Status

- <mark>Incomplete - started</mark>

Documentation

- [MVP - Features and Priorities](#) ([original](#))
- [User Journey - Donor](#)

Participants

- To Be Determined

Timeline

- Sep 4, 2022 to Sep 16, 2022

Wireframes

Description

- A wireframe is a low-fidelity design layout that presents the information that will be displayed on the page, gives an outline of the page's structure and layout, and conveys the overall direction and description of the user interface.
- A wireframe is analogous to an architect's blueprint in that it describes how a site should be developed.
- A good wireframe should show how elements are laid out on the page and how the site navigation should work. Minimize distractions.
- Note: Fidelity means how close the design item is to the final product.

Process

- Keep your colors to grayscale: white, black, and the grays in between.
- Use a maximum of two generic fonts, maybe one serif and one sans-serif.
- Avoid flashy graphics and images.
- It's helpful to have the *actual* content in place to make sure everything flows the way you want.

Status

- Incomplete - started

Documentation

- [YL App WIreframe](#)

Participants

- UX Team

Timeline

- Sep 18, 2022 to Oct 2, 2022

Mockups

Description

- A high-profile visualization of an app, website, or design, that suggests what the final design of a product will look like.
- It is usually shared with clients and stakeholders between the wireframe and prototype stages.
- Mockups are essentially wireframes with an added surface layer that communicates the visual design (colors, images, typography).
- Unlike a prototype, a mockup is static and doesn't include any interactions.

Process

- High-fidelity mock-ups need to portray the overall presentation of the product.
- Ensure that the mock-ups reflect the design choices for:
  - Color schemes
  - Layouts
  - Typography
  - Iconography
  - Visuals of navigation
  - The overall look of the product

Status

- Incomplete

Documentation

- Unavailable

Participants

- UX Team

Timeline

- Undefined

Flow Mockups

Description

- A high-profile visualization of an app, website, or design, that suggests what the final design of a product will look like and how the user will interact with it.
- *"A simulation or sample version of a final product, which UX teams use for testing before launch."*
- The goal of a prototype is to test and validate ideas before sharing them with stakeholders and eventually passing the final designs to engineering teams for the development process.
- Prototypes are essential for identifying and solving user pain points with participants during usability testing.

Process

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Status

- Incomplete - started

Documentation

- Unavailable

Participants

- UX Team

Timeline

- Undefined

Development

Description
- The set of processes and procedures involved in writing software for small, wireless computing devices, such as smartphones and other hand-held devices.

Process
- Design Application
  - Define ideas and goals
  - Research
  - Create prototype
- Develop Application
  - Define platform for front-end
  - Define platform for back-end

- ○ Write code base
  - ○ Test application
  - ○ Deploy application

Status
- Incomplete

Documentation
- Not available

Participants
- Dev team

Timeline
- Undefined

MVP

Description
- A simple product that is only able to contain the core functionalities without any fancy additions.
- The MVP should contain your product's core features and functionality.
- Purpose of MVP:
  - ○ Enter the Market with a Small Budget
    - ■ Most companies launch an MVP instead complete product only to verify the economic viability.
  - ○ Find the Right Audience
  - ○ Create a Balance Between Company Offerings and Customer Needs
    - ■ This helps to figure out the needs of customers and encourages a company to establish a fine balance between the offering and the needs, whether by improving the product or by introducing something entirely different.
  - ○ Minimize Errors
    - ■ Allows a mobile app or web app in business is basically to test the product hypothesis which eliminates the errors of the agile development iteration at the early stage.
  - ○ Collect the Maximum Quality Feedback

Process/Requirements

- A minimum viable product should contain a few structural components that represent a standard for other products on the market: users should be able to sign up and log in, solve their problem, and be able to pay for the product.
- It should have an easy and well-designed interface and solve one core problem.
- Every part of the product should lead customers to the core functionality.
- If there is nothing to distract customers from seeing the value of the product, you have succeeded.
- The MVP should be shipped as soon as humanly possible, so customers can interact with the product, allowing you to quickly find out what works and what doesn't.

Status

- Incomplete

Documentation

- Not available

Participants

- To Be Determined

Timeline

- Undefined

User Testing

Description

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Process

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Status

-

Documentation

-

Participants

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Timeline

MVP 2.0

Description

-

Process

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Status

-

Documentation

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Participants

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Timeline

User Testing

Description

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Process

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Status

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Documentation

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Participants

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Timeline

Release

Description

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Process

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Status

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Documentation

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Participants

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Timeline

Sources

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