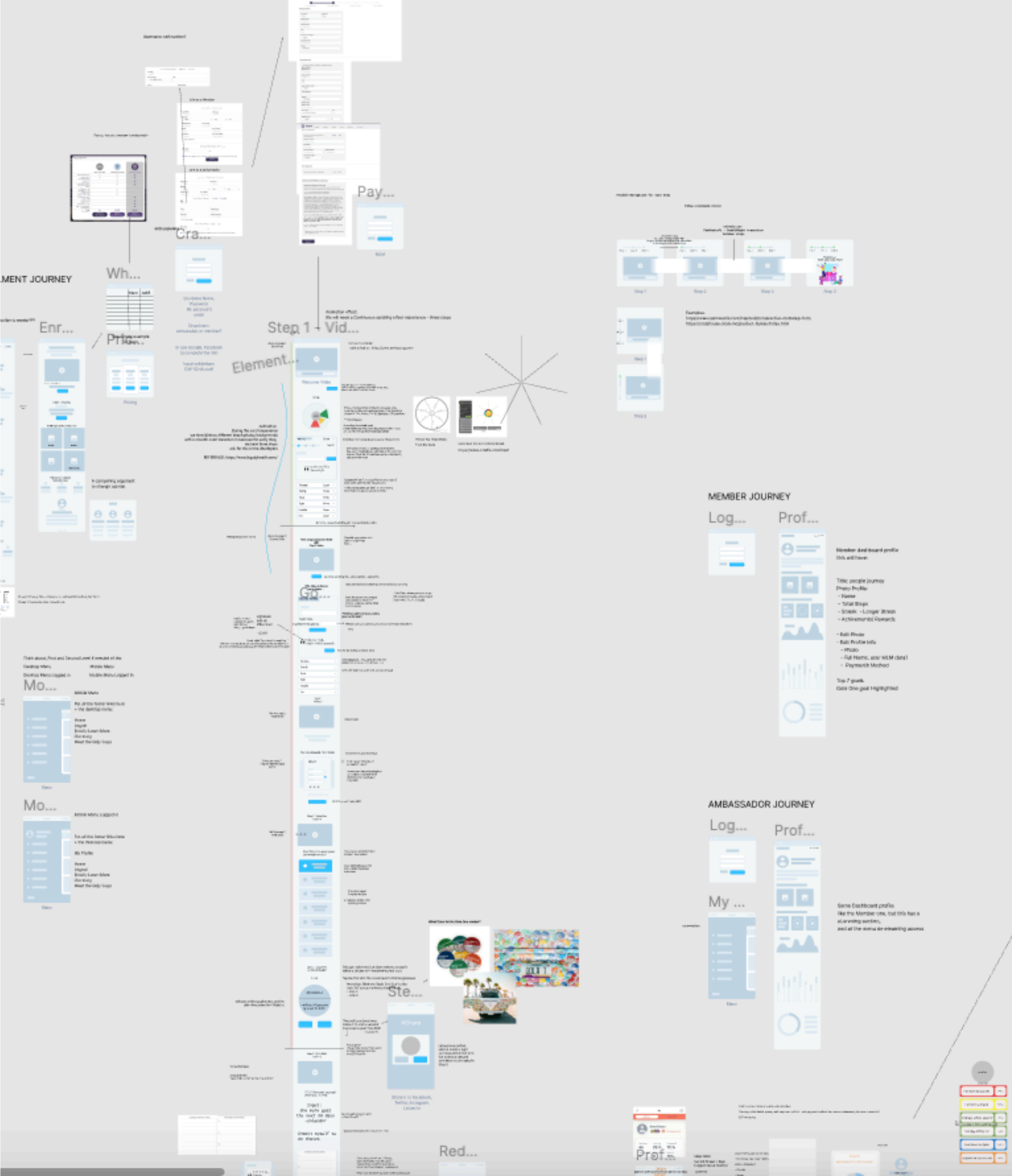


BOOK DISTILLING, SKETCHING WITH THE OOLA GUYS

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



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

