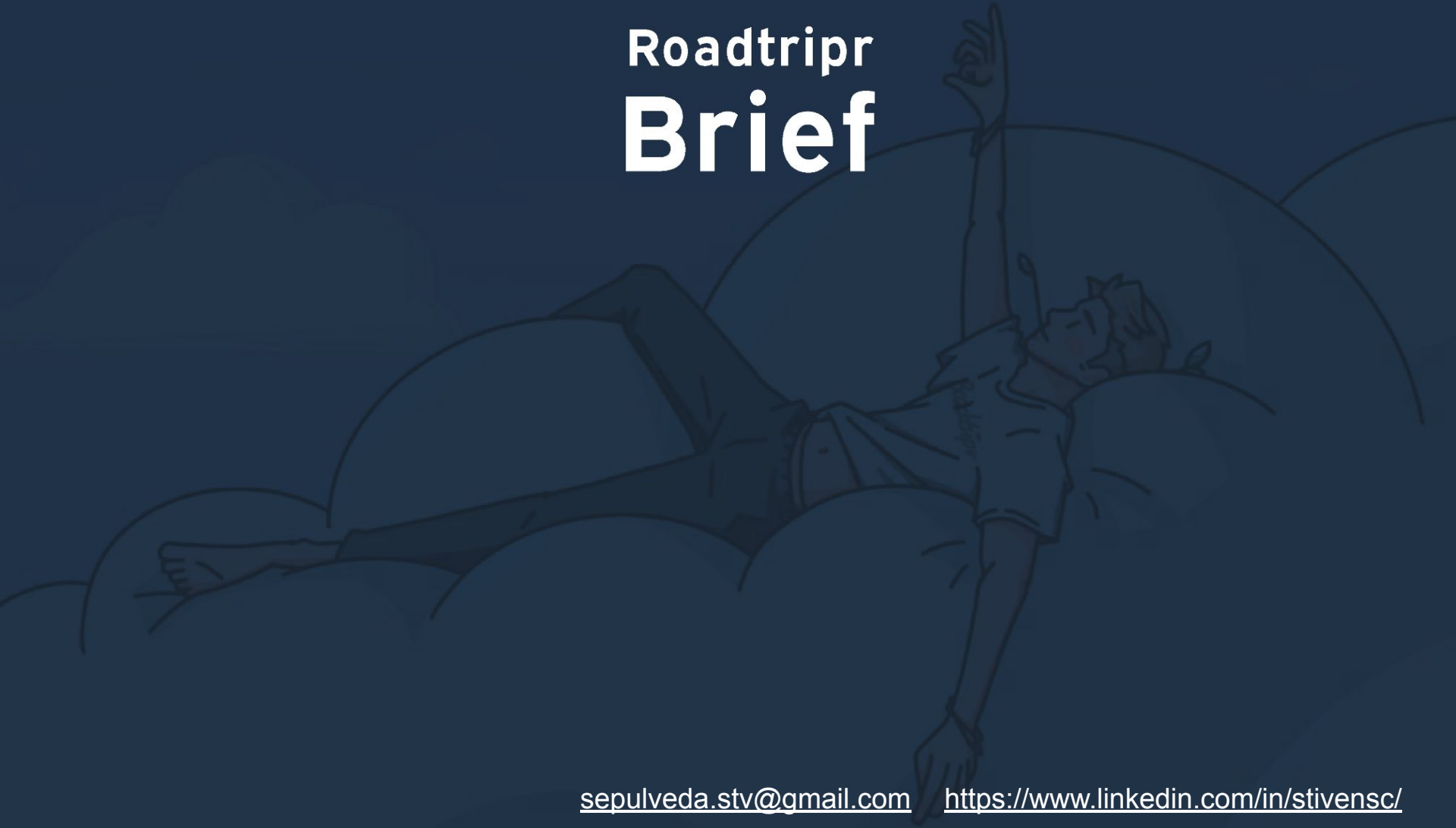




Roadtripr Brief



Introduction



User Needs

A proposal will be developed based on the data collected through research reports.

Problems to solve Value proposal

A series of modifications will be shown so that Roadtripr users can identify with the app and thus be able to continue using it daily, with an excellent experience within it, as well as intuitive and elegant. Without losing its main functionality which is to randomly play the soundtracks, but also adding new features for those users who want to choose the perfect soundtrack for their needs.

Objectives and goals

Roles, Functions, Responsibilities and Charges

Existing Assets and Tools

Budget

Time

Notes and ideas

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Customer loyalty

- Retain and generate new users with new interface updates.

Provide security

- With an easy-to-use and intuitive platform, we aim to offer users everything they need to feel comfortable.

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The following are the detected problems, followed by a value proposition:

Random soundtracks: The main functionality will remain random playback, as well as optional features that will satisfy all users.

Interface: Redesign to a much more dynamic and intuitive interface for all types of users.

Explain the platform: Create an onboarding to facilitate the use of the platform and clarify the benefits of using soundtracks to relax and heal the mind.

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With the initial budget, the following priorities are declared:

1. **Improve navigation:** Redesign to contemplate all the basic playback needs for users with deeper interactions.
2. **Explain the platform:** Create onboarding to specify the use of the platform and clarify the benefits of the relaxation method with soundtracks.

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Departments:

1. Research Department
2. UX Design Department
3. UI Design Department
4. Development Department
5. Business Department
6. Marketing Department

Roles:

7. Project Manager (PM)
8. Business Manager (BM)
9. Quality Assurance (QA) Department

Communication:

Scrum meetings will be held every 15 days to detail the progress implemented, new objectives, and individual goals.

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The redesign will be carried out with the current App, therefore as a first instance it will be for iOS, when the progress and satisfaction of current Roadtripr users is seen, an expansion for Android will be determined.

All the graphic part will be improved by implementing new icons and schemes but preserving the latest vector art obtained by the App.

A new information architecture will be created that is much more consistent and better structured.

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Budget allocation:

- **Marketing (20%):** This portion of the budget will be dedicated to marketing activities aimed at promoting the app and attracting new users.
- **User Testing (10%):** This budget will be used to conduct usability testing with real users to ensure the app is user-friendly and meets their needs.
- **Design (U/UI) (35%):** This allocation will cover the costs associated with both User Experience (UX) and User Interface (UI) design. This includes tasks like designing the overall flow of the app, user interactions, and the visual elements like icons, colors, and layouts.
- **Development / IT (35%):** This is the largest portion of the budget and will cover the costs associated with developing the app itself. This includes writing code, integrating features, and ensuring the app functions properly.

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Research: 2 Weeks (Focus on core user needs and pain points)

Wireframes/Mid-Fi: 2 Weeks (Prioritize key features and user flows)

UI Design & Iterations: 1-2 Weeks (Streamline design process with clear direction)

Development: 4 Weeks

Testing & Iterations: 1 Week

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The number of app downloads and soundtrack plays for Roadtripr will increase. The number of users who can use the app without restrictions will increase reasonably. In terms of the interface, it will be much more dynamic and intuitive, which will improve the perception of users when using it and will keep them more active within the app.

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Thank You

sepulveda.stv@gmail.com

<https://www.linkedin.com/in/stivensc/>