Ooup

Introduction

Ooup was born out of the desire to make short distance commute enjoyable and safe. Our aim is to solve the scooter business problem of maintaining and charging the scooters by offering users prizes for tasks and chores.

Aims and Objectives

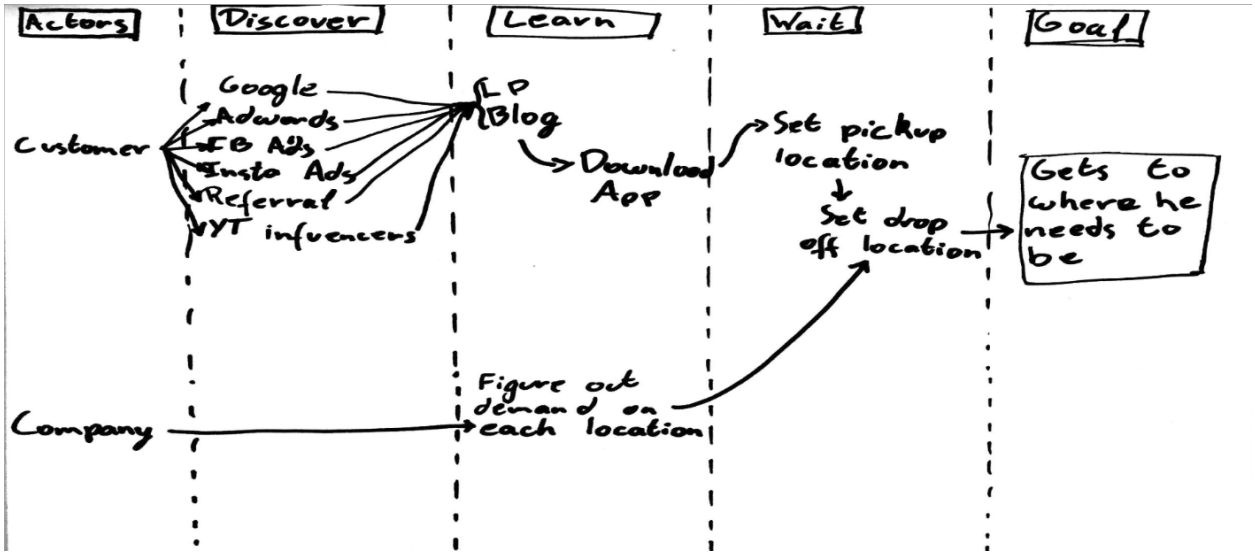
Ooup should be a new way to move around the city, in two years it should replace a substantial part of public transport and ride-sharing apps for small distances. For that we'll need to generate user trust both in the choice of trusted partners and transparency in the communication to ensure a trustworthy and safe service.

Planning and Requirements Gathering

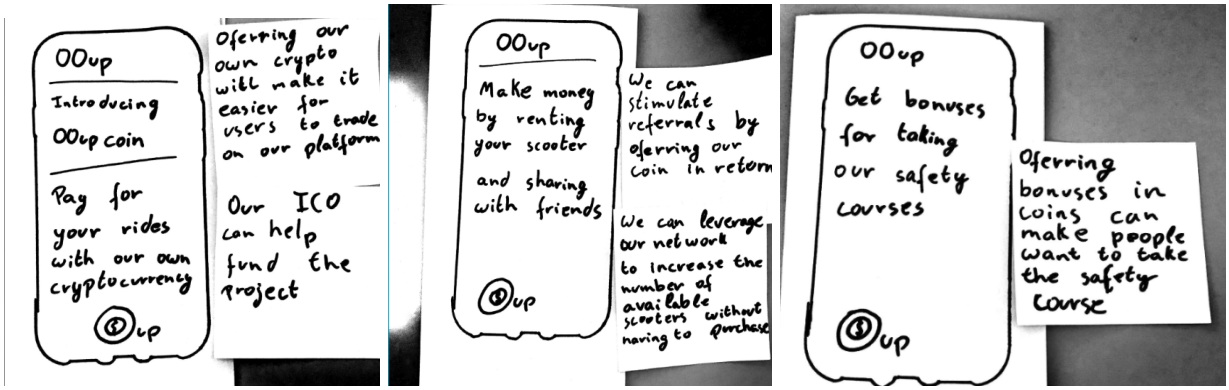
First thing we did was to talk to a few users of current scooter services and understand what were their main issues and concerns, this led us to creating 3 main questions that needed to be solved before we could consider this sprint a success:

- How might we increase product awareness?
- How might we broaden our user base?
- How might we guarantee user safety?

