

OOLA LIFE FROM A VAN ROAD TRIP TO A DIGITAL PRODUCT

In his words, Oola is a plan for achieving balance in an unbalanced world. The Oola Guys, Dr. Dave Braun, and Dr. Troy Amdahl, wanted to convert their awarded book and life philosophy into a new user enrollment experience within a website and an application.

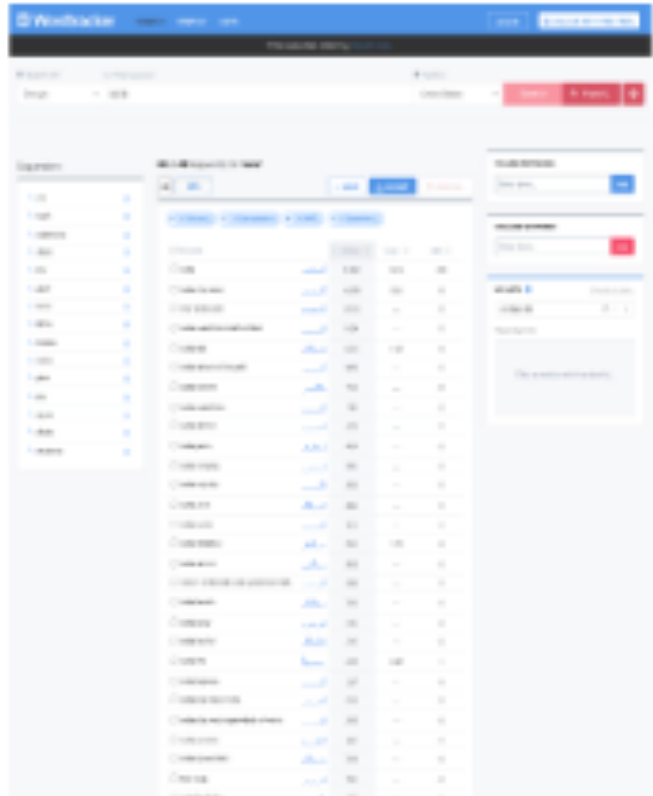
- Work with the client to Ideate and define
- Research, Personas, Book distilling, Sketch,
- Create User Flows for an Ambassador and Coach experience
- Wireframe, Frontend Direction



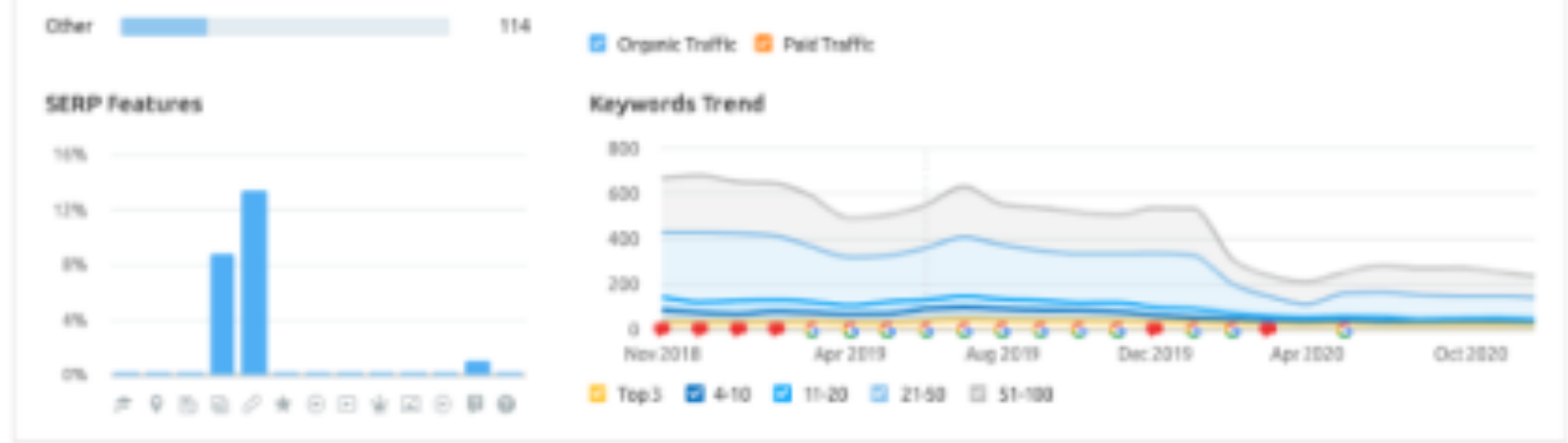
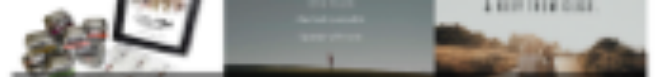
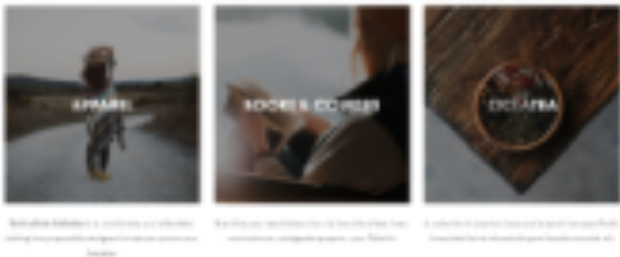
Kickstarter



