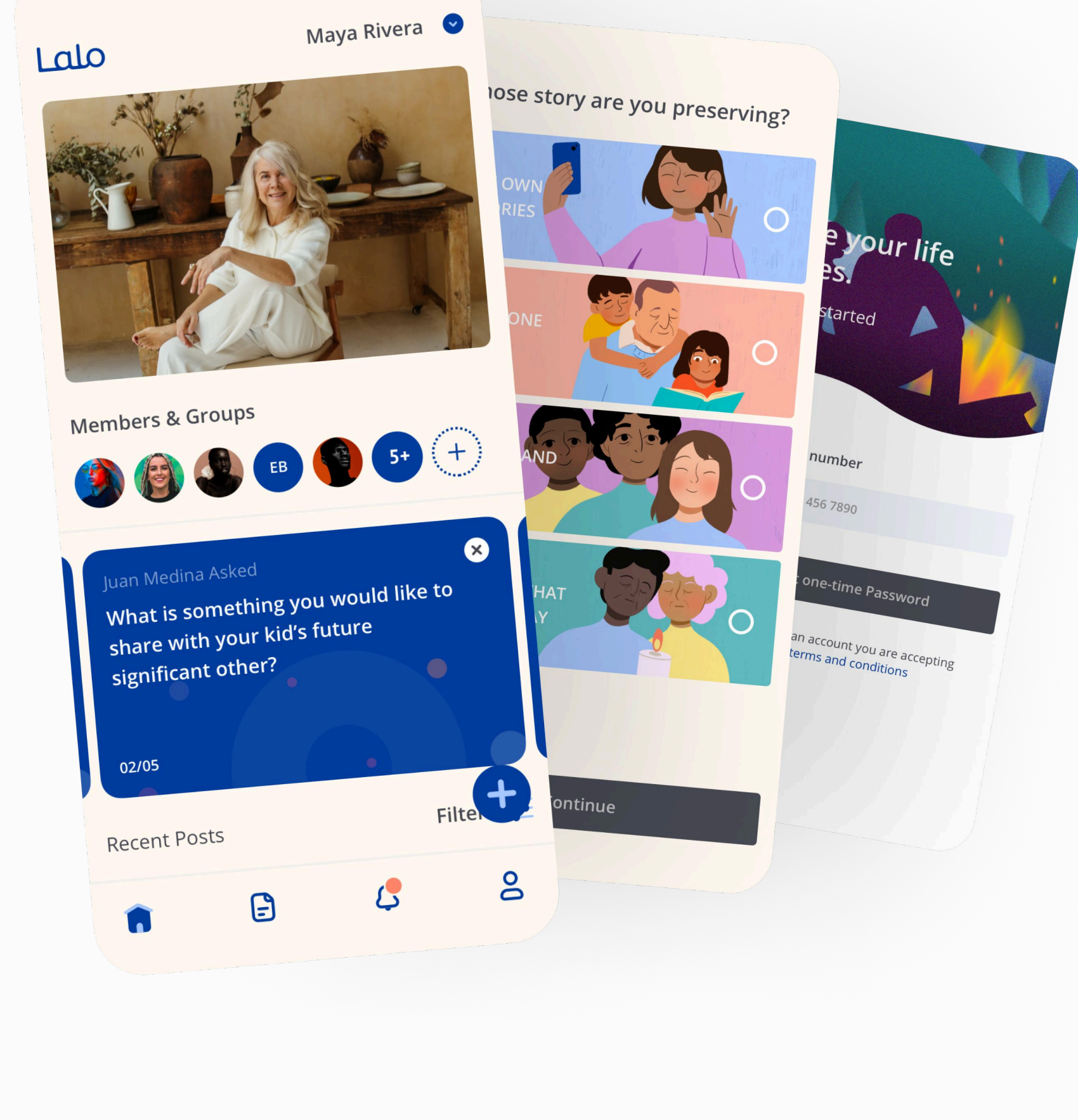


# LALO



## LALO

Overview

### Scope

- UX Research
- UI Design
- Development

