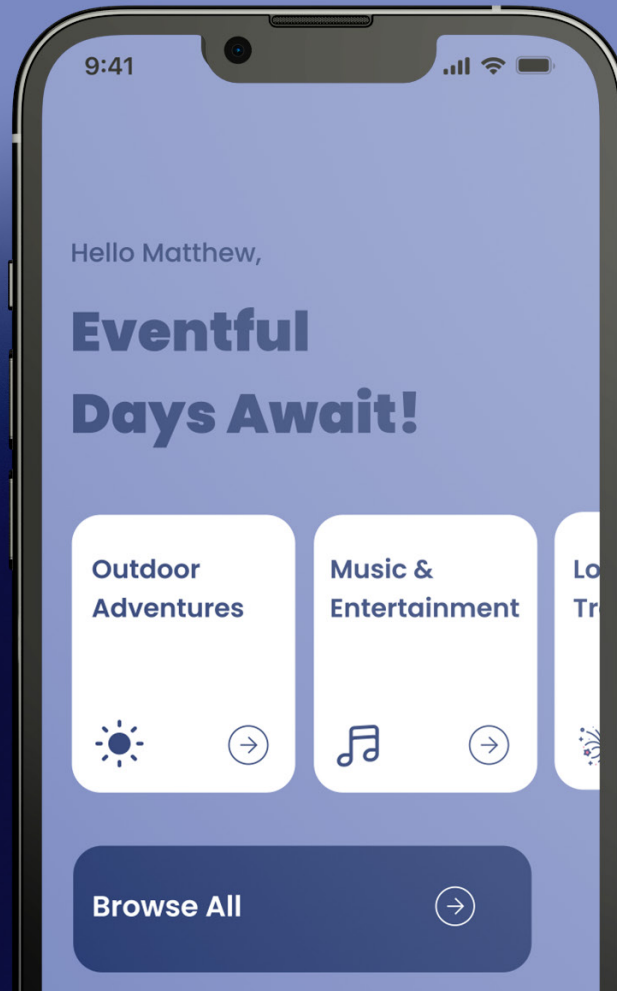



Design Thinking

Branding

UX/UI

Iskopri



**The Ultimate Maltese
Adventure Companion**

Overview

Empathy

Define

Ideate

Prototype



What is Iskopri?

By leveraging a Design Thinking approach, Iskopri was created as a user-centric mobile application that empowers Maltese locals aged 18-30 to discover a diverse range of events, activities, and experiences across the Maltese islands.

'Iskopri' a Maltese word meaning 'Discover'

Stack of Technologies

Design & Organisation



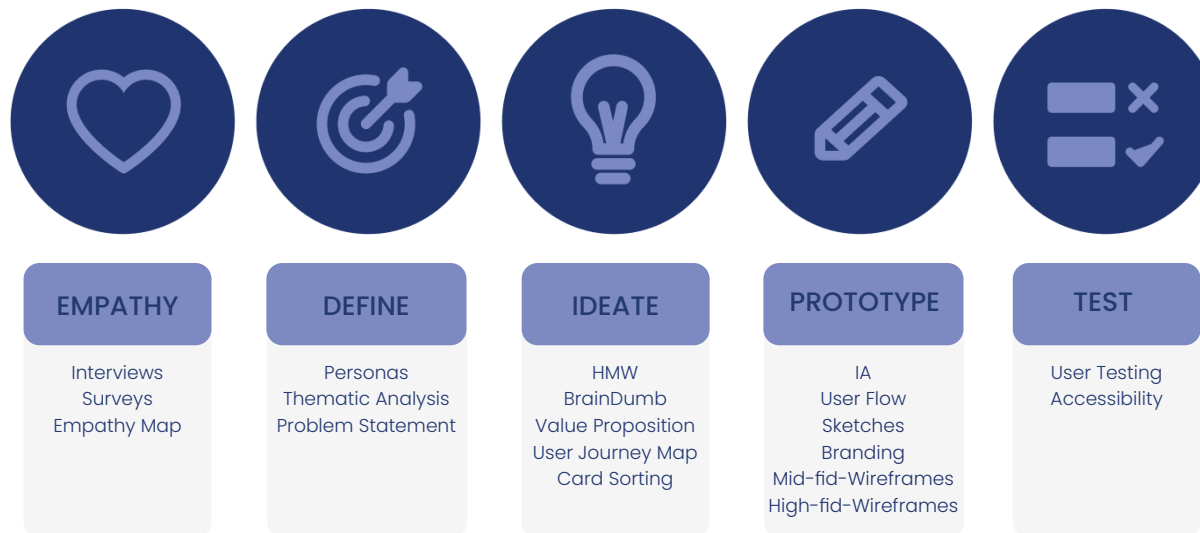
Research



Design Thinking Process

The design thinking process is a driving force for innovation, tackling intricate problems through a human-centered and iterative approach. It is built upon a creative mindset that allows for the discovery of new opportunities throughout the design process.

To develop an innovative solution that truly addresses the identified needs of Maltese locals, I leveraged the five stages of design thinking. This methodology enabled me to approach the problem with a fresh perspective and carry out continuous refinement until the solution resonated with the intended users.



Overview

Empathy

Define

Ideate

Prototype

● Survey & Interview



Some Insights collected from primary research

Pain Points

- Fragmented Resources
- Lack of awareness
- Tedious scrolling
- Repititon & Boredom

Current Resources

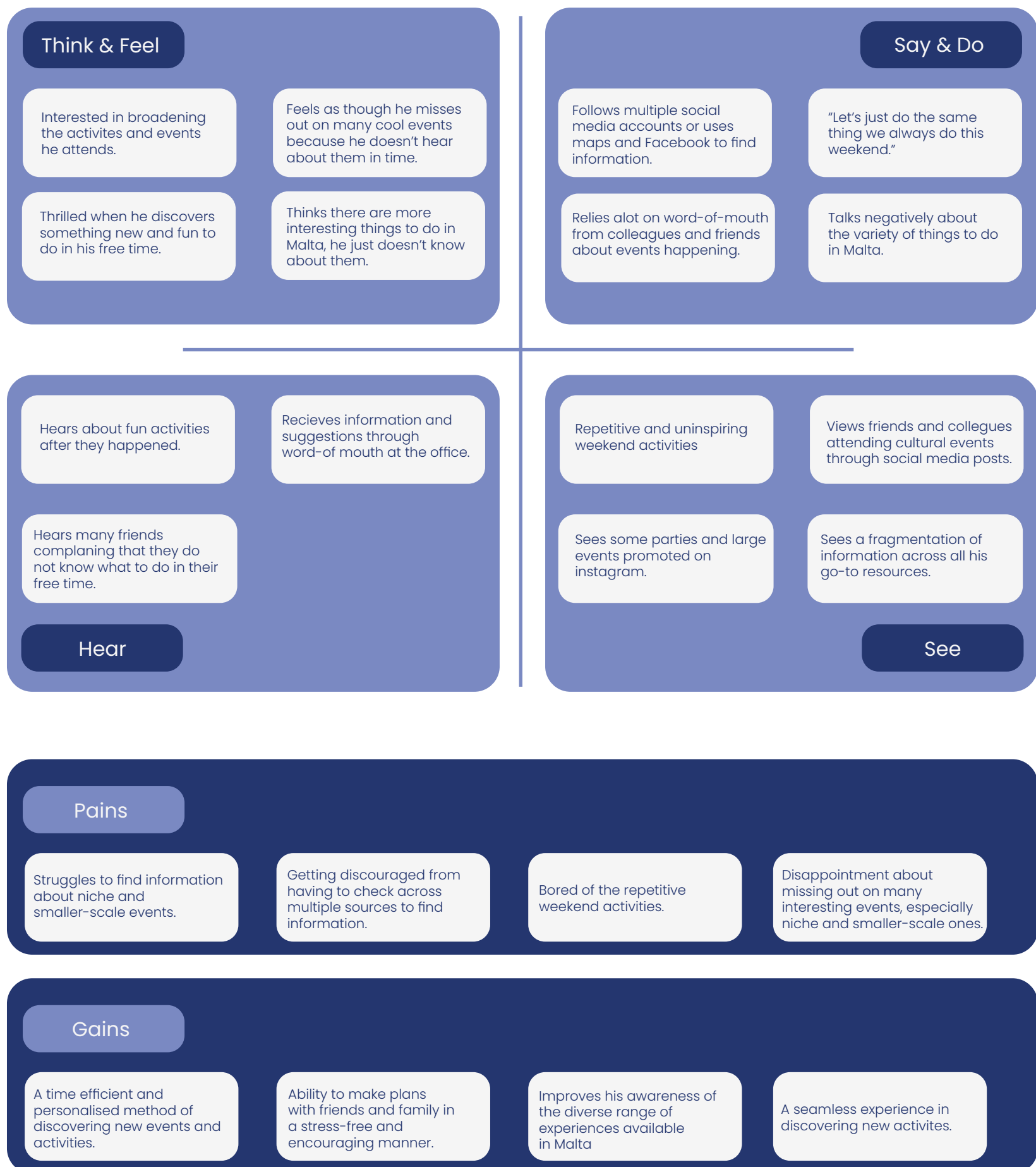
- Facebook Events
- Google Maps
- Social Media

