



Simplifying Local Discovery in Durango

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t8do.com/portfolio

The context

In January 2022, the city of Durango, Mexico, faced challenges in connecting residents with local communities and services providers.



The Problem

The research revealed that Durango residents struggle to use community resources because they're spread out across too many different places

The objective

Develop a centralized digital app to help improve local community access in Durango, targeting a 10% increase in sports team assistance and an 8% boost in local restaurant-owned delivery services.

1. Epathise

2 3

Residents in Durango struggle to find resources.

- Current frustrations and pain points?
- What did they really want?
- What did they really need?



1. Epathise

2 3

Dived into an intensive 2 week research sprint

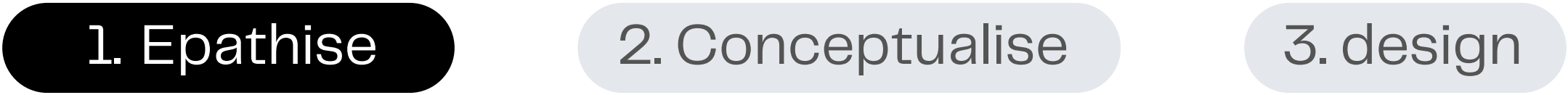
- 11+ users interviews
- Analysis of forums, local whatsapp groups, and Facebook groups
- Identified common user frustrations relevant to the lack of centralized access
- Mapped out a competitor and SWAT analysis



Key findings

- **Fragmented information**
- **Unreliable word-of-mouth**
- **Overwhelming search process**





1. Epathise

2. Conceptualise

3. design

1

2. Conceptualization

3

**Overwhelmed with insights
I needed to start prioritizing
to form a strategy.**

- Understand key painpoints
- Classify all insights gathered
- Present synthesis to stake holders



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2. Conceptualization

3

Jumped into secondary research to form the product strategy and research

- Created affinity maps
- Prioritized customer pain points, wants and needs
- Present synthesis to stakeholders

