



# NAMI LOG

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1. ターゲットユーザについて
2. ユーザの課題
3. プロダクト紹介動画
4. 開発のプロセス
5. enPiTを通して

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A photograph of two surfers in black wetsuits walking on a wet beach at sunset. They are carrying surfboards and their reflections are visible in the shallow water. A long pier extends into the ocean in the background under a warm, orange sky.

サーファーです



会場の中に  
サーファーはいいますか

# サーファーについて



A photograph of two surfers in black wetsuits walking on a beach at sunset. They are carrying surfboards and walking away from the camera towards the ocean. In the background, a long wooden pier extends into the water. The sky is a mix of orange and blue, and the wet sand reflects the scene.

サーファーには  
必要な情報がある

# サーフポイントの位置





A photograph of two surfers walking on a beach at sunset. They are carrying surfboards and wearing wetsuits. In the background, a long wooden pier extends into the ocean. The sky is a mix of orange and blue, and the wet sand reflects the scene.

地形,気象状況によって  
変化する波の特性

A photograph of two surfers in wetsuits walking on a beach at sunset. They are carrying surfboards and walking towards the ocean. In the background, there is a long wooden pier extending into the water. The sky is a mix of orange and blue, and the water is calm with some ripples. The surfers' reflections are visible in the shallow water on the beach.

では少しサーファーに  
ついてしれたので

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必要な情報をまとめて  
記録できるサービスがない

A photograph of two surfers in wetsuits walking on a beach at sunset. They are carrying surfboards. In the background, a long wooden pier extends into the ocean. The sky is a mix of orange and blue, and the wet sand reflects the scene.