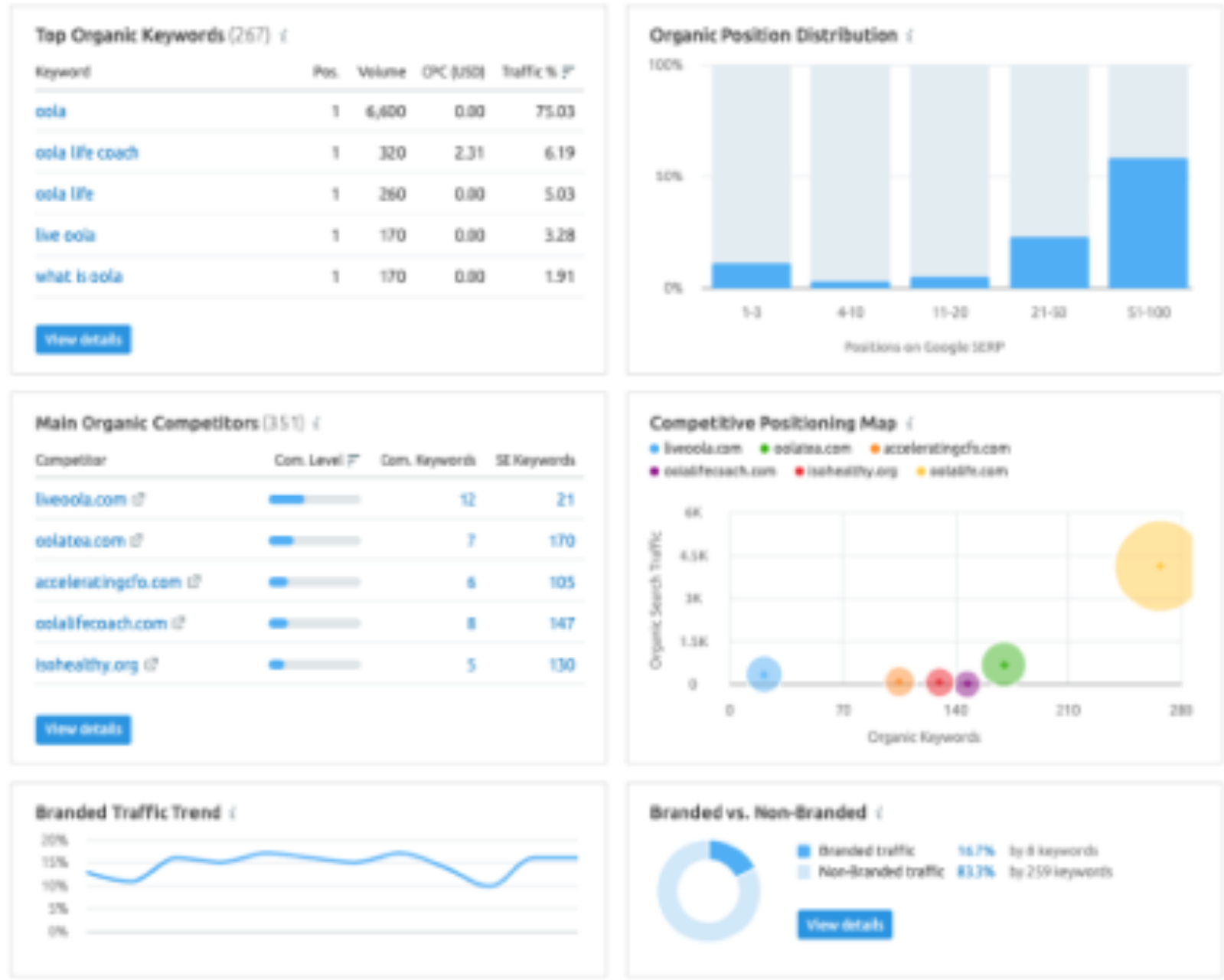
Oola Keyword



...the first time we've ever seen a van like this. It's a white van with 'OOLA' branding and colorful graphics. It's parked outdoors, and there are people around it. The van is a small, compact car, and it's a white color. It's a van that's been modified to look like a delivery van, but it's not a delivery van. It's a van that's been modified to look like a delivery van, but it's not a delivery van. It's a van that's been modified to look like a delivery van, but it's not a delivery van.



Organic Research



Advertising Research

Project Type

WORK WITH OOLA TEAM TO IDEATE AND DEFINE

The project started from the necessity of becoming an Online resource for the Oola community; The first COVID wave was striking, so they needed to move their strategy from going around the Van visiting all the US states showing and selling their book to a digital world; that's how everything started.

The client wanted to work side by side, so I created a quick introduction to UX presentation plus a one-month-plan roadmap UX strategy to ideate and delivered the first version. They wanted to launch an MVP in 5 months.