TASK 1.8

DEBBIE TRAN

LEAN UX VS. AGILE UX

FEATURE

Quick, easy, and simple way to search and browse for already created hunts.

HYPOTHESIS

If users have an easy and quick way to search for hunts, then the users are more likely to use the app to participate in the hunts.

BUILD
Create a user flow and low-fidelity prototype on where the search feature will be displayed and how it will be used.

Search…

MEASURE
Usability testing with the low-fidelity prototype with the target audience.

SCRUM & SPRINT GOAL #1
Collect data on how to measure top searches and most participated hunts to be viewed on the top of searches.

LEARN
Use the feedback given from the usability testing and assist what changes need to be made in the next prototype for a better user experience.

SCRUM & SPRINT GOAL #2
Revise the prototype search engine to allow user's interests to be displayed once they enter the search feature.

FEATURE

Easy and simple methods to prove that you found an item/ location on the hunt to receive the reward.

HYPOTHESIS

If users have an easy and simple option to provide proof of items/ locations found on a hunt, then they are more likely to complete the entire hunt.

FEATURE #2: PROOF

BUILD
Create a list of possible methods that users could use to provide proof that they found an item/ location on the hunt and create a few examples of them on a low-fidelity prototype.

SCRUM & SPRINT GOAL #1
Meet with Marketing team, Legal team, and Partnership team to find out how to interact with businesses to allow photos/ questions to be taken at their establishment to provide proof that users made it to their locations without causing too much disturbance.

MEASURE
Usability testing with target audience. Have the testers act out how they would provide proof (taking a selfie with a specific item in a museum, answering a questions about the color a particular sign, etc).

LEARN
Use the feedback provided from the usability testing to create better methods of providing proof (the items they would need to find, the method like pictures, multiple choice, fill in answers, etc.) and create a new prototype.

SCRUM & SPRINT GOAL #2
Create a way for users to review the proofs they have submitted in one part of the app.

DAILY STANDUP MEETINGS

Each meeting will be a casual daily meeting to cover the development of the app. The meetings will be 10-20 minutes long in the morning mostly with the designers and developers and with the marketing team and legal team during the development of certain aspects of the app. Each team will tell a short summary of what they have been working on and what the next steps are and to collaborate with others if necessary.