### Key Metrics

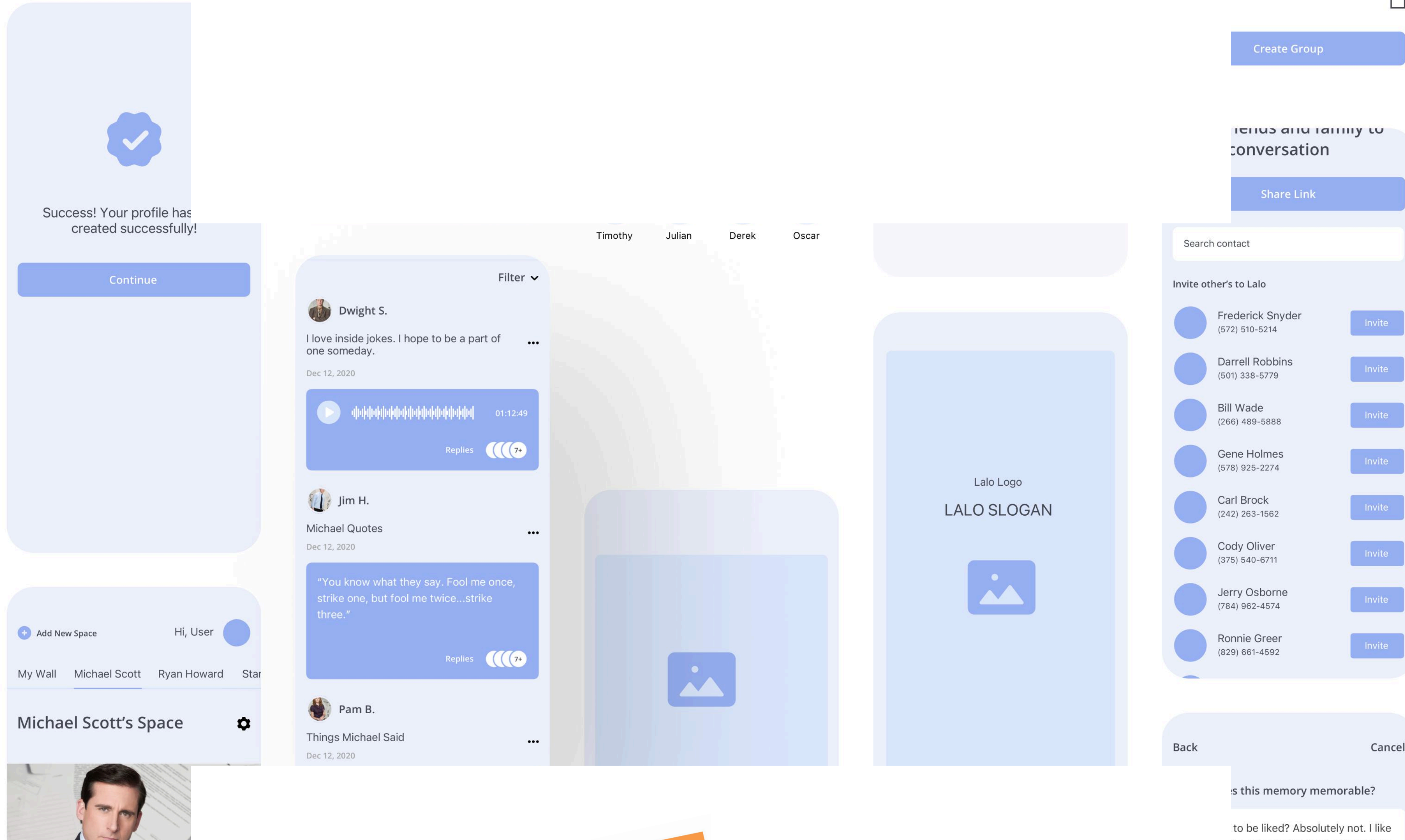
- App and website launched
- Raised \$300,000.00
- Interview with Y-Combinator