User needs

A time efficient and user friendly method of discovering new events and activites.

● Empathy Map

Empathy mapping was carried out to develop a holistic understanding of potential users. This process allowed me to focus on their emotional states, behaviors, thought processes, and motivations.



● User Persona

The user persona is based on the data collected through the empathy phase. This persona provides clear understanding of the needs, pain points and motivations of potential users.



Matthew

Age: 26
Nationality: Maltese
Occupation: Junior Software Engineer
Location: Mosta, Malta

Behaviours & Interest

- Active Lifestyle
- Enjoys exploring new places and attending events
- Interested in sports, the arts and cultural events.
- Sometimes he takes initiative to search for what to do, other time he relies on word-of-mouth or stumbling across information.

Frustrations

- Has to follow various social media pages and search for information in different places. Such fragmentation of resources has become a tiresome and tedious process.
- Misses out on many experiences due to a lack of awareness or advertisement, especially for niche or smaller-scale events.
- Feels as though the current resources available lack comprehensive and updated information.
- Finds it hard to come up with new things to do every weekend with his friends and it is becoming repetitive.

Needs & Goals

- Values a user-friendly interface, with the possibility of personalisation or advanced filtering based on preferences to simplify the process.
- Wants planning his weekends to be easier and less repetitive. Wishes there was a more convenient method of learning about a wide range of activities, including smaller-scale ones.
- Desires a singular source for comprehensive and up-to-date information on events, with descriptions and other practical details.

● Thematic Analysis

Thematic analysis was conducted using the tool Dovetail to synthesize the qualitative data collected during interviews and surveys. Recurring themes and insights were identified, which helped in defining the problem that needed to be addressed.

Activities of Interest

- Cultural
- Sport Related Activities
- Markets
- Social Scene / Parties
- Restaurants
- Quiet Places / Nature

Desired Experience

- Broad variety of experiences
- Dynamic interface
- Discounts
- Descriptive and detailed
- Filtering convenience
- Parking indications
- Location based

Current Alternatives

- Social Media
- No resources
- Facebook Events
- Word of mouth
- Maps
- Bubble of information
- Alternatives are not user-friendly
- Fragmented resources
- Tedious scrolling

Feelings & Challenges

- Fragmented resources
- Issues taking the first step
- Lack of variety
- Stressful situation
- Irregular updates
- Lack of advertisement
- Lack of interest
- Lack of awareness
- Boredom

What are the problems being faced ?

Lack of awareness about activities and events happening in Malta.

Disappointment about missing out on many interesting events.

The struggle and frustration faced to find information about a broad range of activities.

Problem Statement

Maltese locals, especially those aged 18-30, need a well-organised and time efficient method of discovering a diverse range of activities and events across Malta, so that they can spend their free time exploring a wider range of experiences.

How Might We Statement

How might we provide Maltese locals with a seamless and time-efficient way of discovering a diverse range of activities and events happening across Malta?

Overview

Empathy

Define

Ideate

Prototype

● Our Solution

Unlike other resources currently being used, the Iskopri mobile application offers a unique and time-efficient experience that accounts for a diverse range of activities and provides all the necessary information in one location.

Future User Journey Map

The goal of creating a future user journey map was to design an ideal experience, envisioning the steps a user may go through to accomplish their end goal.



● Card Sorting

Card sorting was carried out through UXtweak with multiple potential users to better understand which features they desired over others. This method helped identify user preferences and expectations, impacting app design decisions.

Super Important

- Browse according to type of activity (sports, food, culture)
- Ability to share events with friends through external apps (Instagram, Whatsapp etc)
- Parking Indications
- Sort activities by date (Today, Next Week etc)
- Filter Activities by location

Somewhat Important

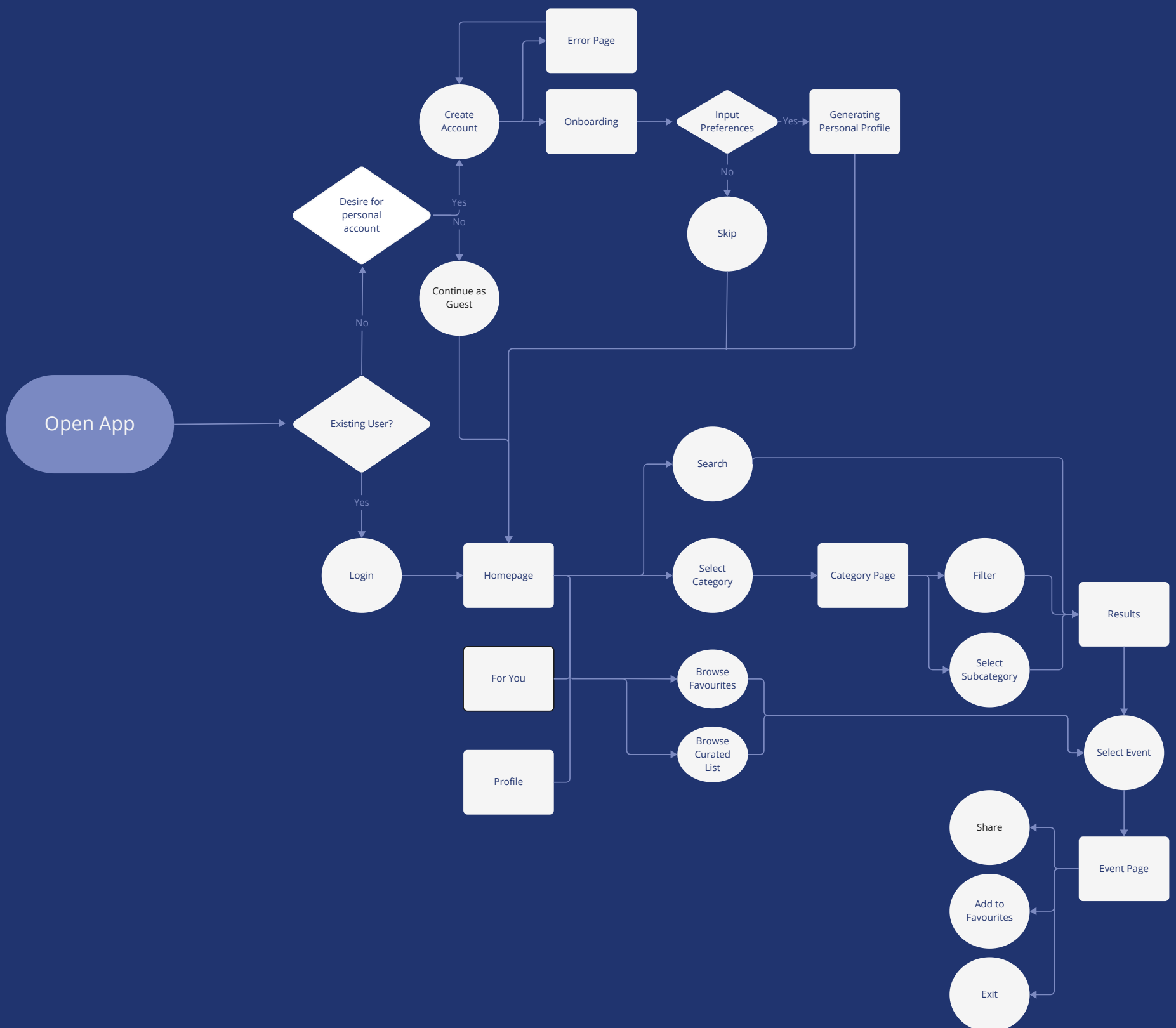
- View personal recommendations and curated lists according to preferences you input
- Filter activities by price
- Inclusion of general day to day activities without tickets (Hikes, picnic locations)
- Option to save events to a wishlist
- Set up reminders and notifications about events
- Capability to share activities, events, or locations via the app for review and inclusion in lists.

