Eric X meero

‘Make creation work’

METHODOLOGY

"WRITERS MAKE NATIONAL LITERATURE AND TRANSLATORS MAKE UNIVERSAL LITERATURE."

José Saramago

APPROACH

CREATE,
ACCOMPANY,
& MAKE IT GROW.

Using Anglo-Saxon start-up methods to create strong contact points between users and a product or service. Accompany the teams so that the product or service remains on a clear and strong line during its evolution.

AREAS OF INTERVENTION

DESIGN THINKING

DIGITAL DEVELOPMENT

UX/UI

ART DIRECTION

Strategy

Research

Positioning

Brand

User experience

UX Workshop

Wireframe

Information Architecture

Design methodology (atomic)

Iconography

Graphic interaction

Art Direction

Prototyping

Cross platform application (Windows, Mac, iOs & Android)

Web platform

B2B, B2C solutions

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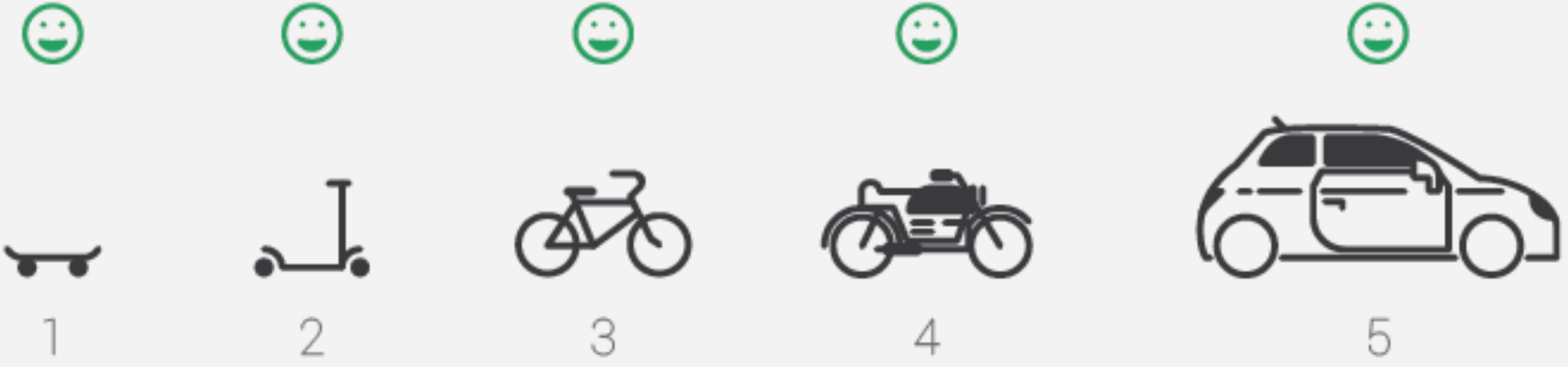
2
3
4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LEAN UX METHODOLOGY

ONE DAY = 1 WORKSHOP + 1 PRESENTATION

In order to meet the references of your specifications, I propose a proximity accompaniment. Articulated according to a series of meetings and workshops, whose principle will be to concentrate the energy of the members of the working group.

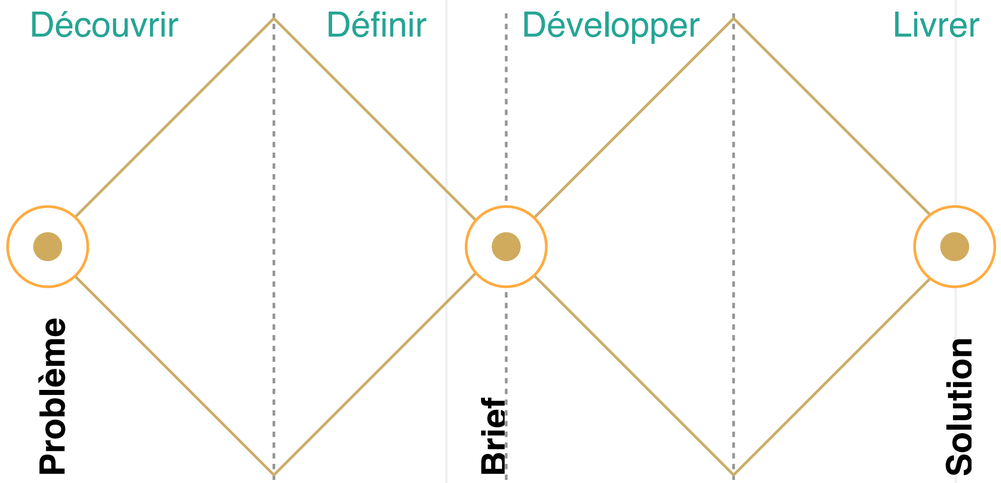
This methodology allows to get a first version "MVP" of the application in 2 weeks. One of the main advantages is the possibility to test the prototypes very quickly.

