**Evaluate your ideas: Idea Backlog for Number Theory Mobile Game App**

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| **#** | **The Idea** | **Risk?** | **Reversible?** | **Action** |
| **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 | Low   - Usability: hints must not get in the way of the game play and not confuse the player  -Value: won’t be offensive to users who don’t have free school account | Yes | Do It |
| **2** | Idea #2  I want to be able to scroll through themes and pick the next level I complete based on theme, not sequence | Medium   - Value: customers will find it equally satisfying as to tracking progress through a journey map  -Usability: customer will be able to follow each level as a beginner without building upon prior concepts | Yes | Do It |
| **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 | Medium  - Feasibility: technologically feasible  -Value: customers will use this and like it | No | Validate |
| **User Type / Persona: Patient Patty (School Teacher)** | | | | |
| **1** | 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 | High -Value: assumes teachers need high level of customization, but what if they don’t care? What if they just want to assign whole class same content?  -Usability: multi-step navigation will not be confusing for this feature  -Feasibility: technologically feasible; student data protection risk  -Viability: this will incur cost of data storage | No | Validate |
| **2** | Idea #2  I want to be able to see my class’s progress per day, week, and month | Medium   - Value: assumes all three time periods are equally necessary  -Usability: multi-step navigation will not be confusing for this feature  -Feasibility: student data protection risk; able to fit to mobile screen or not  -Viability: this will incur cost of data storage | No | Validate |
| **3** | Idea #3  I want to be able to preview content before assigning it | Low  - Usability: easy to toggle between previewing content and assigning it | No | Do It |
| **User Type / Persona: Gainful Gabby (Parent/Guardian)** | | | | |
| **1** | Idea #1  I want to be able to log in to see my child’s progress at any moment | Medium   - Feasibility: student data protection risk | No | Validate |
| **2** | Idea #2  I want to receive a daily push notification when my child’s homework has been completed | Medium   - Feasibility: student data protection risk | No | Validate |

NOTES ON THIS EXERCISE:

THIS EXERCISE IDENTIFIED THREE FEATURES UNDER THE “DO IT” ACTION WHICH CAN IMMEDIATELY GO ON THE PRODUCT BACKLOG, WHILE THE OTHERS MUST BE TESTED FOR VALIDATION OR UNDERGO FURTHER RESEARCH

Rules: Value and Usability are done first

Feasibility needs research into tech capabilities

Features with Viability risk are done last to not stir up business research until sure