Not really necessary

- Connect with friends within the app & see who is interested in or attending the same activities
- Curated Iteneraries for pre-planned experiences. (Example: A day out in Gozo)
- Provide feedback and ratings for activities attended

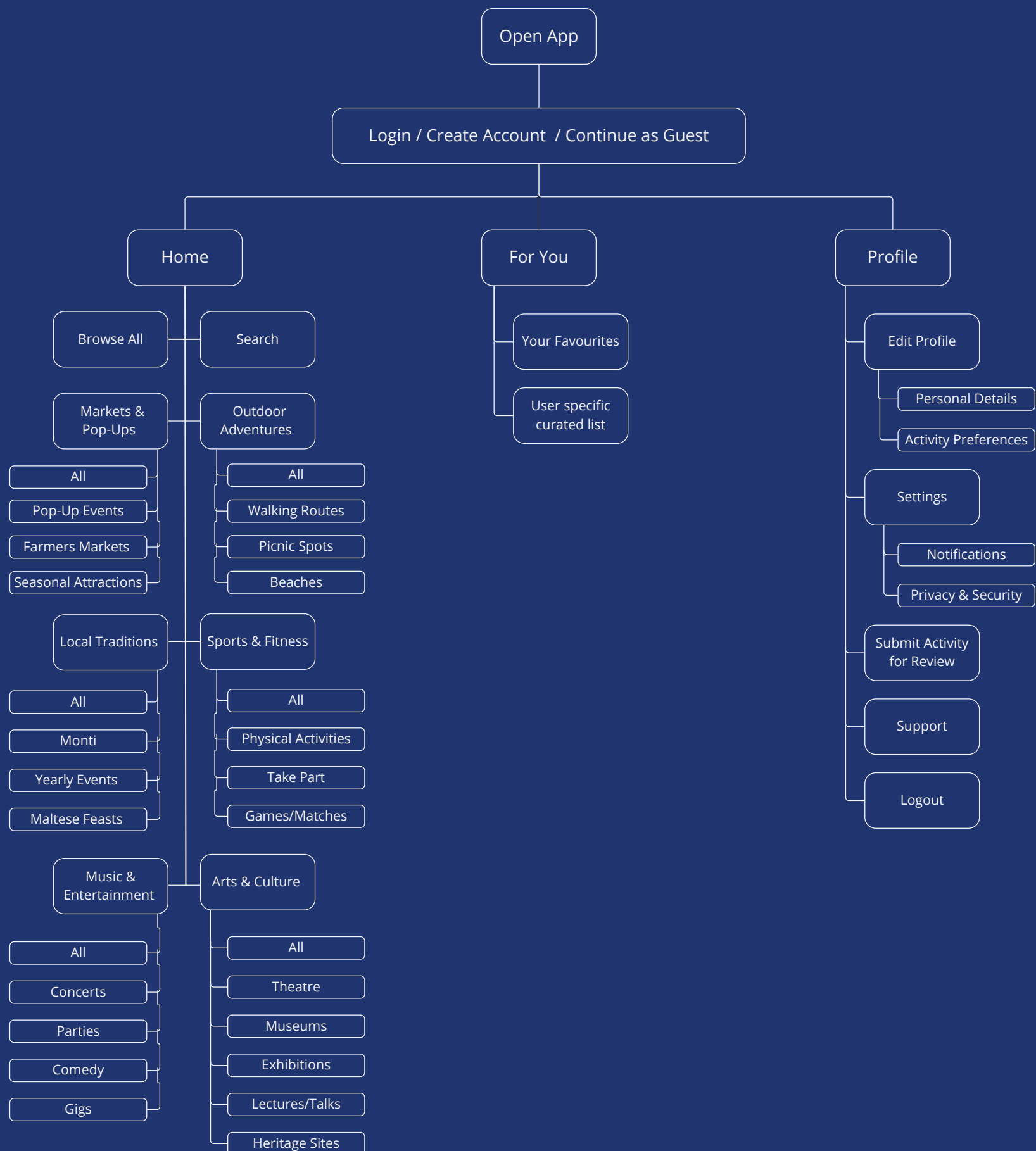
User Flow

The user flow was designed to map out the step-by-step journey users will take. This visual representation aided in truly understanding the pathways a user may follow and facilitated logical progression through the app's features.