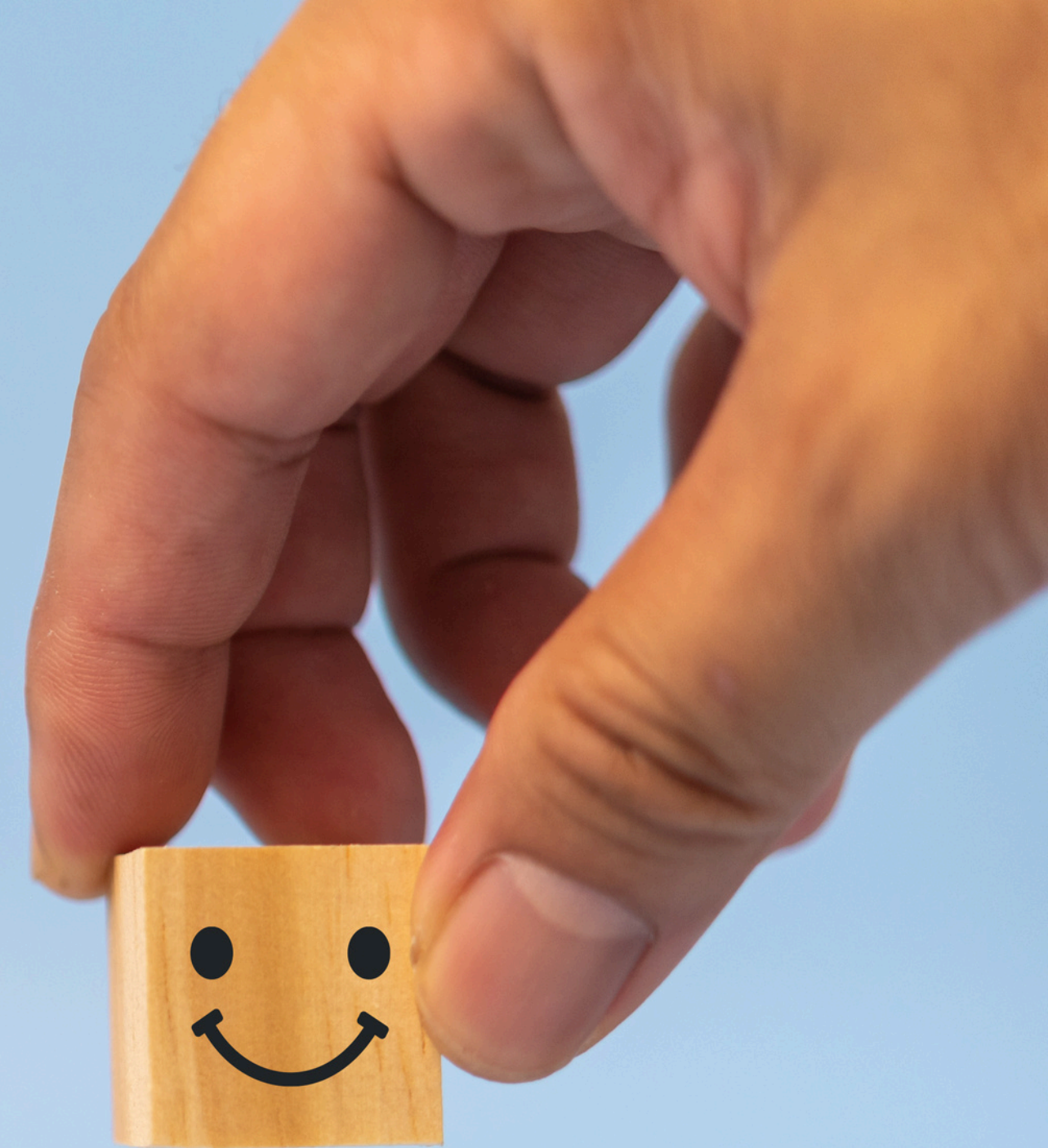


Affinity map

- Users Prioritize Convenience Over Features
- Memory & Storage Concerns Impact Adoption
- Local Engagement Drives Retention

User Journey Map

- **Eliminating the Hassle of Finding Local Events**
- **Designing for Real User Motivations, Not Assumptions**
- **Prioritizing High-Impact Fixes for Seamless Navigation**



User journey take aways

- By mapping out user experiences, I uncovered frustration points, like Juan's struggle to find updated event details scattered across multiple sources.
- Karla wanted a better way to connect with hers community but was discouraged by outdated and spread-out information.
- Visualizing the user journey allowed me to pinpoint high-friction areas, leading to improved navigation and a more intuitive interface.



