**Build Your Ideas Backlog : StudyHaus mobile game to teach number theory**

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| **#** | **The Idea** | **Key Result Impacted** | **Risky Assumptions** |
| **User Type / Persona: Keen Kevin (Casual User)** | | | |
| **1** | Idea #1 I want to have three hints per problem and if I need more, I will be prompted to either watch an ad or make an in-app purchase | + Key Result Positively Impacted  % Repeat users  Retention  Customer satisfaction  App store rating  Revenue | 1. Risky Assumption 1: won’t alienate users who do not have a completely free account without ads for teachers and schools (business risk) 2. Risky Assumption 2:   Hint options will not confuse the user more (design risk) |
| **2** | Idea #2  I want to be able to scroll through themes and pick the next level I complete based on theme, not sequence | + Key Result Positively Impacted  Customer satisfaction  Retention  - Key Result Negatively Impacted  Customer satisfaction  Retention | 1. Risky Assumption 1: Users will feel sense of accomplishment without a journey map to follow sequentially (user value risk) 2. Risky Assumption 2: users will be able to follow each level as a complete beginner to the concept (design risk) |
| **3** | Idea #3  Upon completion of a level, I want to be able to download my theme card as my success card and be able to save it as a wallpaper or send it as a gif text to a friend’s mobile number | + Key Result Positively Impacted  % new users  Net Promoter Score  Customer satisfaction  - Key Result Negatively Impacted  Employee satisfaction:  Intellectual Property of digital artist may be going everywhere unless protected | 1. Risky Assumption 1 :User will not need an intermediary app or step to download the reward from the app and use it (technological feasibility risk)  2. Risky Assumption 2: Reward will be attractive enough to want to share and use (user value risk) |
| **User Type / Persona: Patient Patty (School Teacher)** | | | |
| **4** | Idea #1  I want to be able to customize the content that I assign per student with the ability to skip some content for certain users, or be able to assign the whole class the same content | + Key Result Positively Impacted  Customer satisfaction | 1. Risky Assumption 1: this is technologically feasible |
| **5** | Idea #2  I want to be able to see my class’s progress per day, week, and month | + Key Result Positively Impacted  Customer satisfaction  % Repeat users | 1. Risky Assumption 1: this will be able to fit on mobile screen (design risk) or else will need to be available from app to desktop  2. Risky Assumption 2: this will not violate any privacy concerns for students on mobile (legal risk) |
| **6** | Idea #3  I want to be able to preview content before assigning it | + Key Result Positively Impacted  Customer satisfaction | 1. Risky Assumption 1: this setting will be easy to toggle on and off (tech risk, usability risk, design risk) 2. Risky Assumption 2: it will not increase set up time (usability risk) |
| **User Type / Persona: Gainful Gabby (Parent/Guardian)** | | | |
| **7** | Idea #1  I want to be able to log in to see my child’s progress at any moment | + Key Result Positively Impacted  Customer satisfaction  % Repeat users  App store rating | 1. Risky Assumption 1: technological feasibility  2. Risky Assumption 2: this will not compromise student data privacy and security laws (legal risk) |
| **8** | Idea #2  I want to receive a daily push notification when my child’s homework has been completed | + Key Result Positively Impacted  Customer satisfaction  App store rating | 1. Risky Assumption 1: parents will value this feature (user value risk) |