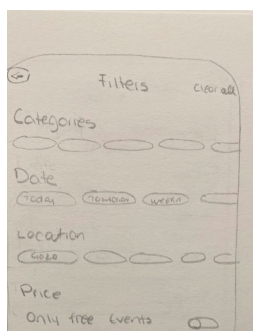
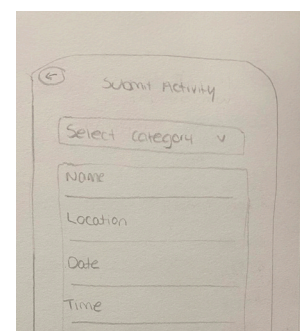
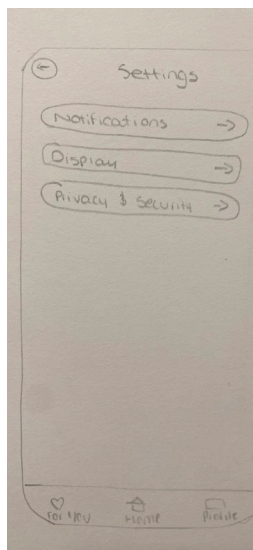
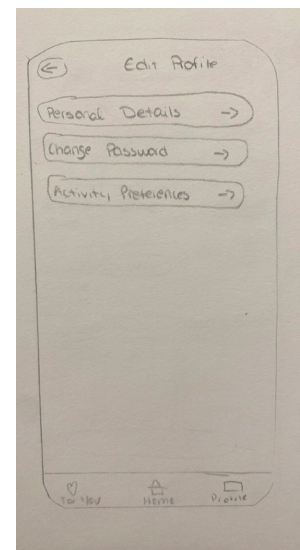
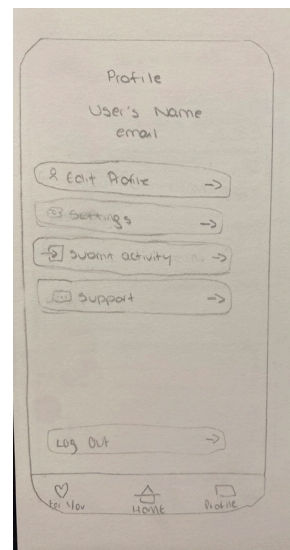
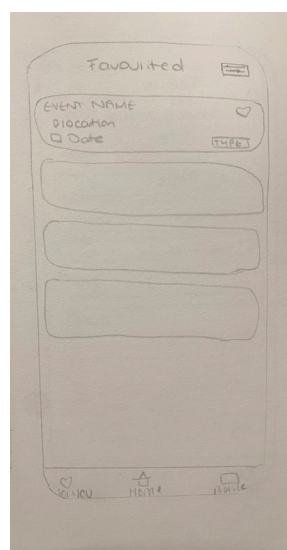
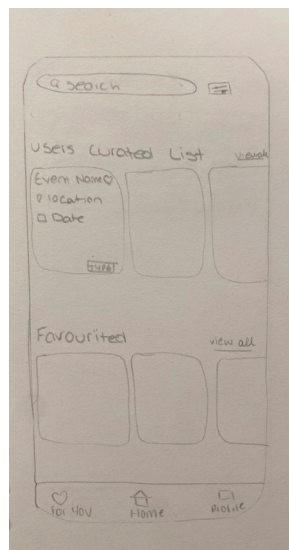
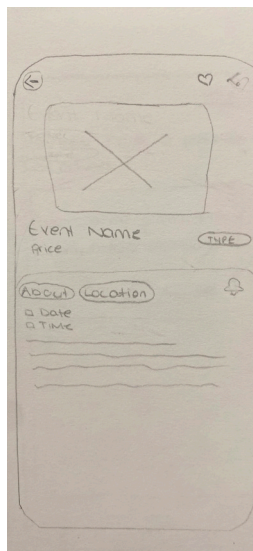
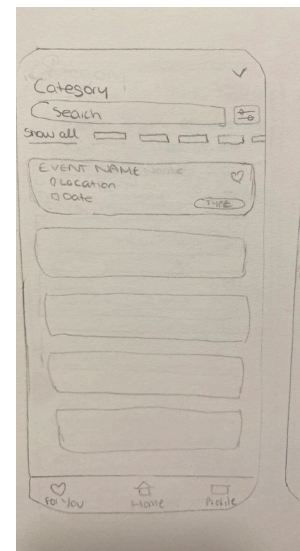
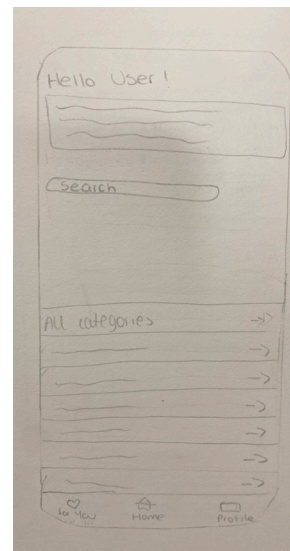
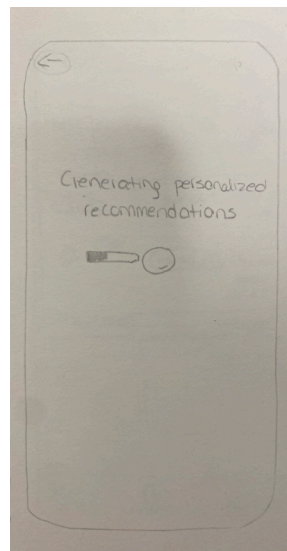
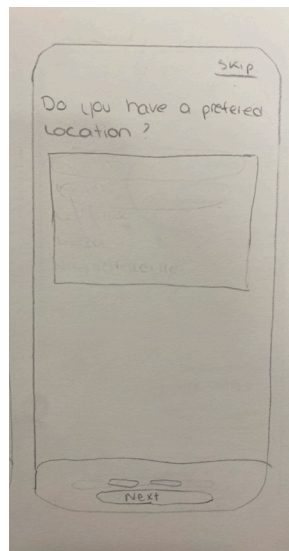
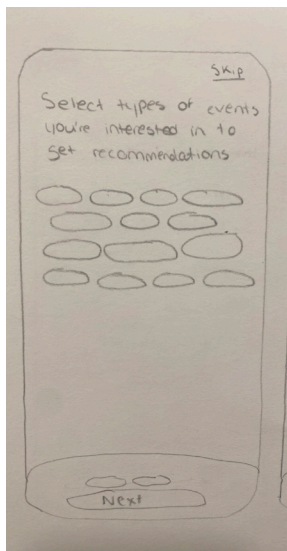
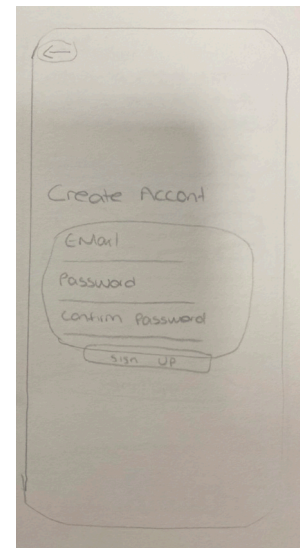
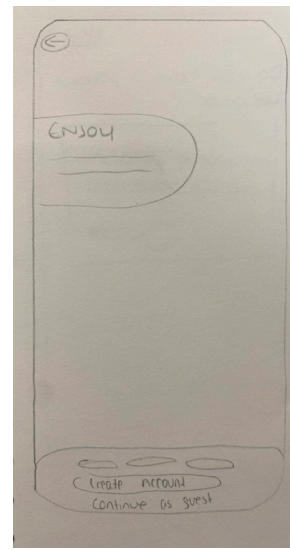
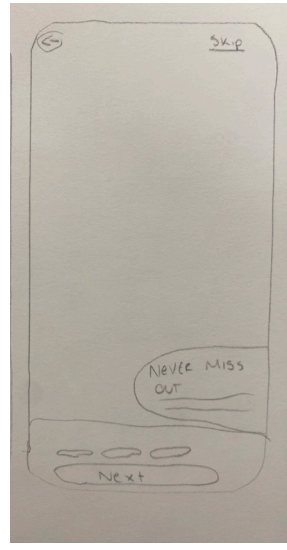
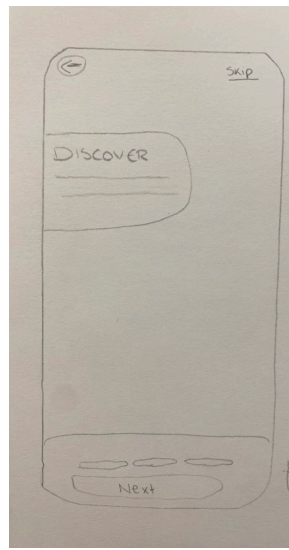
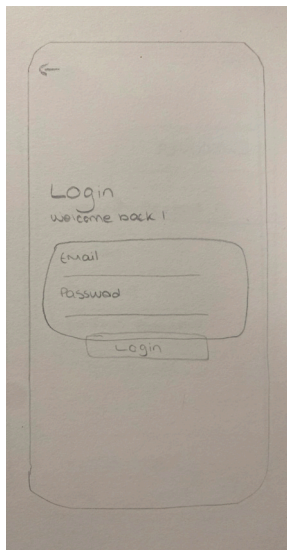
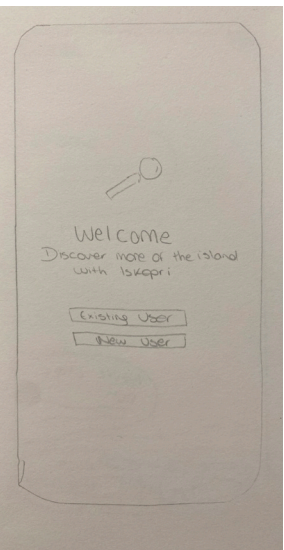
Information Architecture