Problem

No organized way to preserve and share the memory of our lost loved ones

Objective

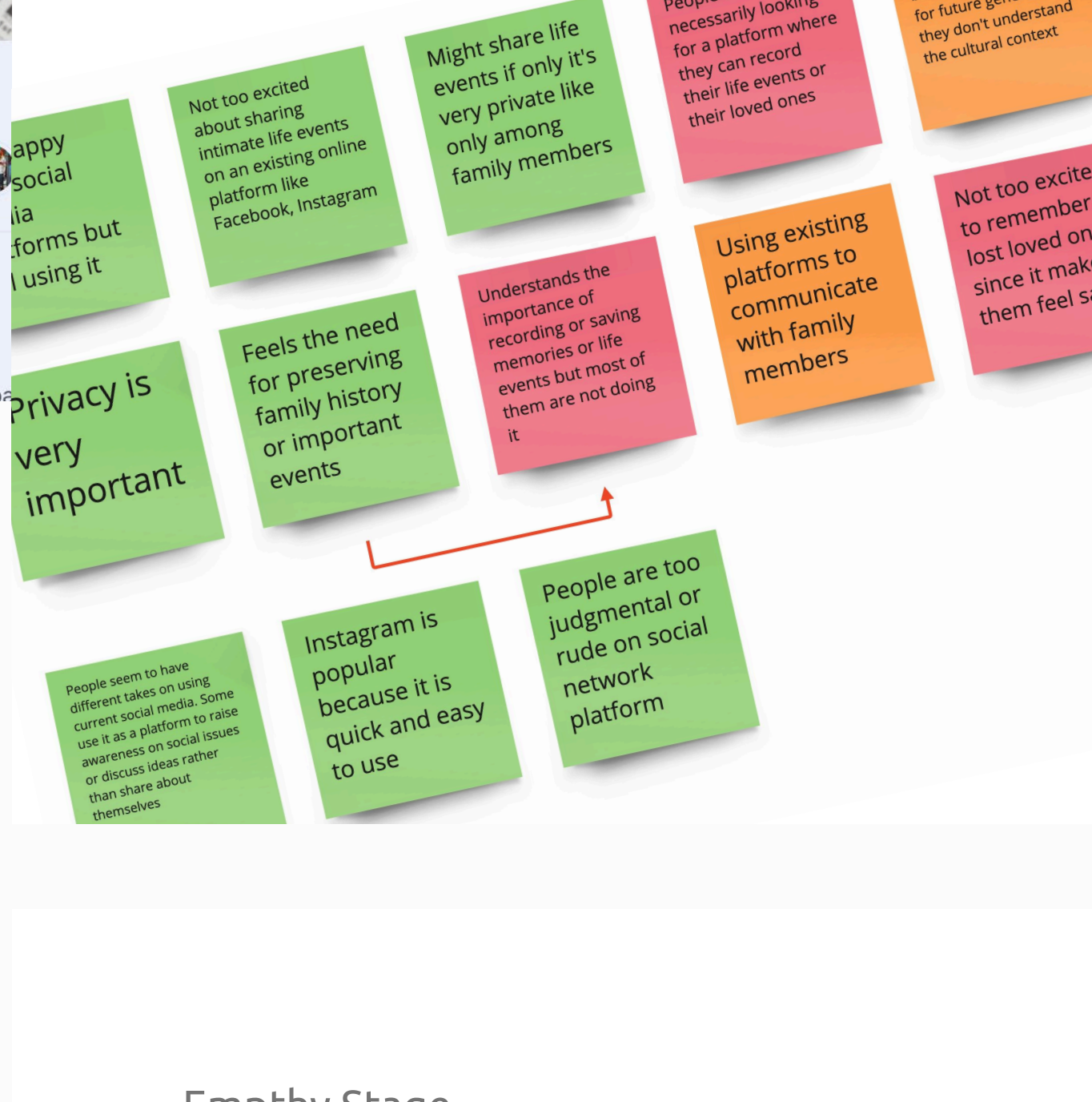
Design and develop a native mobile app to capture and preserve the memory of lost loved ones



Empty Stage

## User Interview

We interviewed 14 people. One of our goals was to validate the problem. We wanted to get our users perspective.



Empty Stage

## Storyboard

We created a storyboard to share the problem and the solution to all our stakeholders.



Empty Stage

## User Persona

We created 3 user personas to represent our ideal users.

Ideation

## Ideation Session

After identifying the problem statement we had ideation session with all stake holders. Through the session we came up with few ideas that might solve the problem.