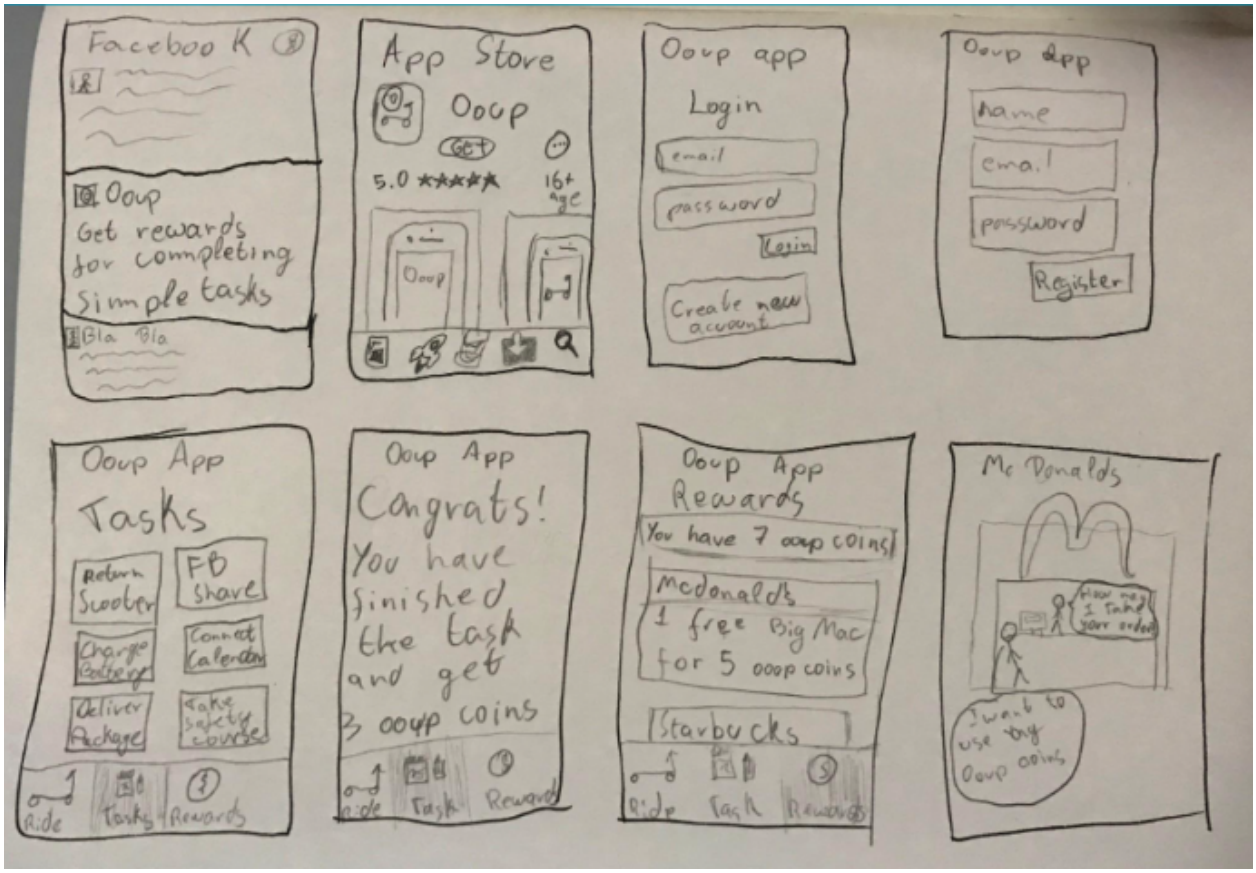
We then created a **user history map** detailing the user journey through our app.



Now that we have our user journey mapped, we are able to create **concept screens** that will serve as our first low level **prototype.**



With this prototype we created a user journey script to go through with our users using the **crazy 8's technique.**



Formative Testing and Evaluation

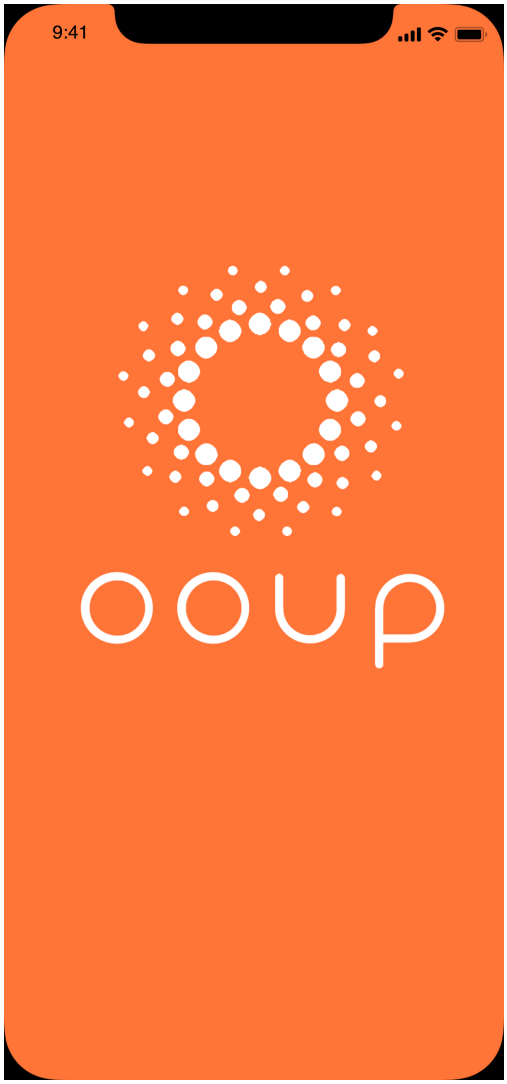
With the first prototype done we were able to talk once more with our users and we gathered a few opinions about how the app met their needs, with that we were able to create a **trend map** of our users perceptions of our service, the intent is to hash out the main concerns before we develop further, ideally this should be done in a sprint-by-sprint basis to guarantee that our evolution still meets customer needs. The main trends were:

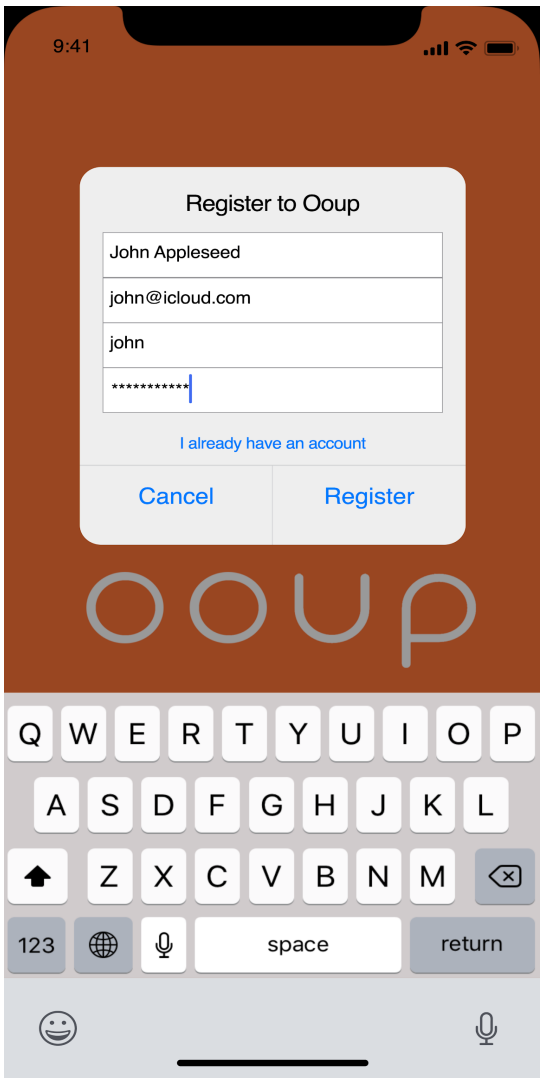
- I'm afraid that it is some kind of trap
- I don't feel safe using crypto-currency
- Do I have to pay for it?
- Can I use social networks to register in the service?

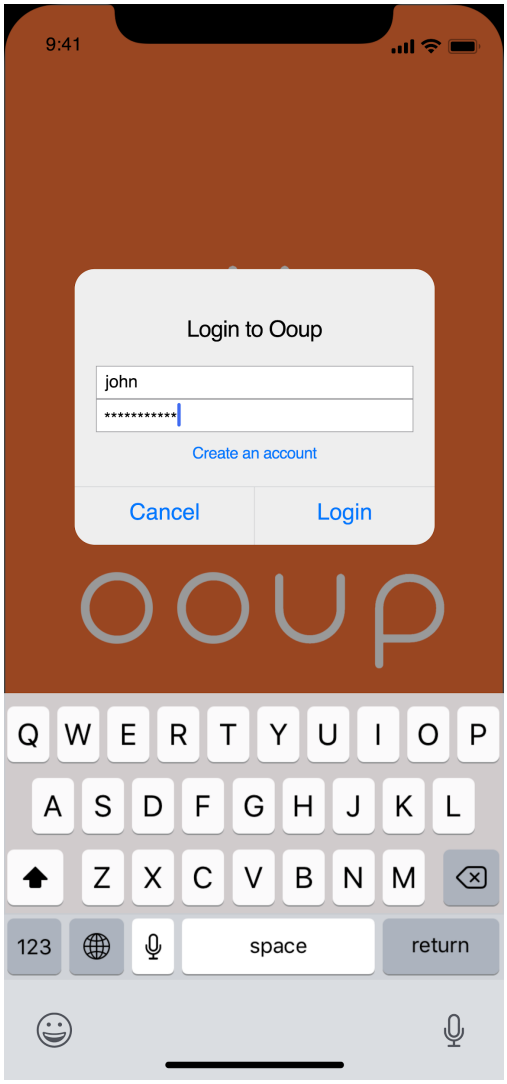
- I like to get things for free
- The point system makes me feel like I'm playing a game, so I want to do more to win more