The purpose of this Information Architecture was to create an intuitive structure for organising information. The aim was to improve content findability and enhance user navigation, ensuring efficient use of the app



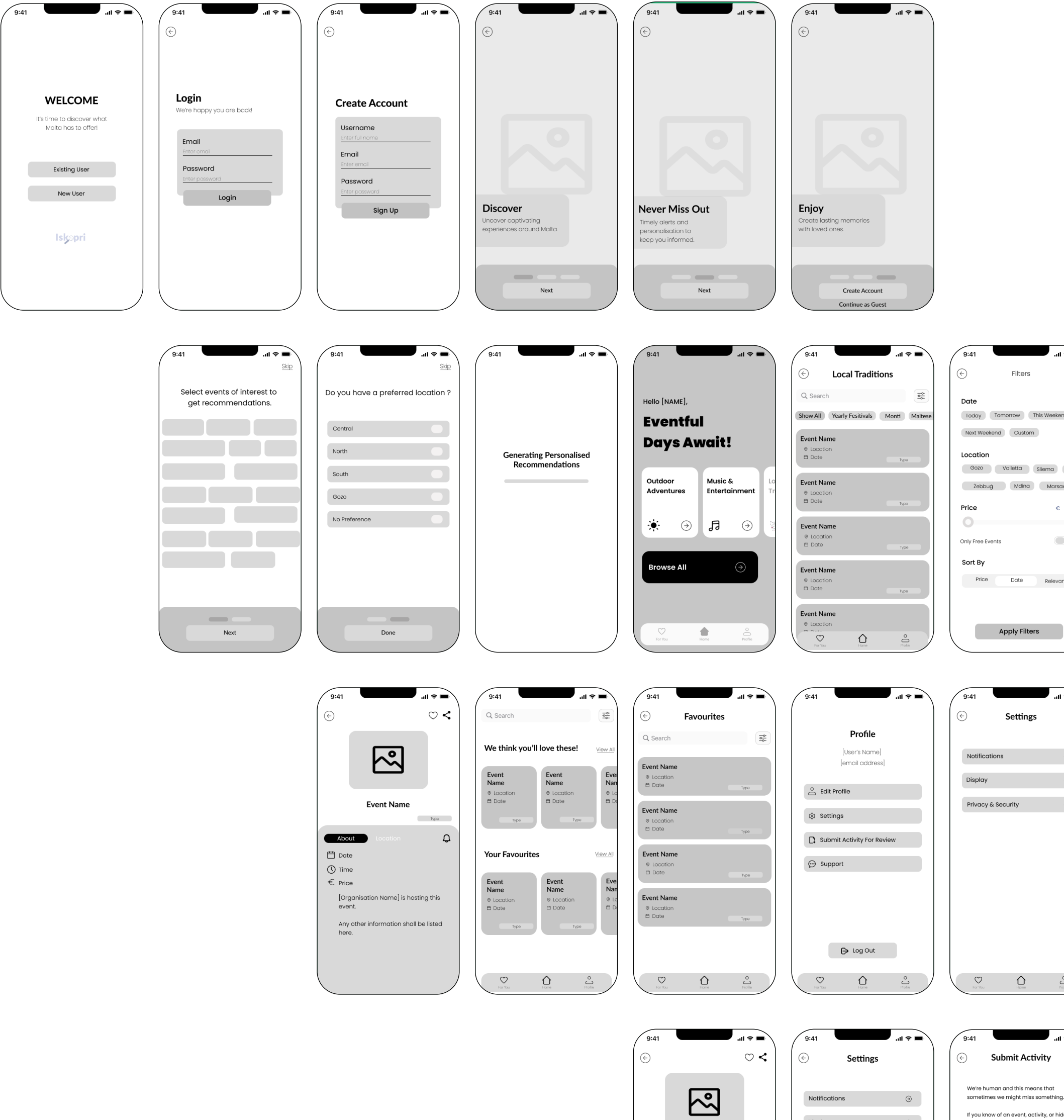
● Low Fidelity - Wireframes

Sketches were used to visualise the structure and flow of the interface. This initial step allowed for flexible and rapid iteration, enabling me to explore various design options.



● Mid Fidelity - Wireframes

Figma was used to develop mid-fidelity wireframes, acting as a crucial bridge between the sketches and the final high-fidelity designs. Through this stage, the user interface was further refined and adjustments were made based on feedback.



● Visual Identity

The visual identity of the mobile application was crafted to ensure clear differentiation within a crowded marketplace. This visual language enhances the app's visibility and is the key to attracting the target audience.

The logo for 'Iskopri' features the word in a blue, sans-serif font. The letter 'o' is replaced by a magnifying glass icon, with the lens positioned over a small map of the Maltese islands.

LOGO

A Maltese word meaning "to discover": This choice proved to resonate strongly with the local audience and created immediate associations with the app's concept during user testing.

APP ICON

The themes of discovery and Malta are reinforced through the use of a magnifying glass enclosing the outline of the Maltese islands.



#FFFFFF
White

The Iskopri colour palette was designed to evoke associations with the island's coastal identity.

Careful consideration was taken to ensure that all colour combinations are legible and satisfy accessibility needs with a minimum contrast ratio of 4.5:1.