Empty Stage

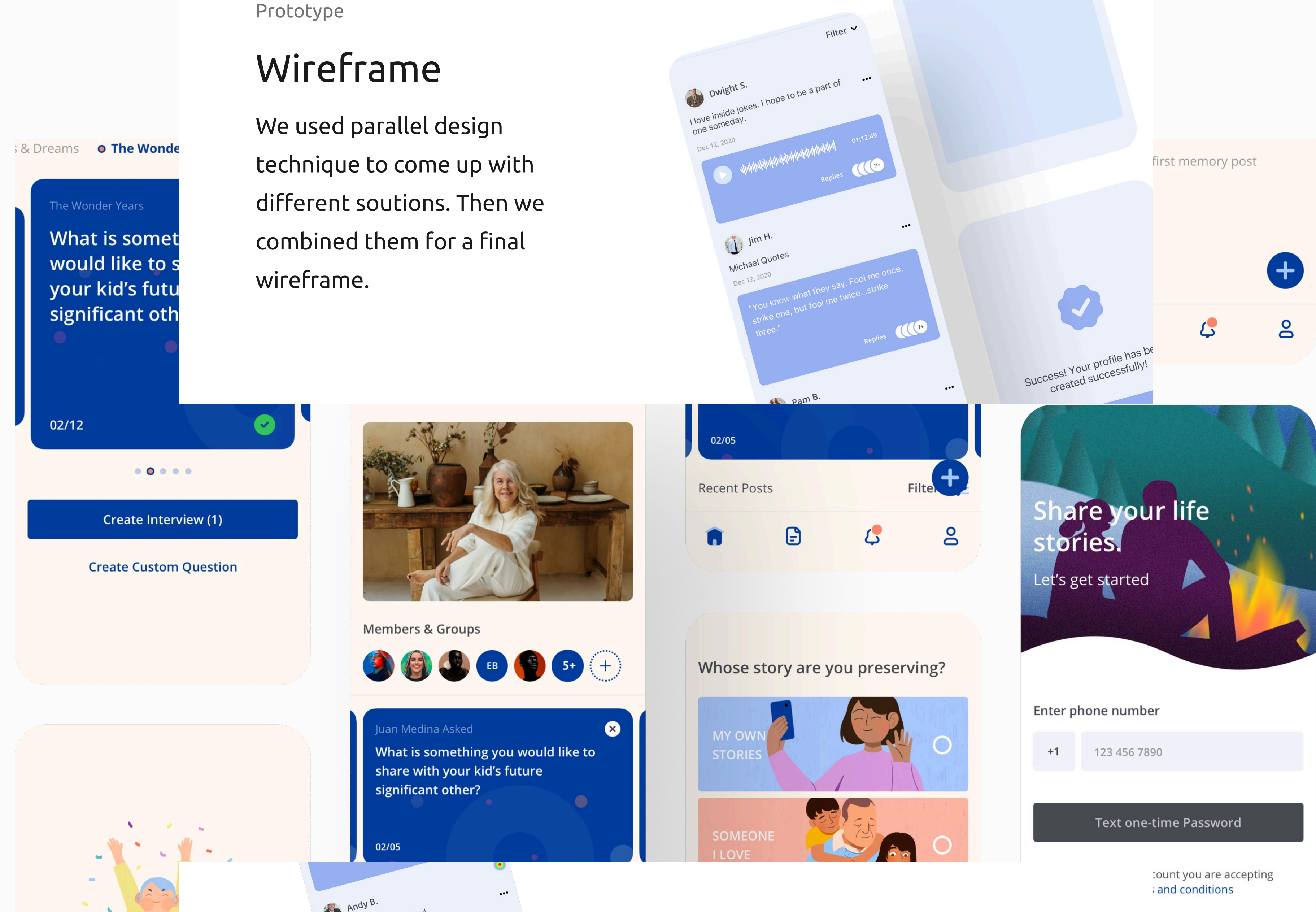
## Identifying MVP Features

After NUF test we used Project Goal Radar board to visually understand which ideas directly solves the problem.

Prototype

## Wireframe

We used parallel design technique to come up with different solutions. Then we combined them for a final wireframe.