PUTTING PEOPLE AT THE CENTER OF OUR THINKING AND DECISIONS.

Divided into two phases, it requires a project team that can be easily available and about 5 to 10 days of work.

This methodology puts the human being at the center of the reflection and decisions. It is part of the Agile methodology, from which it originates.

It speeds up the process and reduces the amount of UX research that can block the start of an urgent project.



Première semaine (découvrir & définir ensemble l' UX)

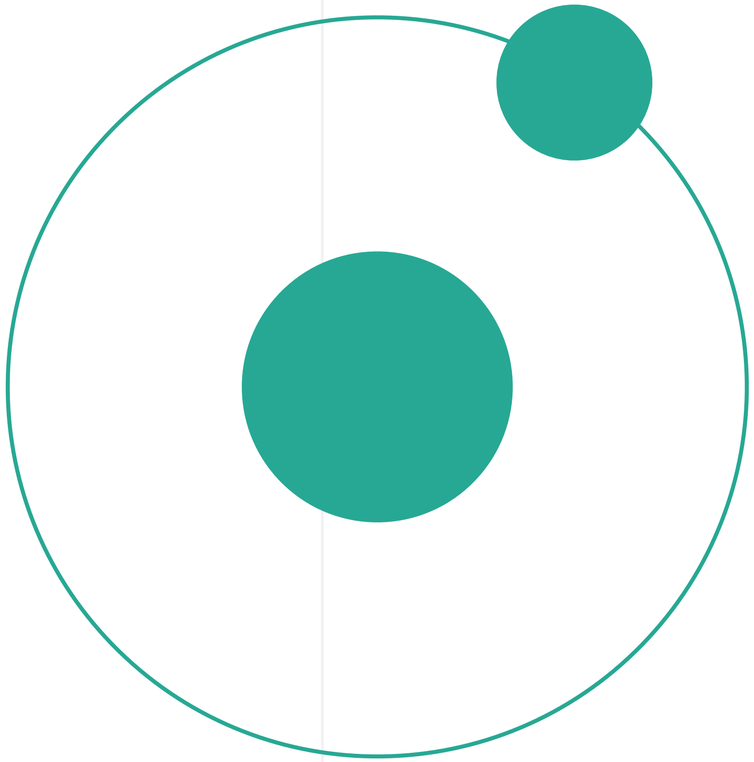
- Day 1 : What are the business needs? Warm up workshop
- D2 : Who are our users? What are their needs? Their expectations? Personas workshop: context, objectives, tasks and future expectations
- D3 : What paths will we offer them? Workshop Scenarios "User journey": What are their objectives to be achieved through which functionalities and for which result?
- D4 : How can we meet their needs? Ideation & Sketching workshop: Brain storming ideas
- D5 : What form could it take? Start of wireframe

Deuxième semaine (Produit minimum viable)

Wireframe raffiné (fonctionnel)

Prototype (début de travail UX & UI)

Beware that this first prototype will be incomplete but will allow us to test both graphical and functional assumptions. After one or two iterations this methodology also allows the development team to start quickly without having to wait for the final version of the application model.



Atomic Design

Atomic design provides a clear methodology for creating design systems.

These systems facilitate communication between client, designer and developers. Atomic design allows us to move from the abstract to the concrete.

Emphasizing consistency and adaptability while showing things in their final context.

This system is put in place at the beginning of the project.

TIMELINE

START 1 to 2 days

Recovery of the elements, meeting book' note taking of note...

MARCH 2022

STEP 1

10 jours

UX workshop
UX 80% UI 20% (UX workshop definition of the needs and creation of a first model)

APRIL 2022

STEP 2

10 à 15 jours

Implementation of iterations design and development iterations Use of animated prototypes UI 80% UX 20% (interactive mock-up)
Possible start of parallel development

MAY 2022

STEP 3

5 à 10 jours

Finalisation of version 1 and we focus on the development

JUNE 2022

STEP 4

To be defined

Addition of functionalities etc according to the tests of the V1

JULY 2022

THE PROJECT

PROJECT CONTEXT

Since its creation, Meero's vision is "Make creation work".

To get closer to this vision, the first brick was to facilitate interactions between brands and professional photographers.

However, in today's world, photography is not limited to professional photographers. With a smartphone, everyone is able to take pictures easily!

However, the result is not guaranteed
Being a photographer is a job that requires a lot of expertise

But, couldn't we imagine a world that reconciles the two approaches?
An application that allows everyone to take quality photos?

