

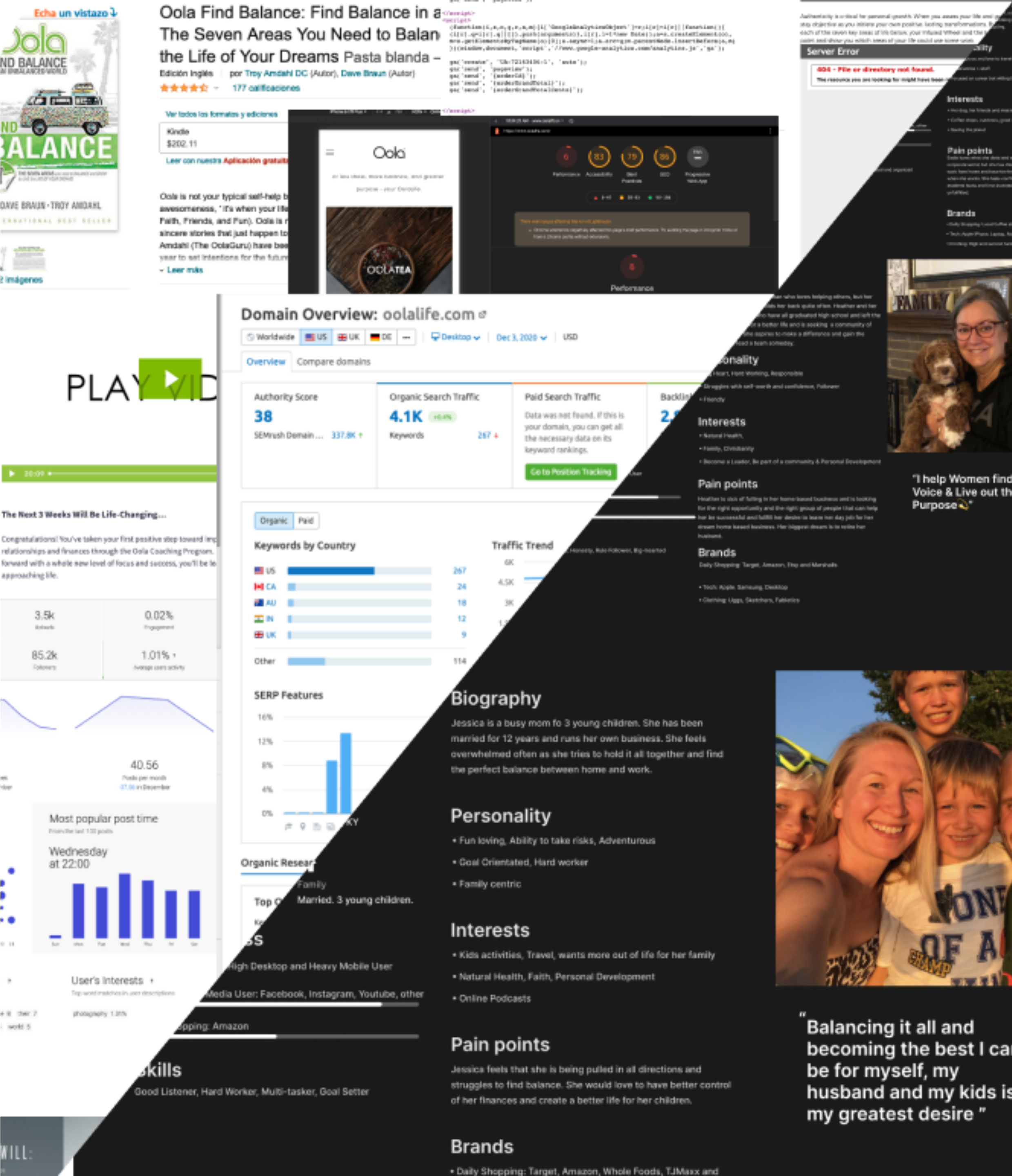
Project Type

# RESEARCH, PERSONAS

Everything started with online research around the domains, blogs, multiple microsites, Social networks, Amazon Shopping, Online news, and TV News.

We discovered some Marketing and SEO strategy opportunities and started directly to a phase to corroborate the knowledge about the audience; we did around 50 interviews, getting four personas to focus on.

The target audience was between 30 to 60 years old. Females with high technological literacy and with interest in personal development, Christianity, networking, apple owners, home, and young living.



# BOOK DISTILLING, SKETCHING WITH THE OOLA GUYS

We started some design thinking activities to understand the correct way to transmit the Oola philosophy and how it related to the Book resources, to distill and sketch directly at Figma.

We take some ideas from websites for the ideal interaction.

- Distilled the book into parts to understand how the philosophy merges with the planned methodology
- Sketch and solution definition at Miro and Figma
- Started the conversation about the Information Architecture and Sales tools for a monthly plan for two kinds of users

