IDEATION METHODS
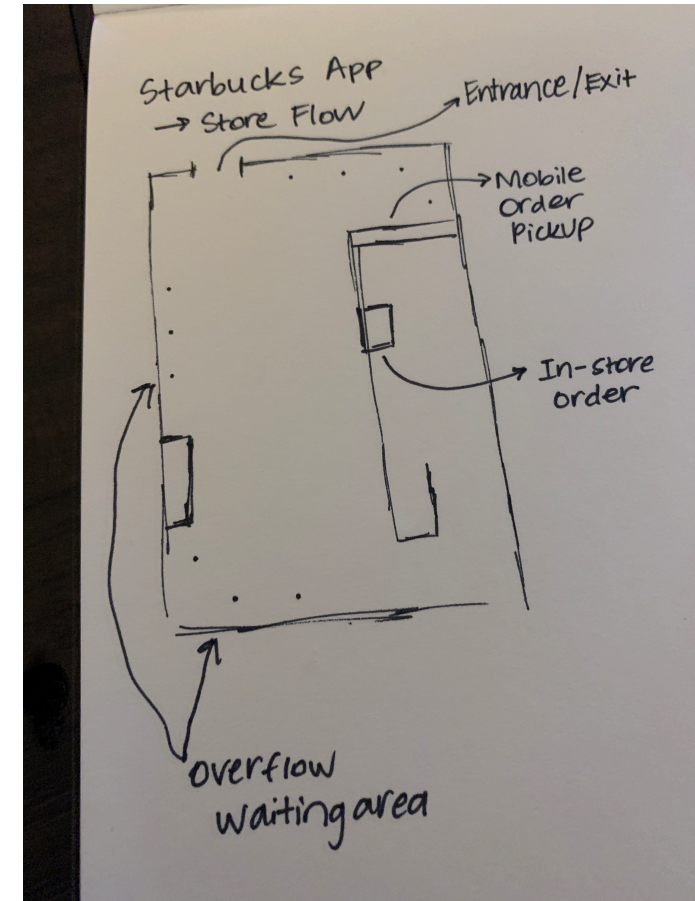
For POV statements related to Starbucks, Pandora and Aaptiv apps

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STARBUCKS

Methodology

- When analyzing the details and issues that came up while thinking about the POV statements for the Starbucks app, I found success with SKETCHING and BRAIN-DUMPING techniques. The sketching technique allowed me to think about the flow of the store and how that can be improved for a more efficient use from the app.

- POV Statement #1: Users who are in a rush and want a convenient way to order coffee/food need an app that gives the user a time stamp for when the order will be ready.

- POV Statement #2: Users who want the same experience they receive when ordering inside of a Starbucks as compared to using the app.

POV STATEMENT #1

Users who want the same experience they receive when ordering inside of a Starbucks as compared to using the app.

Sketching:

- After reading the reviews about the Starbucks app, I noticed that many people complained about the lack of consistency between the in-store menu and the app menu. Many people said that the app menu does not keep in line with the new items in the store.

- The app needs to be consistent with the menu in the store.