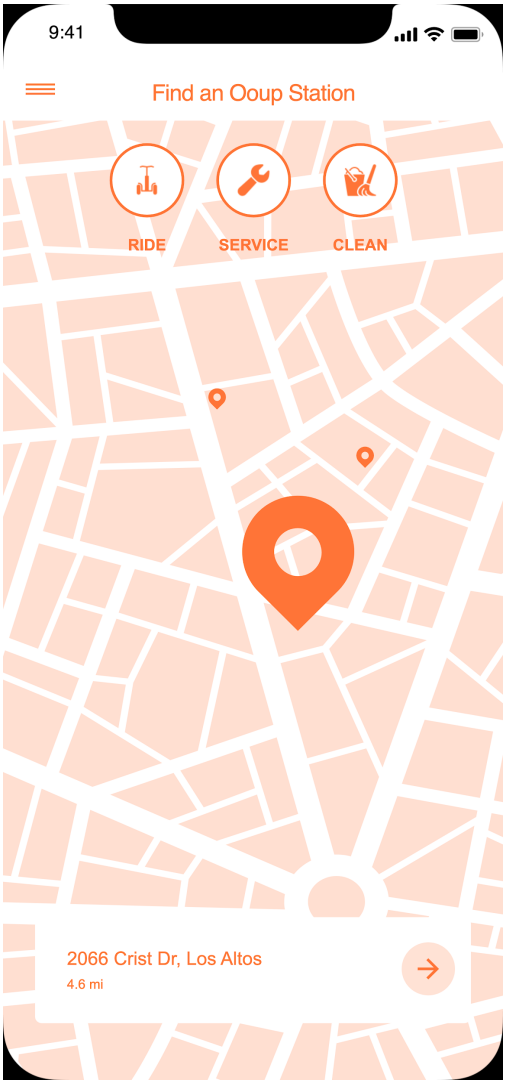
Prototyping Techniques

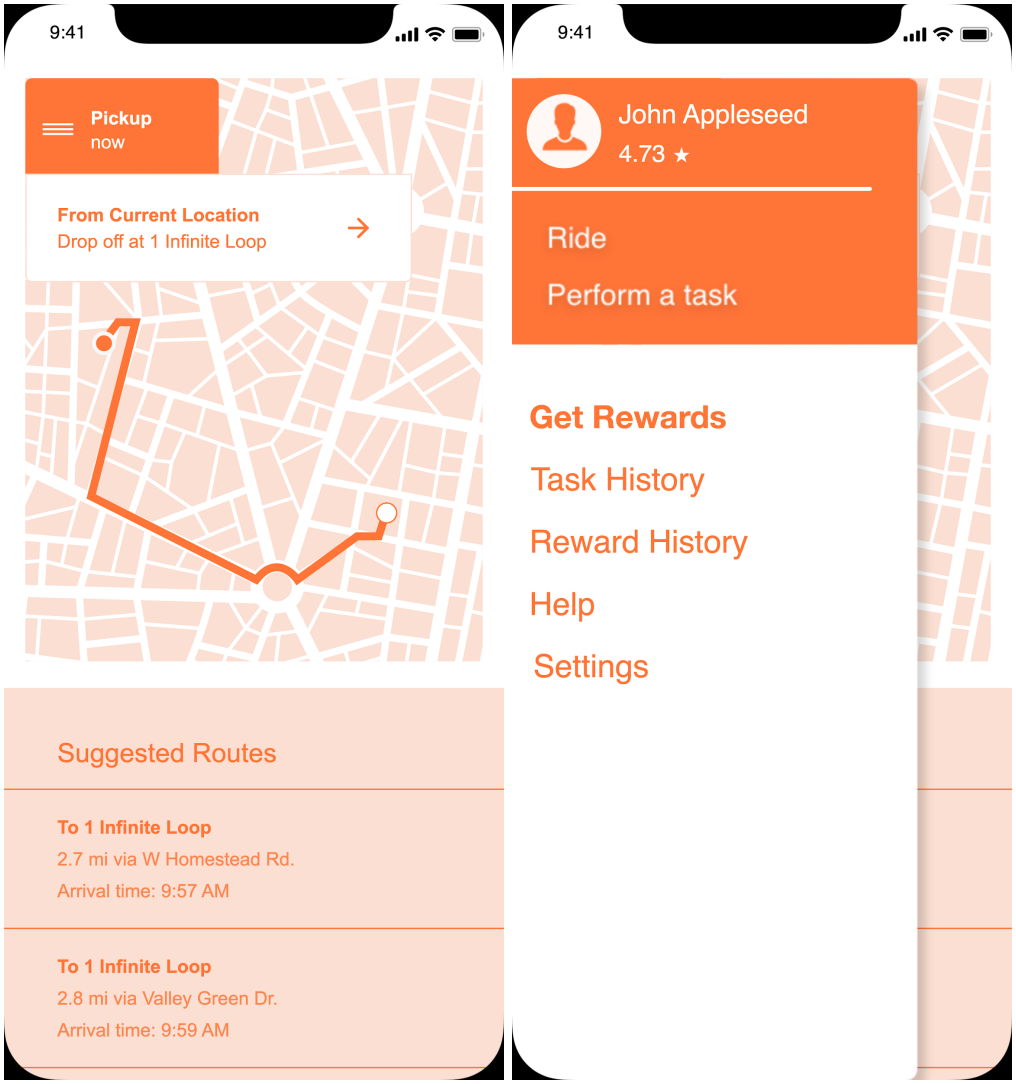
We started creating **low-fidelity prototypes** and iterating over them to gradually increase complexity and fidelity, after a few rounds of prototype development vs. user interviews we created a **usable high-fidelity prototype** to see what users would think if the product was finished:


9:41
ooup

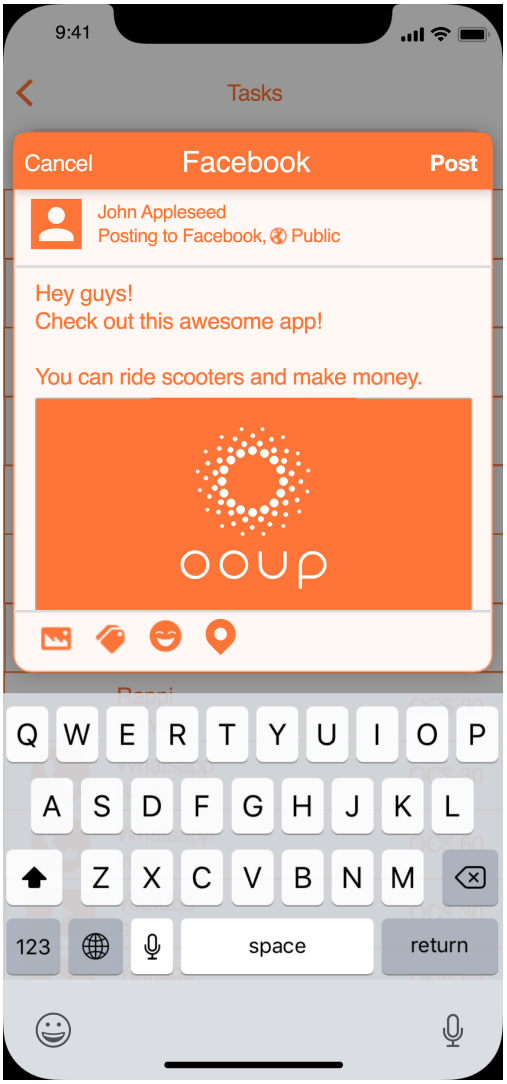

9:41
Register to Ooup
John Appleseed
john@icloud.com
john
****
I already have an account
Cancel
Register
ooup
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return


9:41
Login to Ooup
john
Create an account
Cancel
Login
ooup
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return


9:41
Find an Ooup Station
RIDE
SERVICE
CLEAN
2066 Crist Dr, Los Altos
4.6 mi


9:41
Pickup
now
From Current Location
Drop off at 1 Infinite Loop
Suggested Routes
To 1 Infinite Loop
2.7 mi via W Homestead Rd.
Arrival time: 9:57 AM
To 1 Infinite Loop
2.8 mi via Valley Green Dr.
Arrival time: 9:59 AM
9:41
John Appleseed
4.73 ★
Ride
Perform a task
Get Rewards
Task History
Reward History
Help
Settings


9:41
Tasks
Search
Facebook
Share
OC$ 30
Facebook
Message
OC$ 40
Instagram
Share
OC$ 30
Instagram
Story
OC$ 30
Ooup
Clean
OC$ 90
Ooup
Register
OC$ 15
Ooup
Service
OC$ 150
Rappi
Deliver
OC$ 20
Whatsapp
Share
OC$ 30
Whatsapp
Invite
OC$ 60
Youtube
Share
OC$ 30
Youtube
Subscribe
OC$ 50
Facebook
Share
OC$ 30