#253A72
Delft Blue

#7A89C2
Glaucous

#F5F5F5
White Smoke

#E15E8E
Blush

Aa

Lato

Headings
16px to 28px
Medium to Black

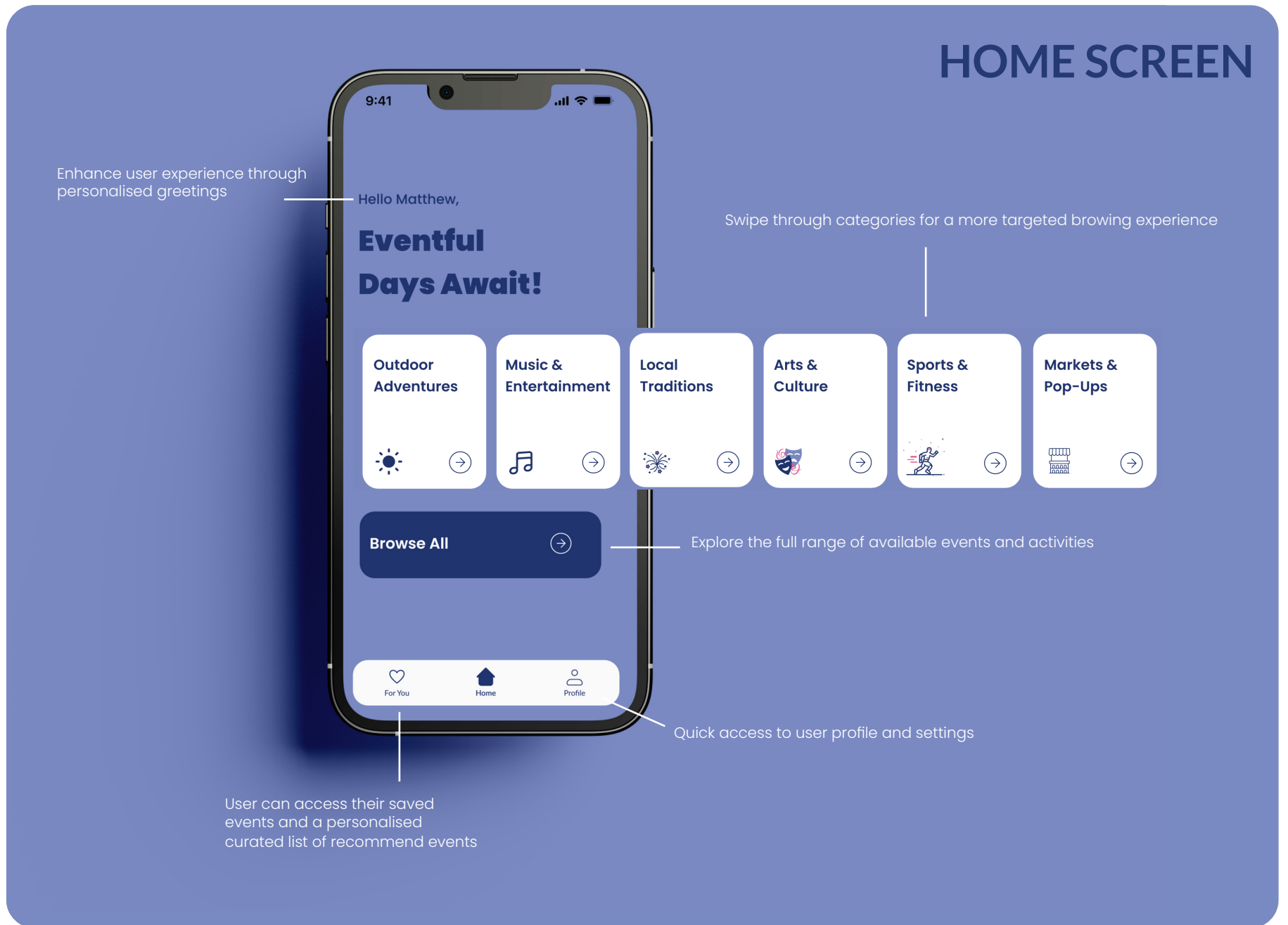
Aa

Poppins

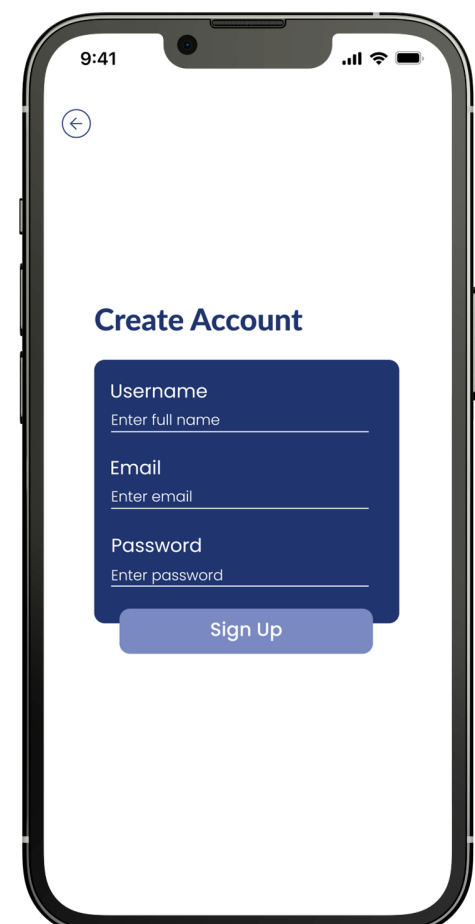
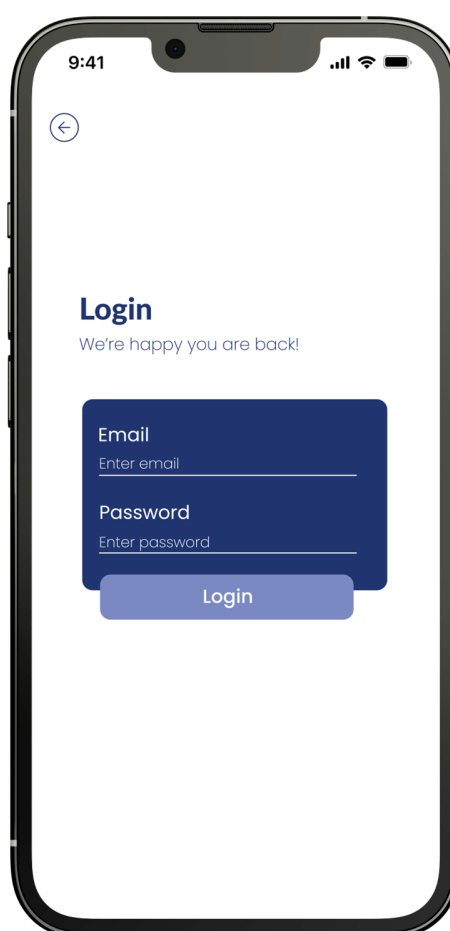
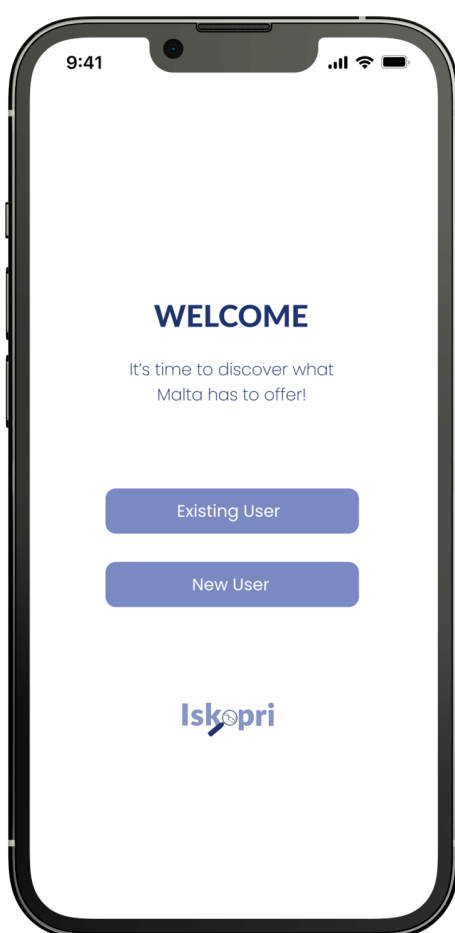
Body Text
14px to 20px
Extra Light to Bold