- A solution to this would be to have "rollout" times. This would require the app to be ready to go when there is a new menu item so that it is not behind when the store launches the new item.
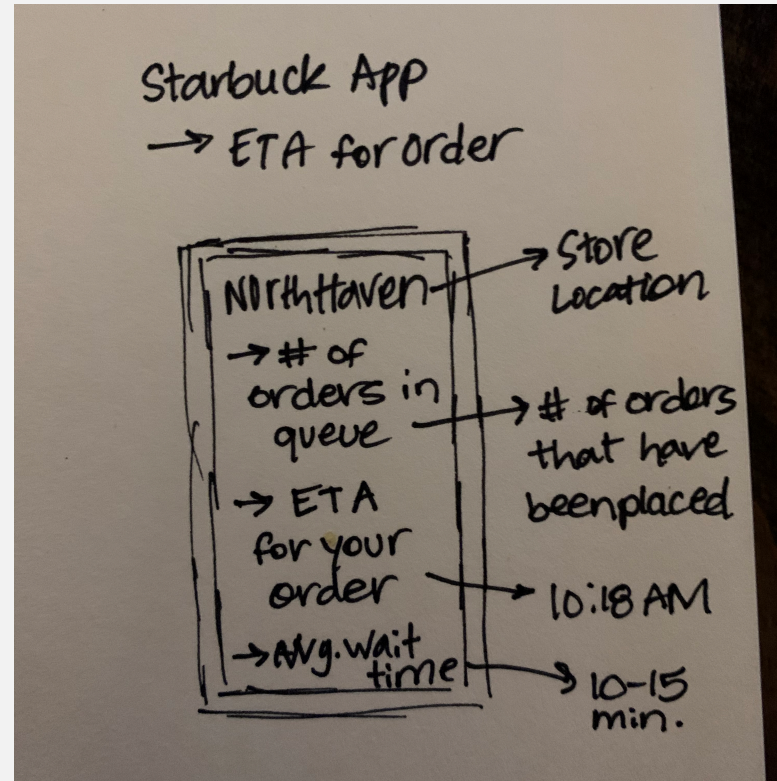

Brain-dump:

- The app needs to have a better rollout process for new items. Is there a way to coordinate the launch in stores with the app?

- Add notifications to the Starbucks app that alert users when there is a new item, especially if it is similar to the items they order frequently.

- Offer more rewards when you order on the app for a new item – promotional time period.

POV STATEMENT #2

Users who want the same experience they receive when ordering inside of a Starbucks as compared to using the app.

Sketching:

- When thinking about the process for mobile orders at Starbucks, sometimes it can get disorganized, especially during a rush hour time. I think there is a way you can give users a more specific time for when their order will be ready.

- If the app shows users the number of orders that the baristas are currently making at the store, the user could order their items for a more specific amount of time of arrival.

- Once the users order on the app, they could then have a estimated time for when their order will be ready.

Brain-dump:

- Customers could scan their phone when they come into the store and receive their order to give the app an updated wait time. This could help users determine the correct time they need to order their food.

- This could help decrease the amount of time people wait in the store, which is better during the pandemic.

PANDORA

Methodology

- When analyzing the details and issues that came up while thinking about the POV statements for the Pandora app, I found success with CHALLENGE ASSUMPTIONS and BRAIN-DUMPING techniques. These techniques allowed me to analyze the UI and UX designs of the app and see if there is room for improvement.

- POV Statement #1: Users who want to listen to their favorite songs without any streaming issues need to have better usability options with less bugs because the Spotify app offers a seamless streaming experience with few usability issues, if any.

- POV Statement #2: Users who like to find new artists need to have an app with few glitches and ads because Pandora offers unique features that do that, but the competition has less usability issues.
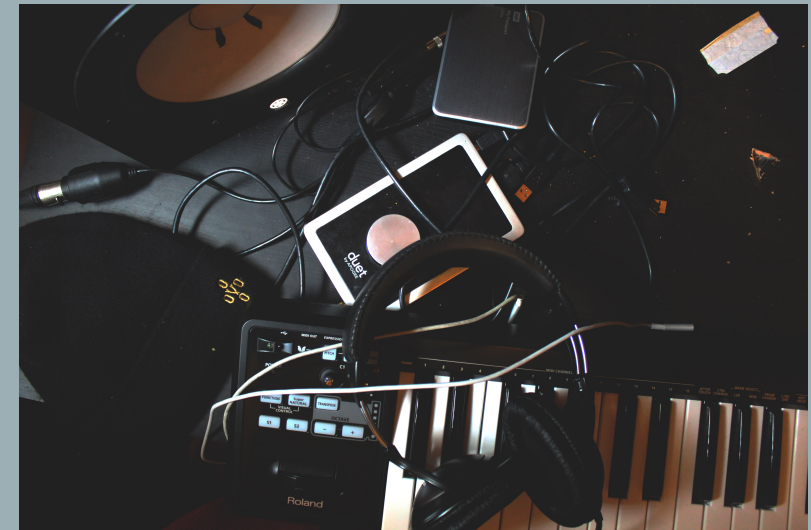
POV STATEMENT #1

Users who want to listen to their favorite songs without any streaming issues need to have better usability options with less bugs because the Spotify app offers a seamless streaming experience with few usability issues, if any.