9:41
Tasks
Cancel
Facebook
Post
John Appleseed
Posting to Facebook, Public
Hey guys!
Check out this awesome app!
You can ride scooters and make money.
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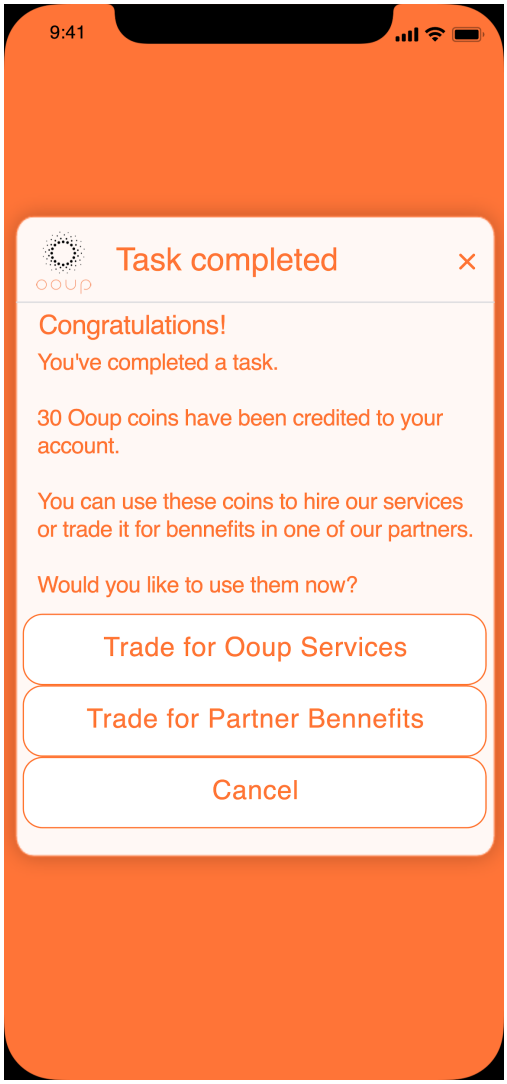
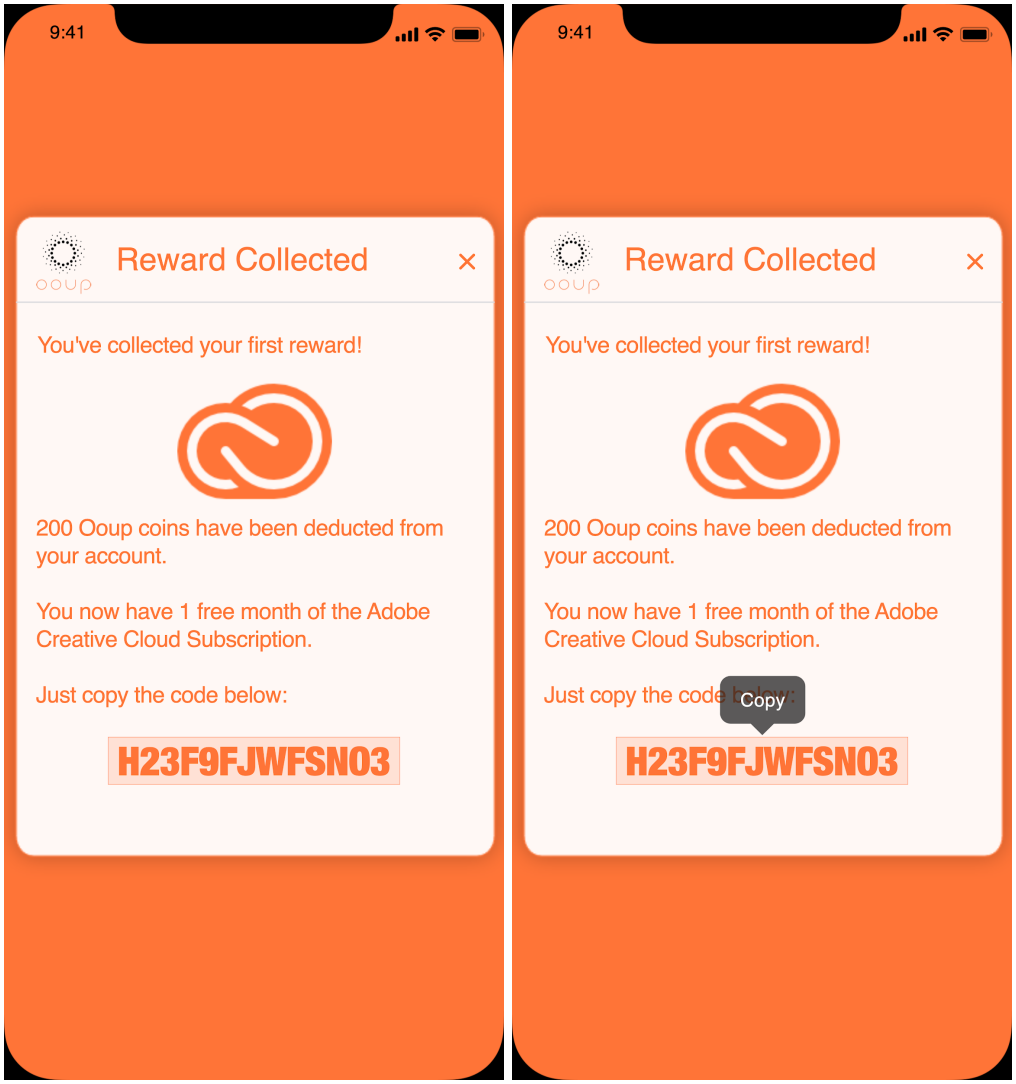
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return