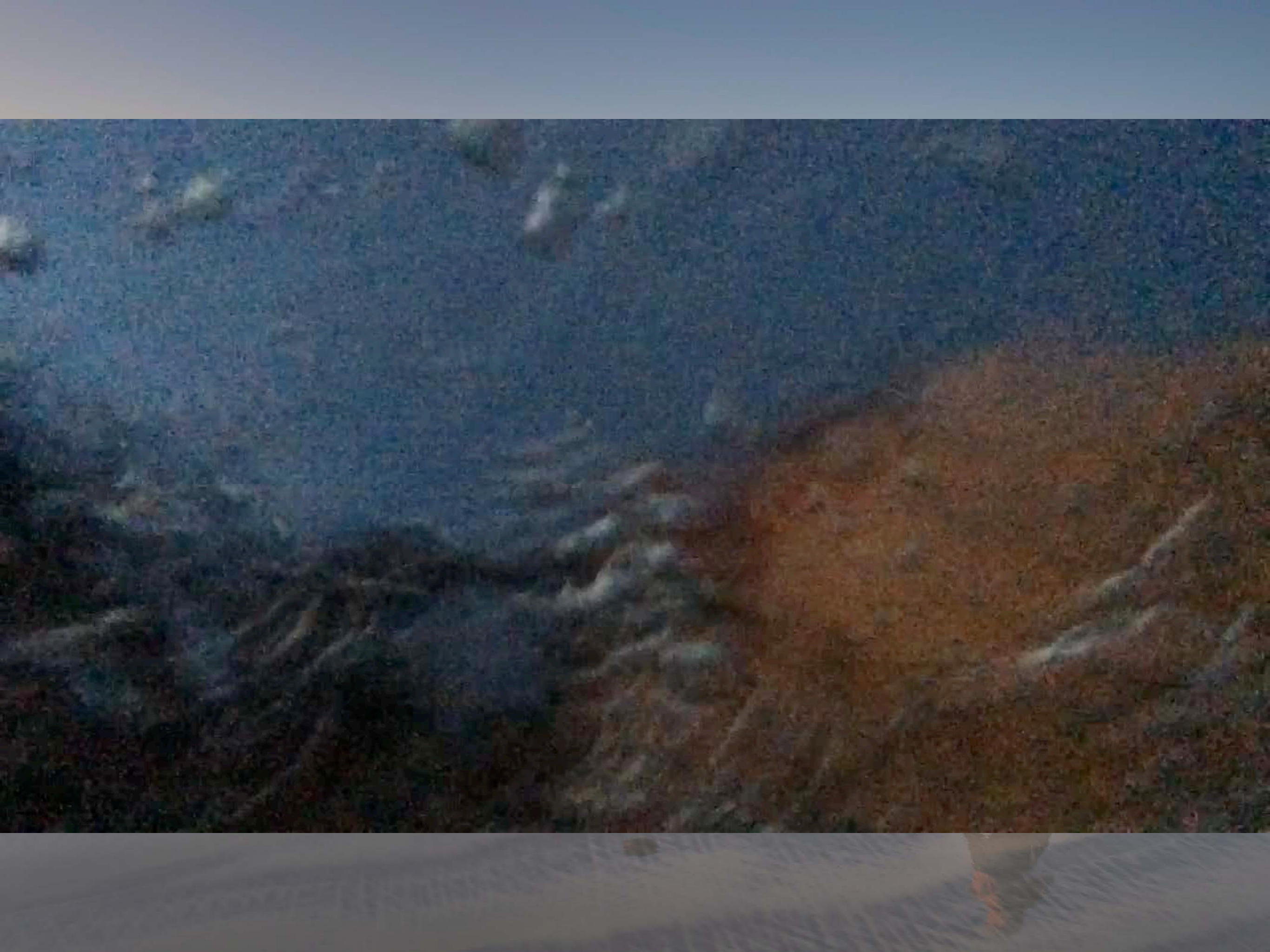
ないなら作ってしまおう

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それが  
NAMI LOGです

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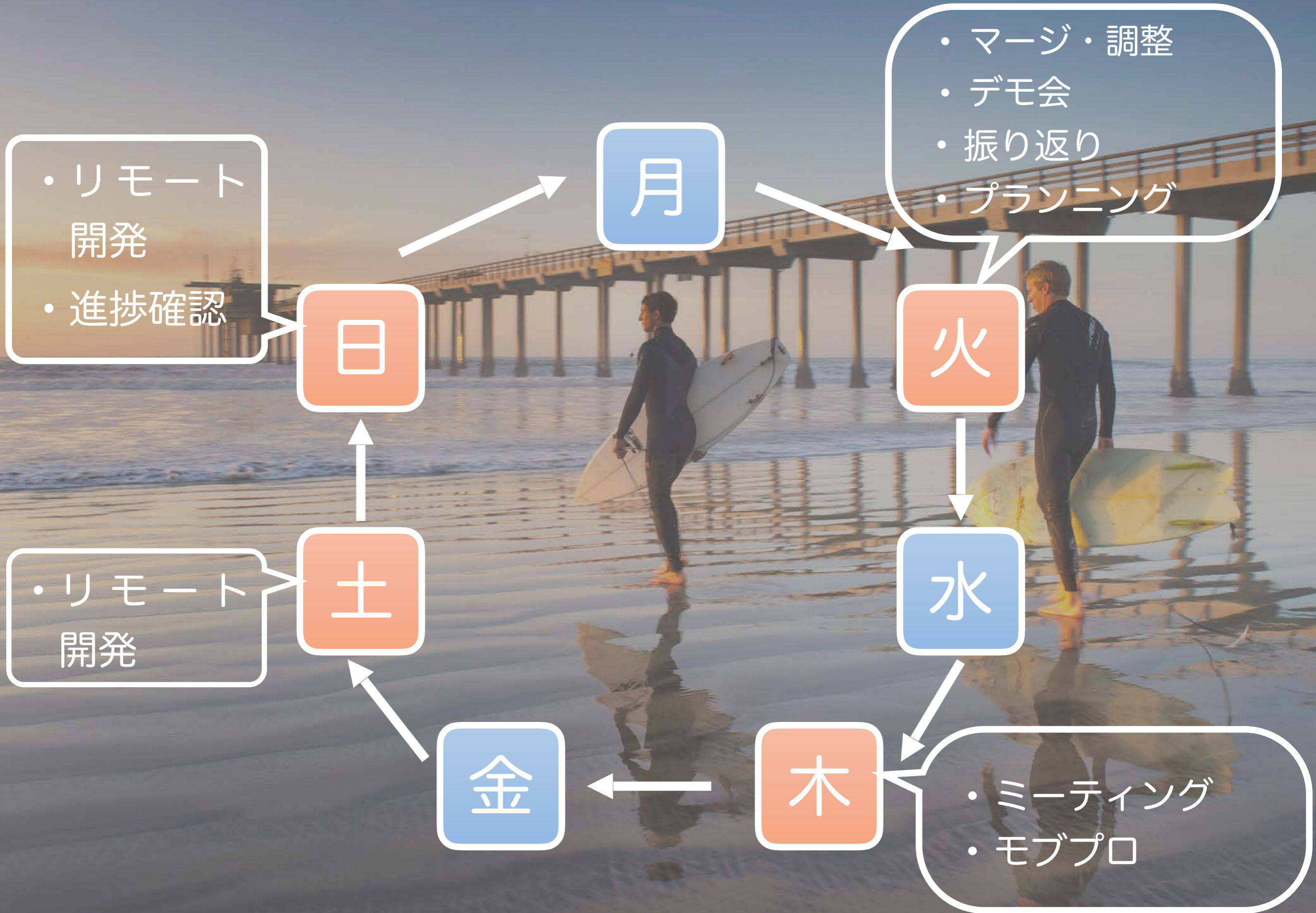
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誰のためのサービスを  
開発するのか



# イマジナリーユーザで 開発を行っていました

イマジナリーユーザ == 開発者が想定するユーザ像



イマジナリユーザーのためのサービス

A photograph of two surfers in wetsuits walking on a beach at sunset. They are carrying surfboards. In the background, a long wooden pier extends into the ocean. The sky is a mix of orange and blue, and the water reflects the light. The text is overlaid in white.

ユーザの意見がない



ユーザの課題が解決しない

A photograph of two surfers in wetsuits walking on a beach at sunset. They are carrying surfboards. In the background, a long wooden pier extends into the ocean. The sky is a mix of orange and blue, and the water reflects the light. The text is overlaid in the center of the image.

ユーザが利用しない  
サービスになってしまった





# イマジナリーユーザと 実際のユーザとのずれ

A photograph of two surfers in wetsuits walking on a beach at sunset. They are carrying surfboards and walking away from the camera towards the ocean. In the background, a long wooden pier extends into the water. The sky is a mix of orange and blue, and the wet sand reflects the scene.

# レビューからユーザの 課題を明確にする



# ユーザの ためのサービス

A photograph of two surfers in black wetsuits walking on a wet beach at sunset. They are carrying surfboards and their reflections are visible in the shallow water. A long pier extends into the ocean in the background under a warm, orange sky.

Finish