# Muscletech - Sales App

ABSTRACT

Muscletech provides the required nutritional products to their customers by targeting gyms. The sales app installed in the iPad is provided to every one in the sales team to track products, search product info, get updates on new products, place order on behalf of the client and many other features.

PROBLEM STATEMENT

The problem statement explained by the business was that the UI of the application needs to be enhanced. There is a need for the application to bring catching element and motivate the sales guys to achieve the target.

APPROACH

The approach taken for this project was to test the existing application, empathising with users to understand their tasks and how can an application help the sales guys to speed up the day to day activities and what can bring stickiness in the application.
Based on the test conducted, Gamification in the application was the answer to fulfil the business goal.

iPad Application
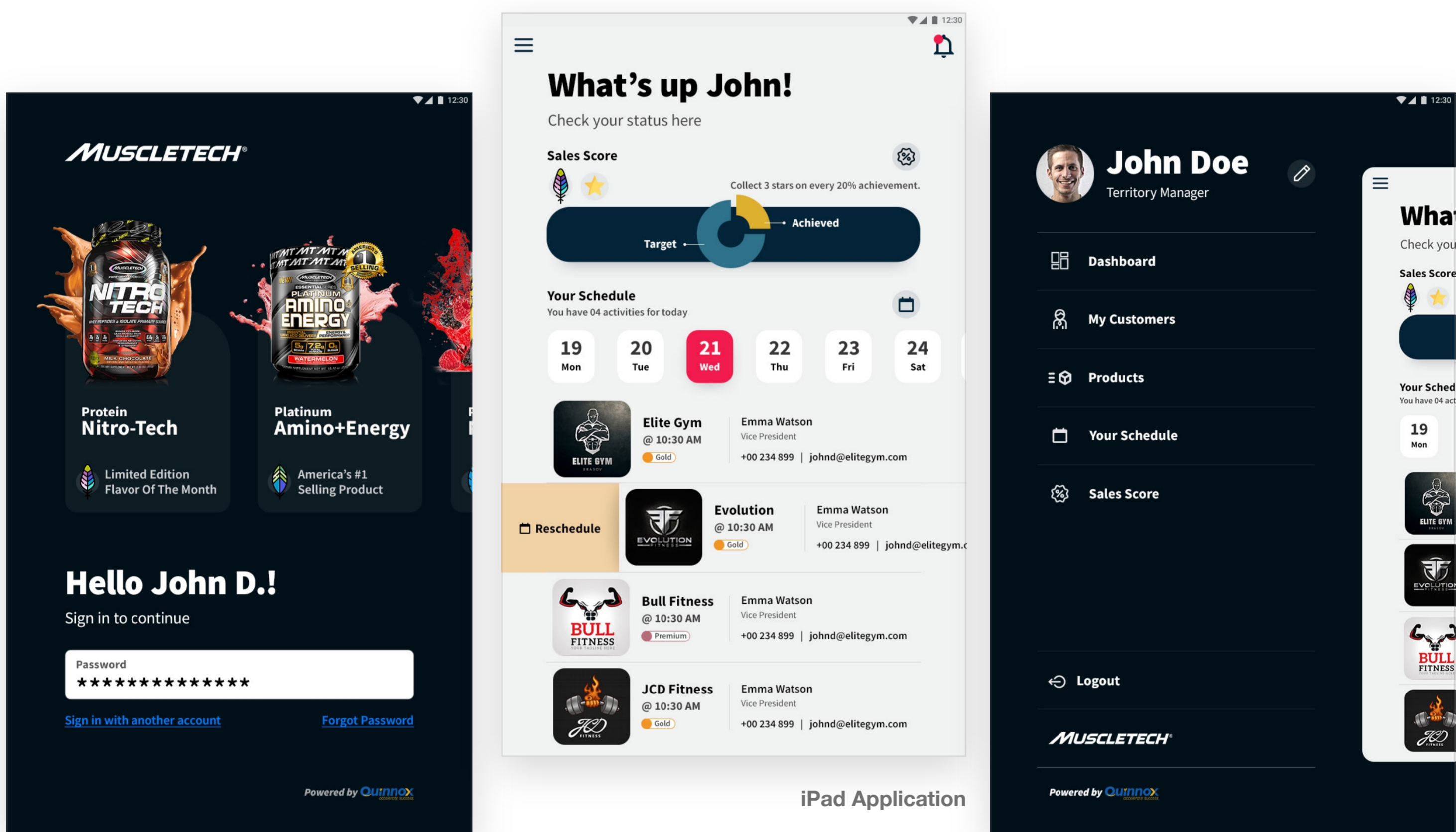
DESIGN PROCESS FOLLOWED

| Empathize | Define | Ideate | Prototype | Test |

MY ROLE

- Understanding the problems and challenges faced by the business
- Understand the challenges faced by the users
- Understanding the business goals and user goals
- Conducting tests
- Suggesting new functionalities to the app
- Brining app stickiness and work motivation within the user.