Briefing

Create an application dedicated to the world of household appliances

Features:

-Log in/Create an account

- To be accompanied in taking pictures

- To ask for retouching

- To consult your photos

- To share your photos

Issues

— Have a global quote validated including post production (Meero added value)

— Find the right price for both parties (that the client earns money by selling his product and getting a nice set of pictures, that the photographer can send a quote that allows him to be profitable)

— How to set up the appointment and the shooting conditions

Solutions

— Address recurring and close assignments that can save costs and energy for the photographer

— Find the right price for both parties (that the client earns money by selling his product and by paying himself a beautiful series of photos, that the photographer can send a quote that allows him to be profitable)

— Setting up of a relay on its administrative tasks (i.e. quotation, invoicing, payment...) which aim to relieve the director

Expected Impact

— A seamless experience from appointment to shoot

— A time/price ratio that suits both parties

— Added value on the sale

Impact achieved

— An inclusive offer allows to modify the pricing

— An involved photographer and a delighted user

PERSONA

Gerard, 65 years, doctor

Clermont-Ferrand, Puy-de-Dôme.

“ I love quality shots “

GOALS

Gerard is getting ready to welcome his 4 grandchildren for the first time during the summer vacations. He needs to change his mini "two person" dishwasher for a traditional family dishwasher and his sub-floor fridge for an American fridge. Gerard wants to sell his appliances on LeBonCoin, Youzd, and Murfy. But he needs beautiful pictures to maximize his chances of selling. Just in time, he has just downloaded our application

Needs for experience ++

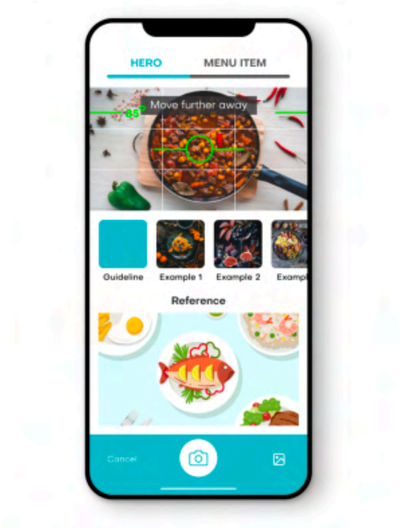
- A nice onboarding on the application and a smooth experience
- A good estimate compared to the selling price of its items
- A good return on investment
- An efficient shooting session for maximum satisfaction

Photography expertise ●●○○○

Digital expertise ●●●○○

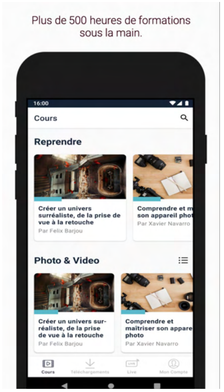
BENCHMARK

To be continued



Splento

Photo presta

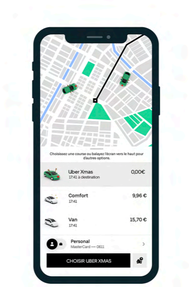


Empara

Smartshoot app

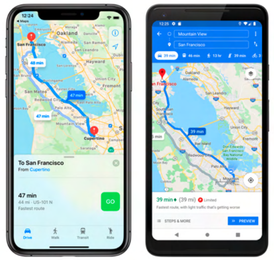
FAVORITE APPS

Difficult to select only 2, here some select



UBER

+ diversity of the offer
efficiency



MAPS

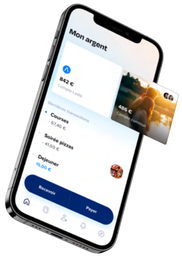
+ ease of access
full suite of features

- Apple's interface options
community alerts (vs waze)
mobile speed camera notifications (vs waze)