Challenge Assumptions:

- Why do users with the free version of Pandora have so many problems with glitches?

- Is there a way we can minimize the number of technical difficulties on the Pandora free version?

- In addition, is there a way to make the premium version of the app more accessible to people?

Brain-dump:

- The competition between Pandora and Spotify is too intense for the Pandora app to have numerous streaming issues.

- Spotify has a free version – what are they doing differently from Pandora to keep users happy?

- I think there needs to be a way limit the glitches or entice users to buy the premium version of the app.

POV STATEMENT #2

Users who like to find new artists need to have an app with few glitches and ads because Pandora offers unique features that do that, but the competition has less usability issues.

Challenge Assumptions:

- The Pandora app offers a unique feature that queues new artists that are similar to the artists the user already likes. Is this something that is causing the free version of the app to have more glitches and streaming issues?

- Is the free version trying to do too much?

Brain-dump:

- Is there a way for the Pandora app to compile artists and songs that the user likes without adding to the amount of data that the app uses? Is that what causes glitches?

- Challenge Assumption technique seemed to help me analyze the reasons why the Pandora app has so many glitches.

AAPTIV

Methodology

- When analyzing the details and issues that came up while thinking about the POV statements for the Aaptiv app, I found success with CHALLENGE ASSUMPTIONS and BRAIN-DUMPING techniques. The brain-dumping technique allowed me to have a free-flow of ideas about the app and how it can be improved for users with varying levels of experience.

- POV Statement #1: Users who want a unique workout session/plan need an app that is not only simple, but also has plenty of options because users want to get a great workout in without the hassle.

- POV Statement #2: Users who have never worked out before need an app that allows them to learn as they go and ask questions when needed because the app currently does not support a back-and-forth communication with users.

POV STATEMENT #1

Users who want a unique workout session/plan need an app that is not only simple, but also has plenty of options because users want to get a great workout in without the hassle.

Challenge Assumptions:

- Should users with different levels of experience have different parts of the app targeted to their needs?

- Is there a way we can improve the home page of the app? I don't think it is as welcoming or exciting as it could be. In addition, as a user for over five years, I think a revamp of the colors and logos is needed.

- I think the menus could configured in a different way. The "Browse" menu seems to have menus at the top that could be at the bottom.

Brain-dump:

- The menu set-up is fine right now, but it could be improved aesthetically.

- I think the color scheme is too busy for the content in the "Browse" menu.

- I think the calendar menu, which is found on the main home page of the app, could be configured like an actual calendar. Right now, it is a sliding bar at the very top of the app.

POV STATEMENT #2

Users who have never worked out before need an app that allows them to learn as they go and ask questions when needed because the app currently does not support a back-and-forth communication with users.

Challenge Assumptions:

- Should the Aaptiv app allow users to communicate with instructors? If new users have questions on how they are supposed to feel or what a certain move should look like, where should they go? Right now, there is not option for them to talk to anyone.

- Why do we have a comment section if no one responds or follows up with the users?

- Should we add a "How To" section in the app?

Brain-dump:

- The Aaptiv app could add a "How To" menu that shows users how to perform movements. They users can search by name of movement and watch a video on how to perform the action.

- There should be a chat or "schedule a zoom" option for users to meet with instructors so they can ask questions.

- In addition, we could add a complimentary zoom the first time a user signs up.

- Point system based the number of classes you complete, the number of new classes you do