1. Epathise

2. Conceptualise

3. design

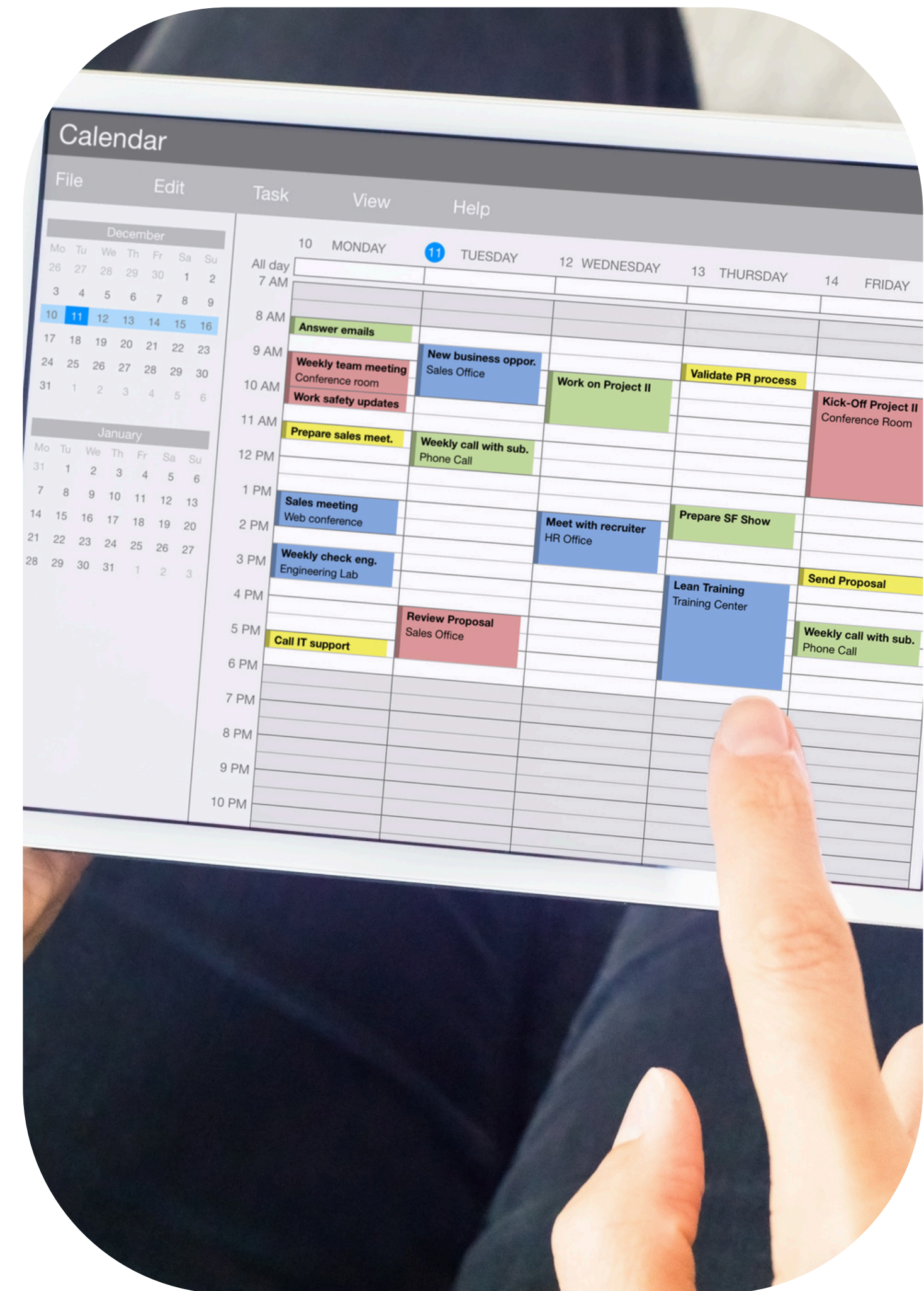
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3. Design

There was a set deadline, and I aimed to complete the project in its entirety within a reasonable timeframe.

- Should I design the apple or Android version first?
- Did I need a design system right away?
- What was the visual design language?