TINDER

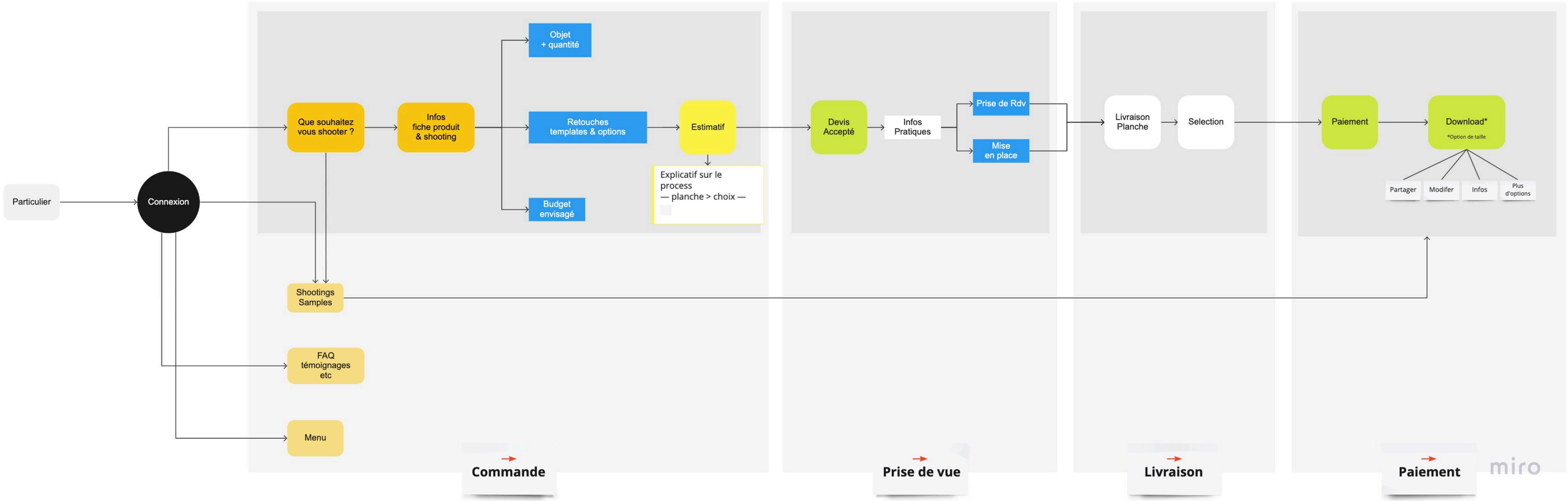
HAPPN

+ Efficient
Speed
Fun
Simple
Attractive design Features

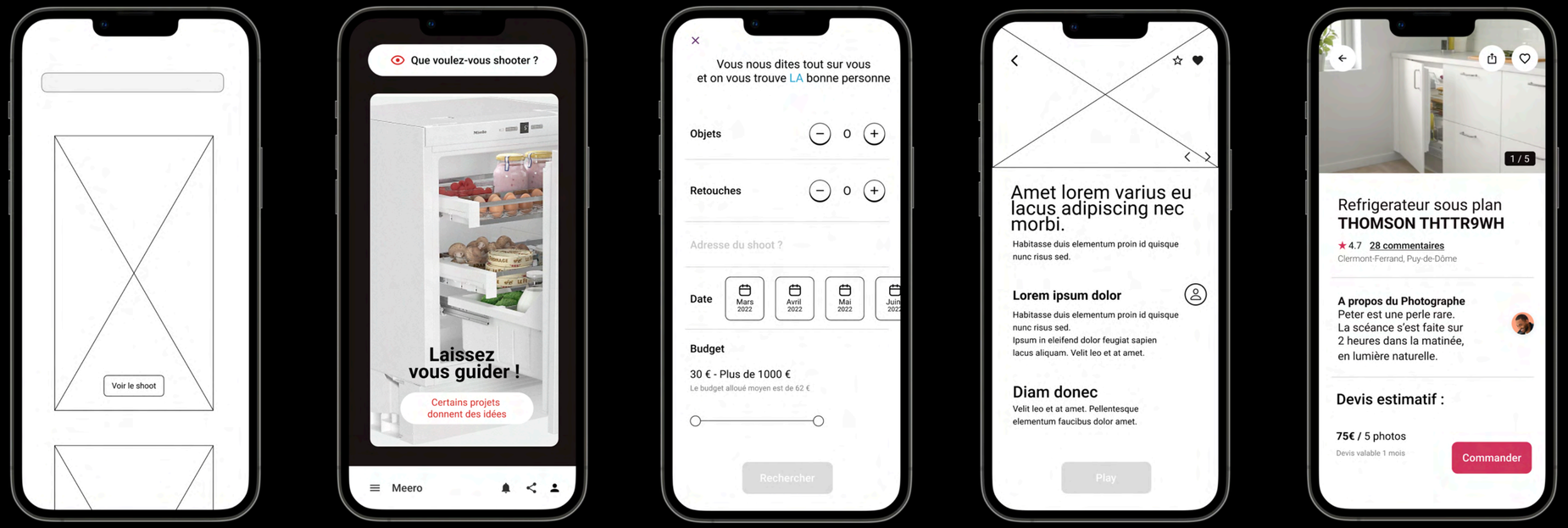


LYDIA

+ Services
A neobank that innovates
Ultra fast account opening
Accessible banking products
A well thought application


Particulier
Connexion
Que souhaitez vous shooter ?
Infos fiche produit & shooting
Objet + quantité
Retouches templates & options
Budget envisagé
Estimatif
Explicatif sur le process
— planche > choix —
Shootings Samples
FAQ témoignages etc
Menu
Devis Accepté
Infos Pratiques
Prise de Rdv
Mise en place
Livraison Planche
Selection
Paiement
Download*
*Option de taille
Partager
Modifer
Infos
Plus d'options
Commande
Prise de vue
Livraison
Paiement
miro

APP



Here's the proto

MERCI ! 👋

THANK YOU !