



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.

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.