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3. Design

Once this burning questions were answered, the design got started right away

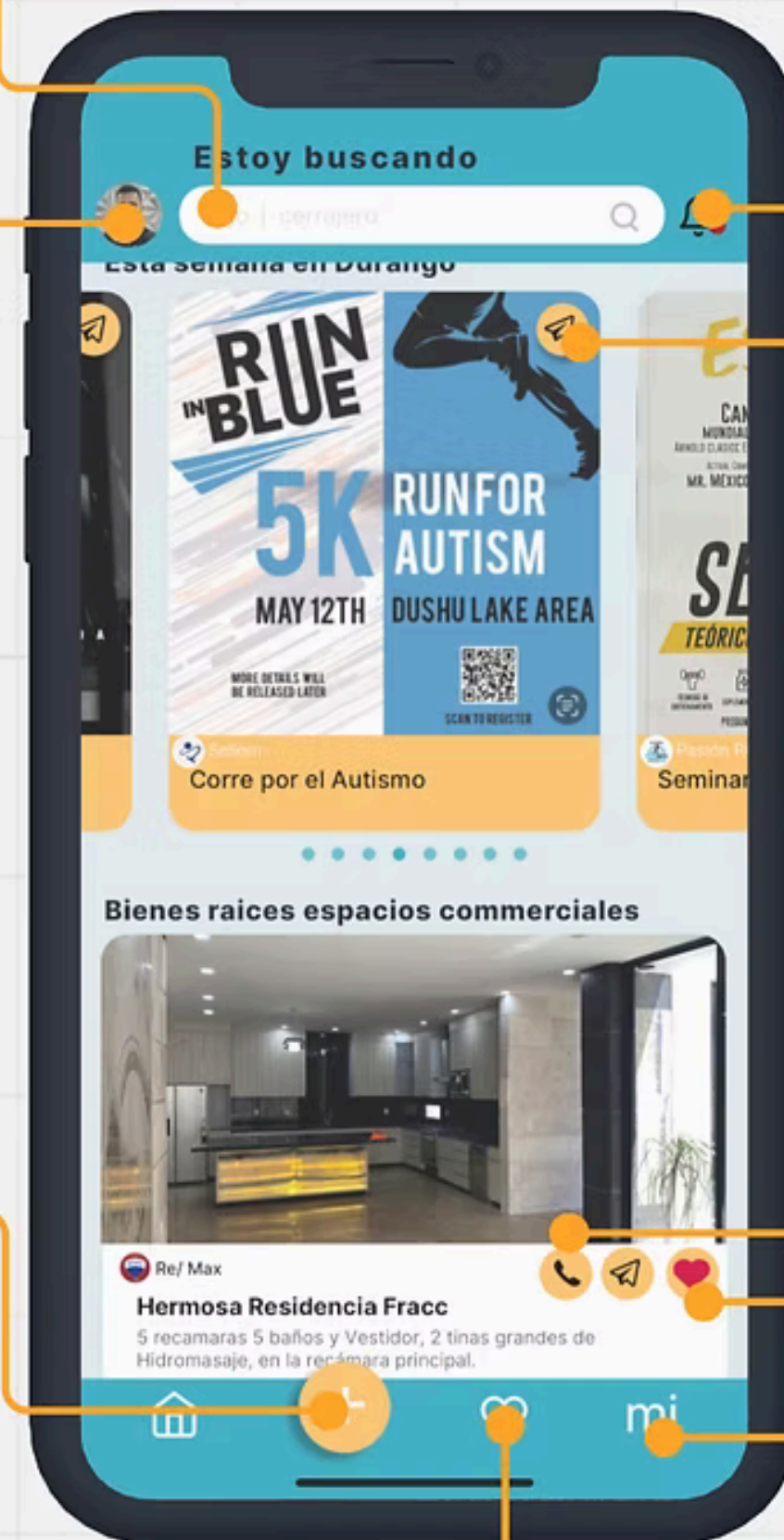
- Move forward with the aple version first
- Build a design system as a priority
- Focus on homepage and funnel first



Specific feature /flow highlights

- Leveraging Familiarity for Intuitive Design
- Addressing User Hesitations About Storage Space
- Streamlining Onboarding Based on Digital Habits

La barra de búsqueda te da el poder de encontrar rápidamente TODO lo que buscas en tu ciudad



Notificaciones al momento de acontecimientos en la ciudad

Comparte productos, proveedores de servicios eventos y más con tu familia y amigos

Añade productos/servicios propiedades/autos y más

Conectate directamente con un vendedor/proveedor de servicios

Personaliza tu lista de favoritos

Fácilmente estas en control de tus publicaciones cuando ya no sean relevantes

Tu lista de favoritos

Overall Design Highlights

- Focus on Intuitive and Accessible Design
- Iterative Design Based on User Feedback
- Data-Driven Design Decisions



Outcome

t8DO was successfully launched in Android and Apple 4 months later

- **Acquisition Buzz:** The app is in exciting talks with the Department of Tourism in Durango, Mexico, potentially leading to a game-changing acquisition!
- **Download Delight:** With over 10,000 downloads across Android and Apple, this app is quickly becoming a fan favorite, proving its popularity among users.
- **Star Performer:** Boasting an impressive 4.9 out of 5 stars rating, it's not just about downloads; this app has also boosted theater and sports attendance in the city by 10%!