● High Fidelity - UI Design

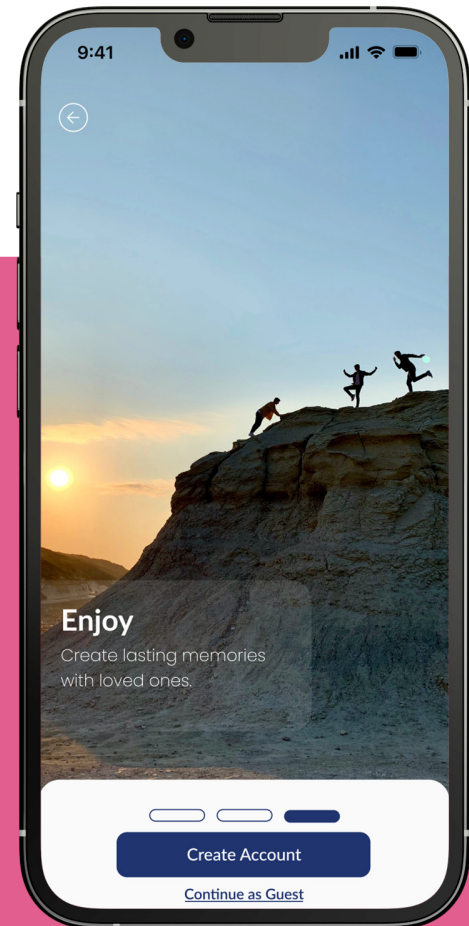
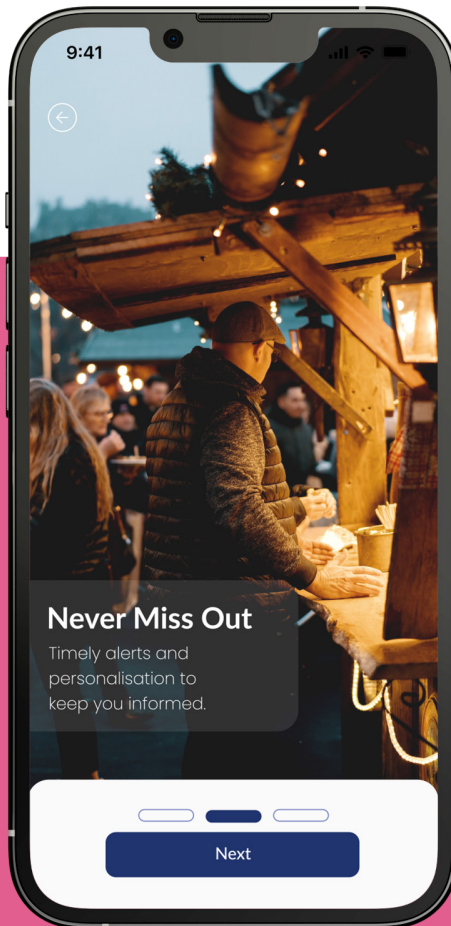
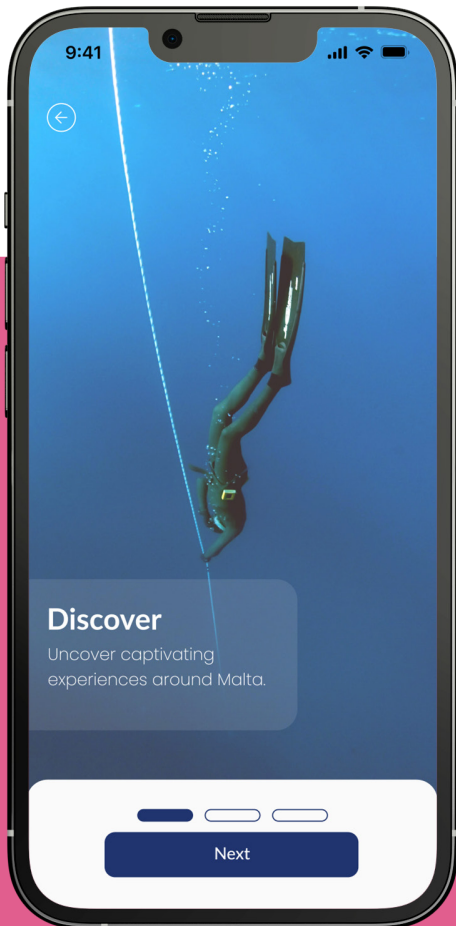
Figma was used to develop high-fidelity UI designs, serving as the final visual representation of the app. This stage was crucial in polishing the user interface and ensuring that user feedback from testing was implemented to enhance the overall user experience.



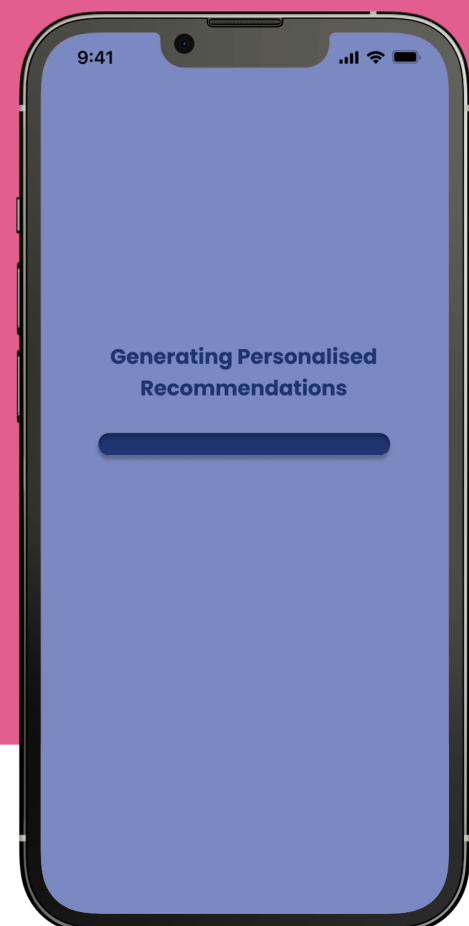
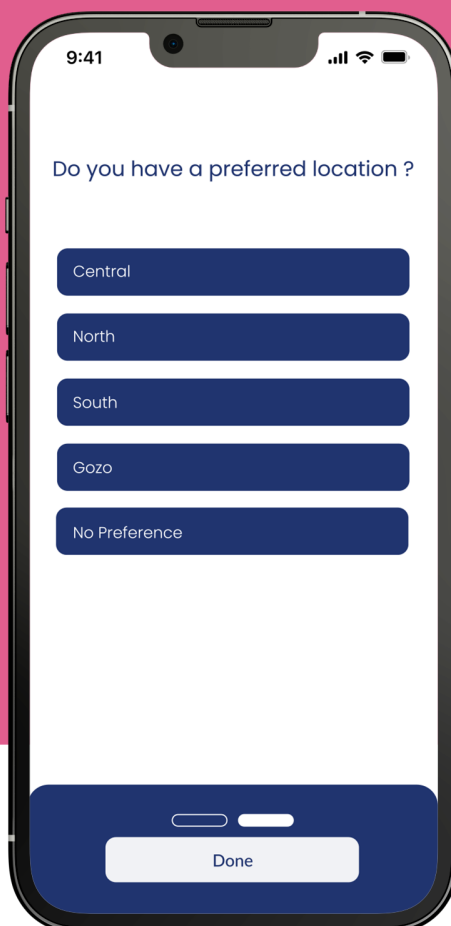
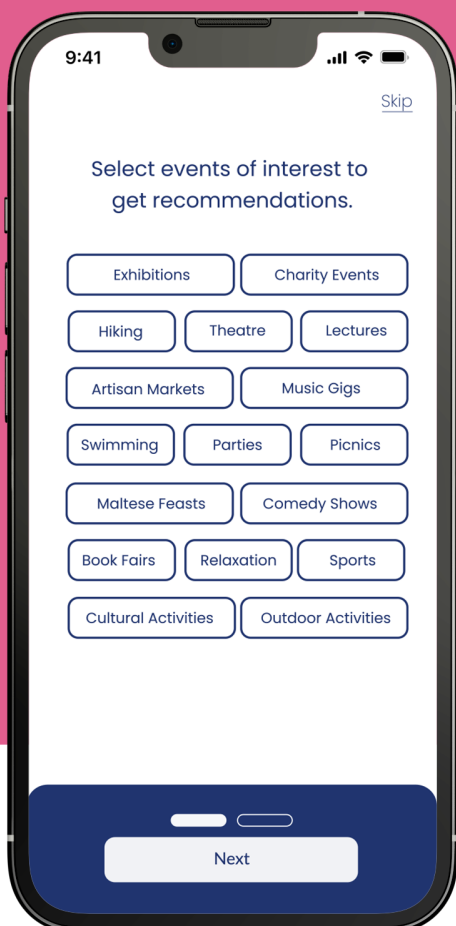
Choose to log in or start your journey with a new account!