9:41
Task completed
Congratulations!
You've completed a task.
30 Ooup coins have been credited to your account.
You can use these coins to hire our services or trade it for bennefits in one of our partners.
Would you like to use them now?
Trade for Ooup Services
Trade for Partner Bennefits
Cancel


9:41
Ooup Rewards
Search
Partners
Ooup
You have 230 Ooup coins!
McDonald's
1 free BigMac
OC$ 80
McDonald's
1 free BigMac Combo
OC$ 150
Rappi
1 month of Prime
OC$ 50
Netflix
1 free month
OC$ 70
AirBnB
No cleaning fee
OC$ 100
Adobe Creative Cloud
1 free month
OC$ 200
Uber
50% discount
OC$ 50
Linkedin
1 month premium
OC$ 120
Youtube Red
1 free month
OC$ 80
Medium
1 free month
OC$ 15
Bitcoin
100 Satoshi
OC$ 200



Evaluation Techniques

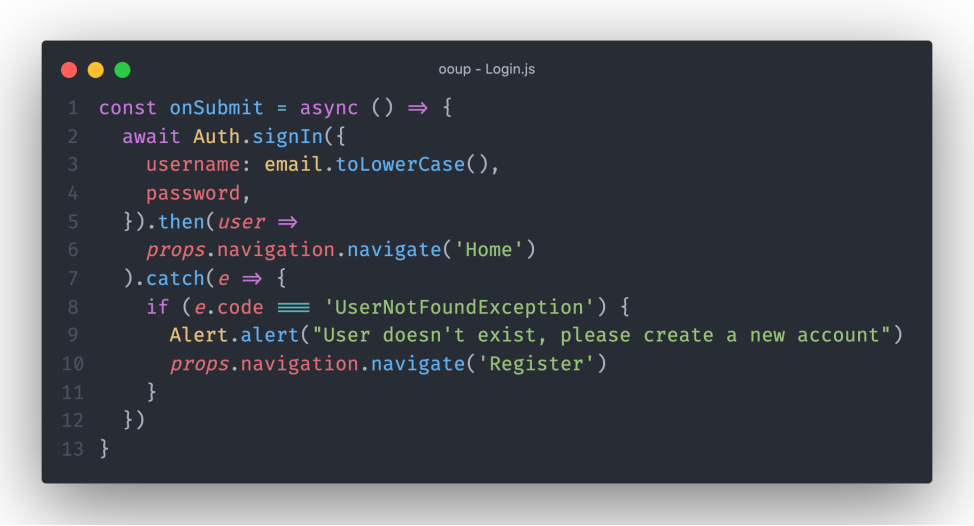
After giving the users the final prototype we gather more detailed feedback and recorded their screens while using the product to create a **heatmap** of the main parts of the application. A few data points of the detailed feedback is below, we used **color coding** to map **user sentiment:**

- Wow, rewards. I'd like to know what and how I can win things
- I don't recognize a few of these logos/partners
- I'd rather register using my Google/Facebook account
- I like the idea of a subscription, but I worry with it won't be free
- The zero in the superior part makes me want to start doing tasks immediately
- I don't thing I'd install this app. I need more info about it.
- I like to have completed my first task when I registered for the app and received a special offer immediately. Makes me want to do more tasks.
- I like rewards, but I don't know if it's a trap. Seems too easy...
- I like the task-based reward system
- The images announce a now reward program, but I still don't have enough context to understand what is Ooup.
- At first glance, I'm not sure what this is all about
- I don't know who these partners are, but they seem important
- The app name doesn't say anything. I don't know if I'd click the link without more context
- If there's no trap, I'd sign up
- As I'm a vegan, the special offer was a little unpleasant. I'd like to customize what kind of offers I could receive, since I don't eat burgers and all...

