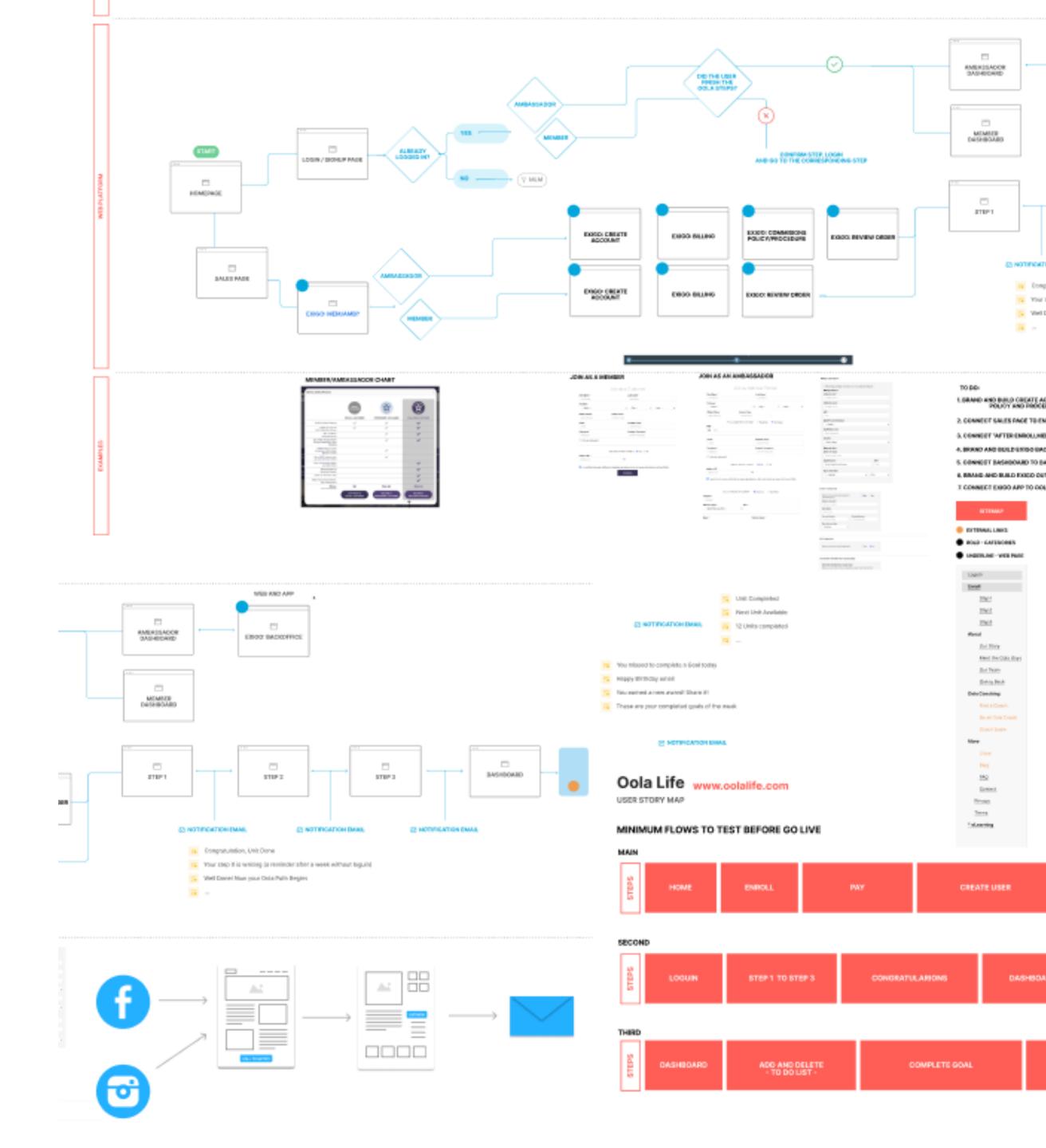
## USER STORY MAP USER FLOW

Ambassador and Coach roles were needed, so we defined some flows starting from the login, Oola articles to read per unit each certain time, or once they pay the upgrade.

We had to think about other activities to measure progress to track data like:

- The three daily Action Steps and Weekly retrospectives,
- Doable daily action steps and habits
- Built-in accountability
- Progress Tracking
- Awards for every amount of streaks
- - Long-term, monthly, or weekly Goal-setting
- Easy to use and pay the two kinds of Oola Plan



## WIREFRAMING AND ITERATIONS

Then some more Wireframing to help them understand the importance of:

- The Architecture of Information
- Interaction Design
- The minimum tasks to complete during a happy path for an MVP
- Also the importance of breakpoints and always mobile-first.