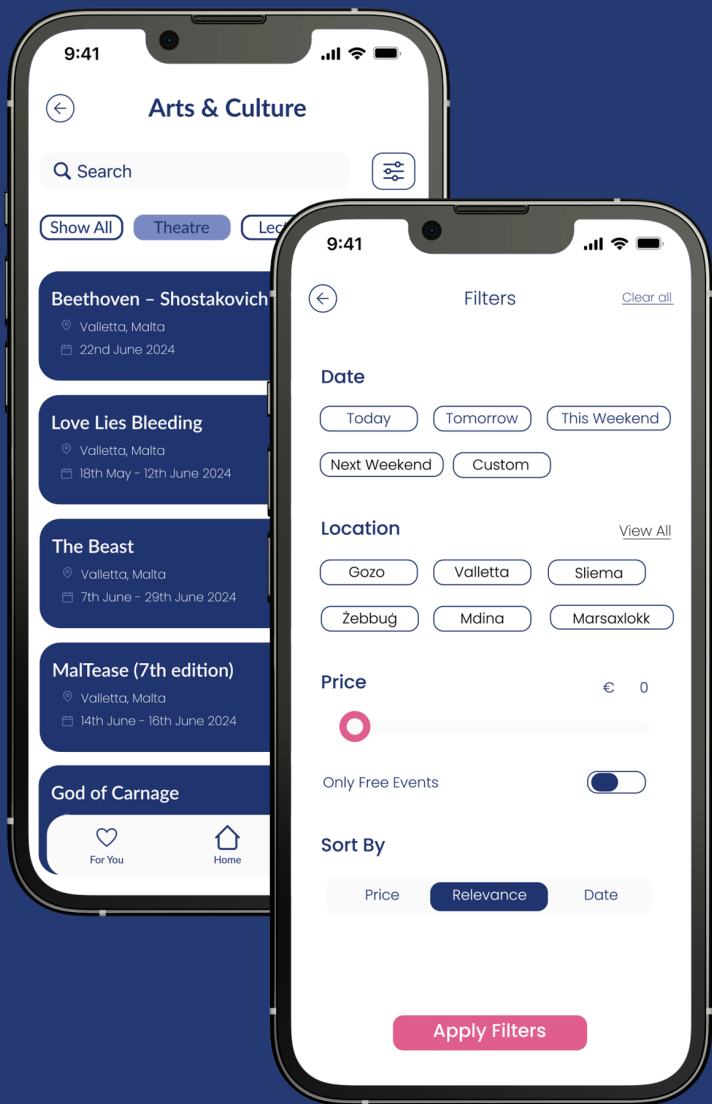


ONBOARDING



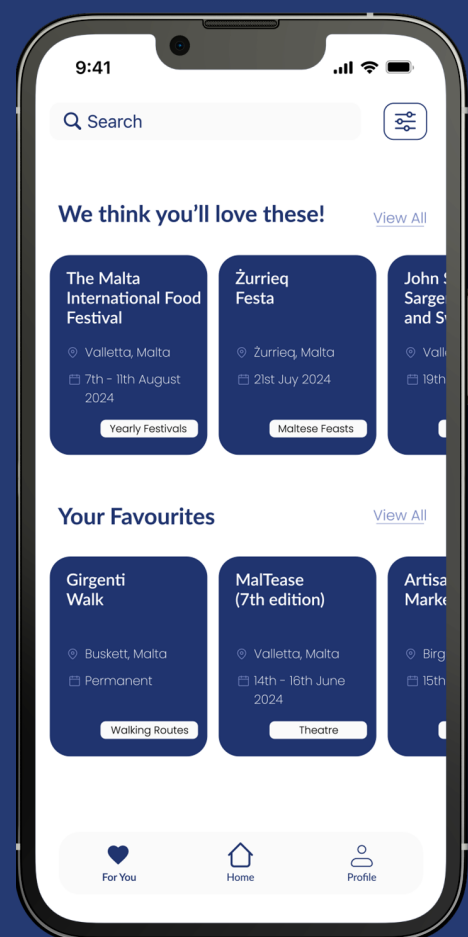
Users can learn about Iskopri's features, then personalise their experience by sharing their interests



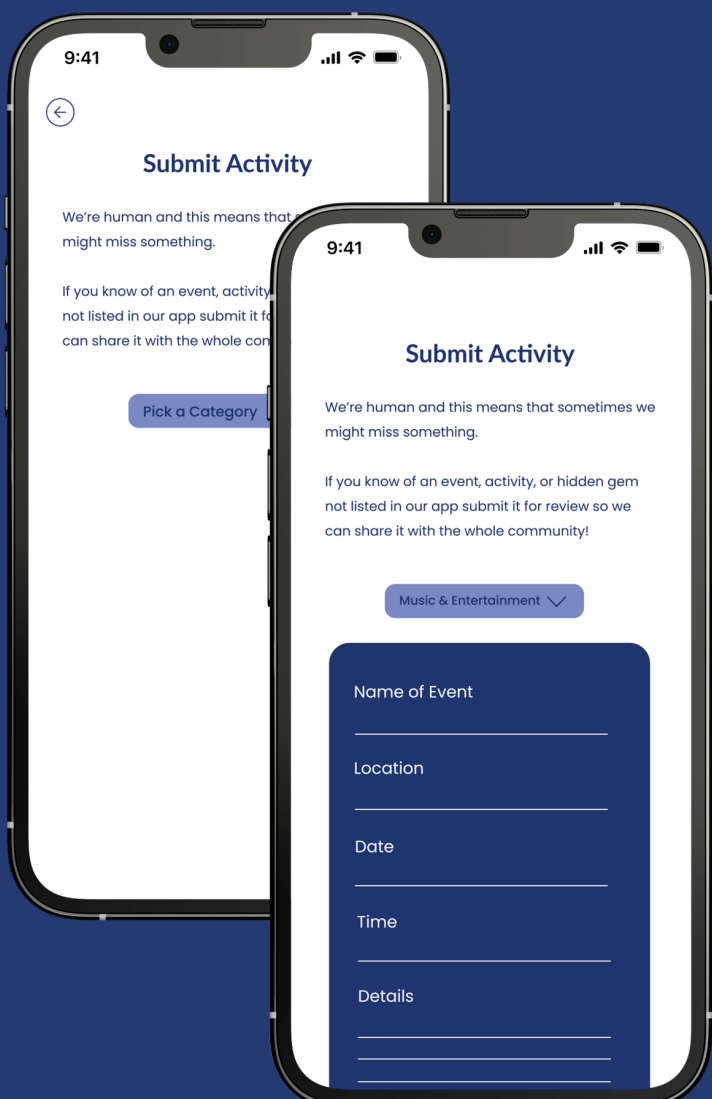


Intuitive navigation and smart filtering enhance event discovery across diverse categories

Re-discover your favourites and browse a curated list tailored to your preferences



Seamlessly share events, activities and locations for review and potential inclusion into the app



EVENT SCREENS

Category Display

Always Prepared!
Event page provides essential details and a description of the event

Easily save your favourite events and share them with loved ones

Set reminders to ensure you never miss out!

Detailed parking information for a hassle-free experience

Interactive map for efficient navigation

View and edit your account details and preferences efficiently!

Profile

Matthew
m.matthew2306@gmail.com

Edit Profile

Settings

Submit Activity For Review

Support

Log Out

For You Home Profile

Edit Profile

Personal Details

Change Password

Activity Preferences

Settings

Notifications

Display

Privacy & Security

By
Maia
Buttigieg

Thanks for
scrolling!

Iskopri