System Development

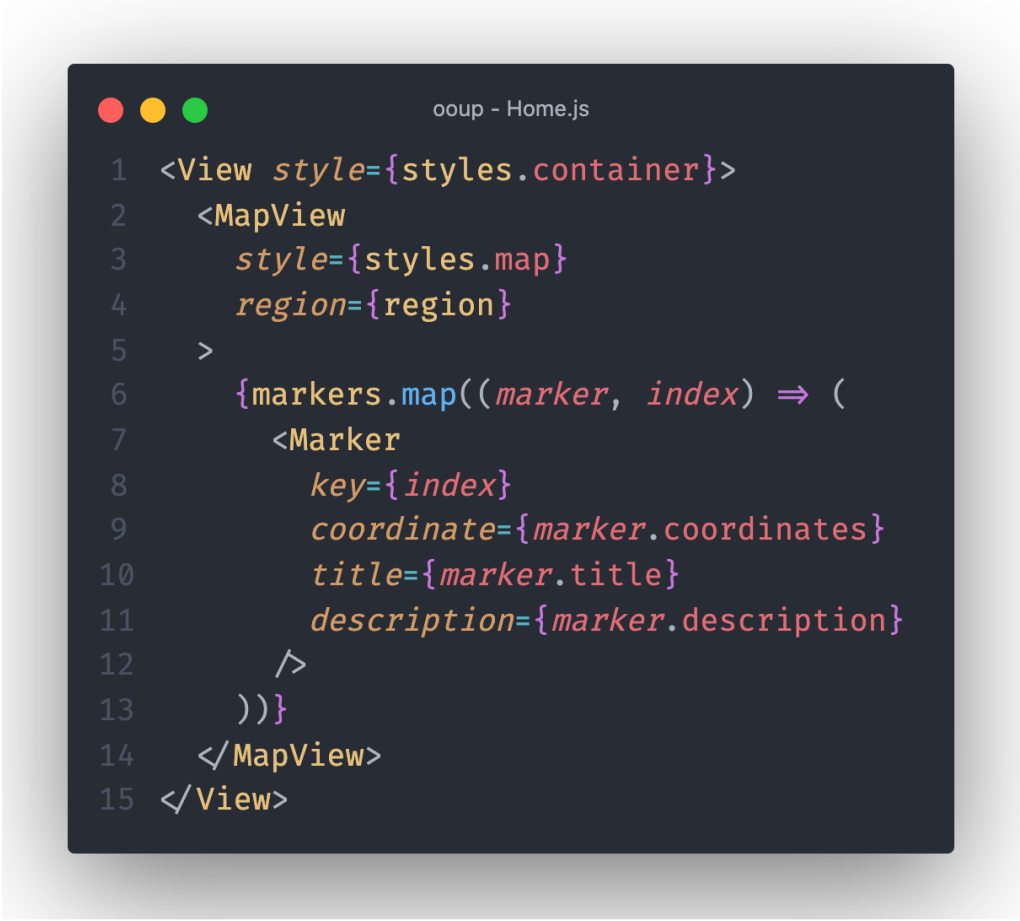
User authentication and authorization

To achieve the level of security and flexibility we wanted on our app, we decided to use a 3rd party authentication service, for that we created an app using AWS Amplify and we setup the AWS Cognito service to handle all our user auth needs.



User location and proximity to scooters

To display user's location and proximity to scooters we used react-native-maps



Tasks API

To store and retrieve the available tasks and the tasks each user has already fulfilled we relied once more on AWS Amplify through the use of a GraphQL API, using a Mutation/Query/Subscription model.

ooup - mutations.js

```
export const createTask = /* GraphQL */ `
  mutation CreateTask(
    $input: CreateTaskInput!
    $condition: ModelTaskConditionInput
  ) {
    createTask(input: $input, condition: $condition) {
      id
      name
      description
      createdAt
      updatedAt
    }
  }
`;
export const updateTask = /* GraphQL */ `
  mutation UpdateTask(
    $input: UpdateTaskInput!
    $condition: ModelTaskConditionInput
  ) {
    updateTask(input: $input, condition: $condition) {
      id
      name
      description
      createdAt
      updatedAt
    }
  }
`;
export const deleteTask = /* GraphQL */ `
  mutation DeleteTask(
    $input: DeleteTaskInput!
    $condition: ModelTaskConditionInput
  ) {
    deleteTask(input: $input, condition: $condition) {
      id
      name
      description
      createdAt
      updatedAt
    }
  }
`;
```

ooup - queries.js

```
export const getTask = /* GraphQL */ `
  query GetTask($id: ID!) {
    getTask(id: $id) {
      id
      name
      description
      createdAt
      updatedAt
    }
  }
`;
export const listTasks = /* GraphQL */ `
  query ListTasks(
    $filter: ModelTaskFilterInput
    $limit: Int
    $nextToken: String
  ) {
    listTasks(filter: $filter, limit: $limit, nextToken: $nextToken)
{
      items {
        id
        name
        description
        createdAt
        updatedAt
      }
      nextToken
    }
  }
`;

```

ooup - subscriptions.js

```
export const onCreateTask = /* GraphQL */ `
  subscription OnCreateTask {
    onCreateTask {
      id
      name
      description
      createdAt
      updatedAt
    }
  }
`;
export const onUpdateTask = /* GraphQL */ `
  subscription OnUpdateTask {
    onUpdateTask {
      id
      name
      description
      createdAt
      updatedAt
    }
  }
`;
export const onDeleteTask = /* GraphQL */ `
  subscription OnDeleteTask {
    onDeleteTask {
      id
      name
      description
      createdAt
      updatedAt
    }
  }
`;
```

App Navigation

For app navigation we used @react-navigation it makes handling native navigation simple and straightforward.

ooup - App.js

```
<NavigationContainer>
  <GalioProvider customTheme={customTheme}>
    <Block flex>
      <Screens />
    </Block>
  </GalioProvider>
</NavigationContainer>
```

Partner integration

Since this is not a real product, we didn't make any partner integrations, but the way the app is set up makes this as simple as an API request, but a more robust solution would be to create an SNS topic and let a lambda on the backend handle these requests in an asynchronous manner.