Empty Stage

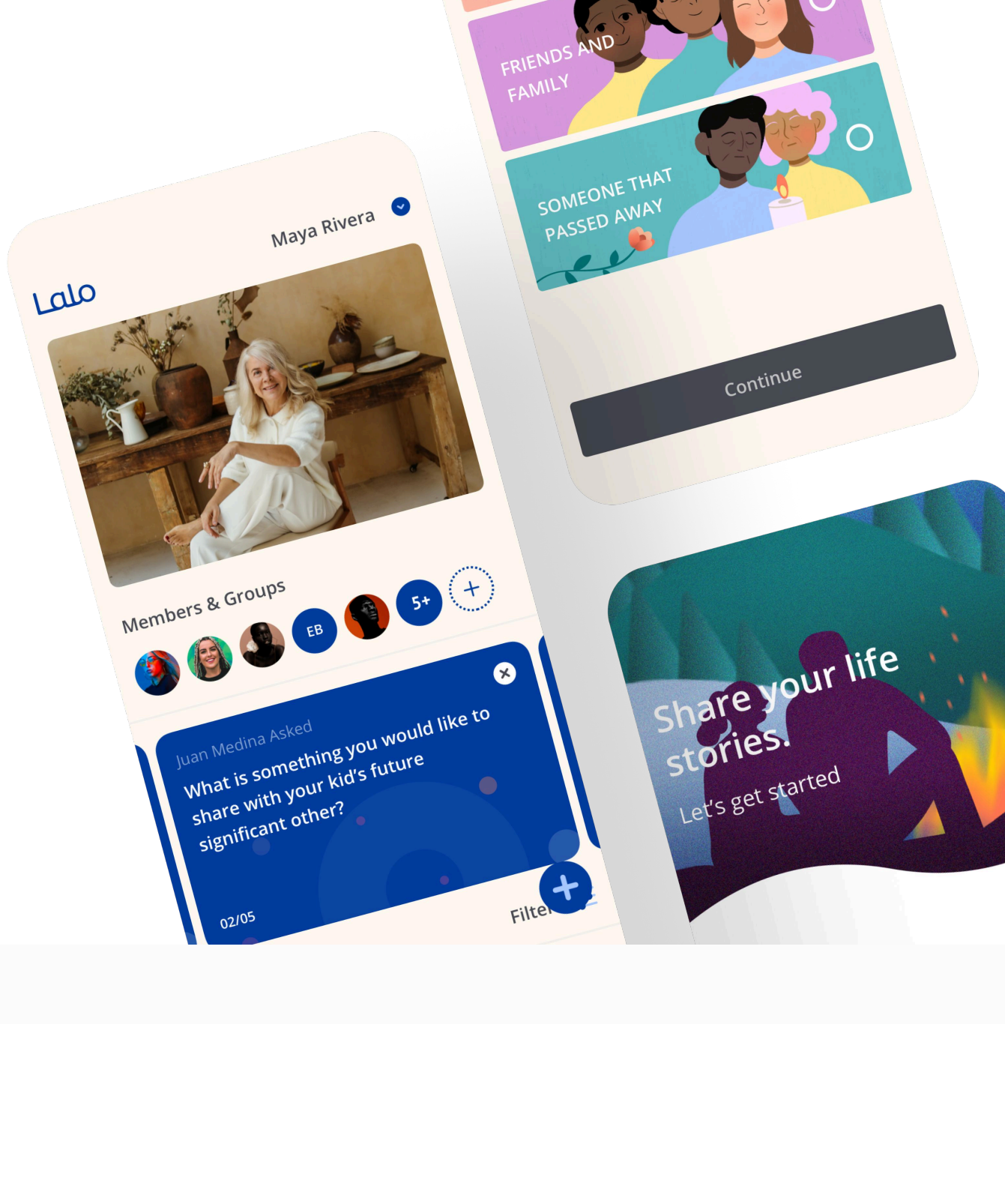
## User Test

We ran three rounds of user tests, with over 20 users. We identified few usability issues. Our final user test had 95% success rate.

Prototype

## UI Design

We used bright colors, and illustration to ensure the app felt for warm, fun and cozy.



Development

## Tech Stack

We used react native for front-end, and Node.js, Express for back-end development.