## Considering Personas

Prioritize flexibility in functionality.

## Get Speaking

Integrate existing content and functionality to afford and promote verbal interaction.

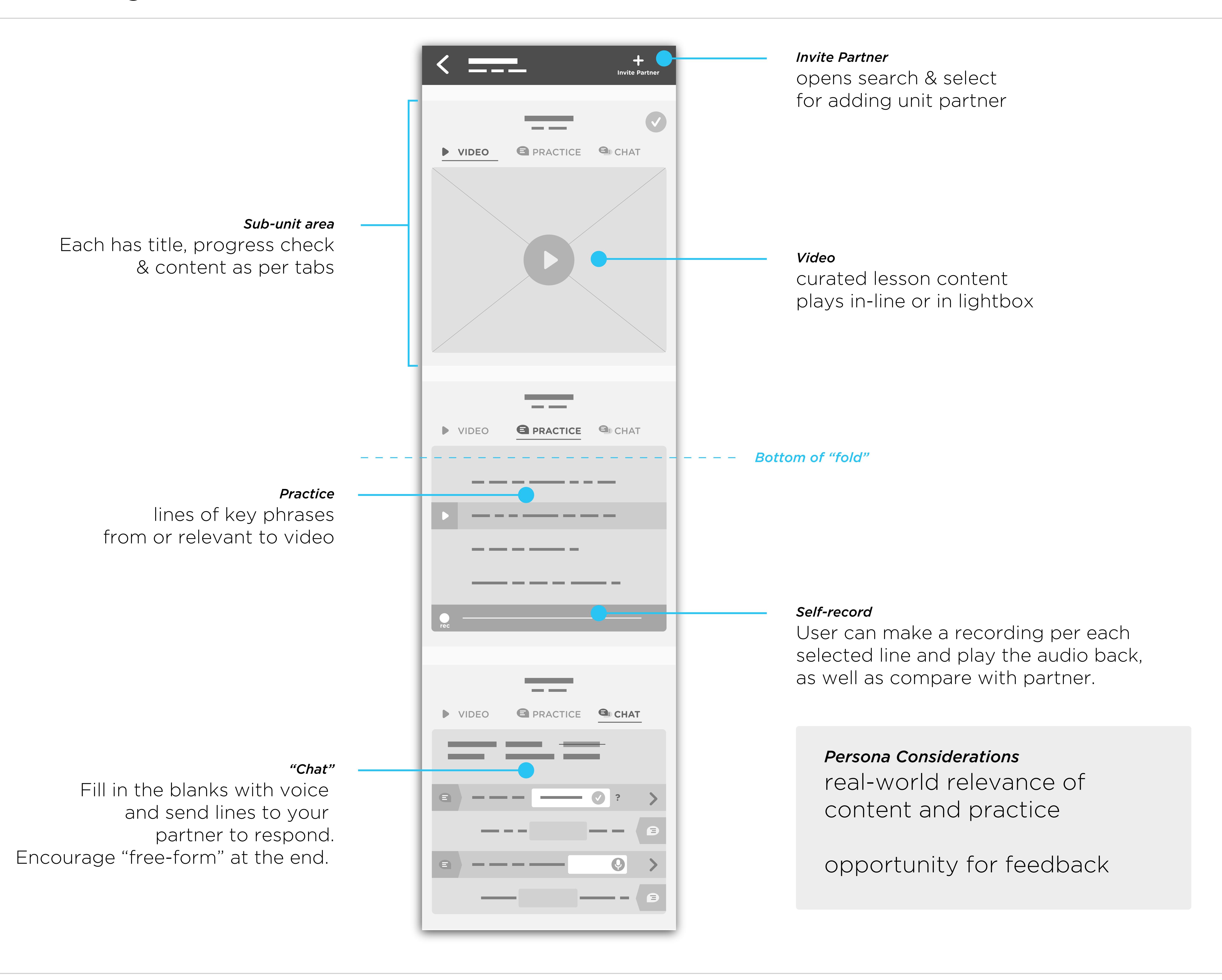
## Interact & Compare

Invite others to link with you in units you are working on in order to share and compare.

# Entice subscription retension

Build a sense of access to premium content and functionality by keeping updated with your subscription.

# 1.0.0 Unit Landing & Overview



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# 1.1.0 Practice - Recording

# PRACTICE CHAT PRACTICE CHAT PRACTICE CHAT

## Curated Playback

user can listen to curated audio from or similar to such in the video

#### Partner Playback

user can play partner-contributed recording of the line

#### User Generated Playback

user can listen to playback of his or her own voice and delete it to re-record.

#### Persona Considerations

Interpersonal communication

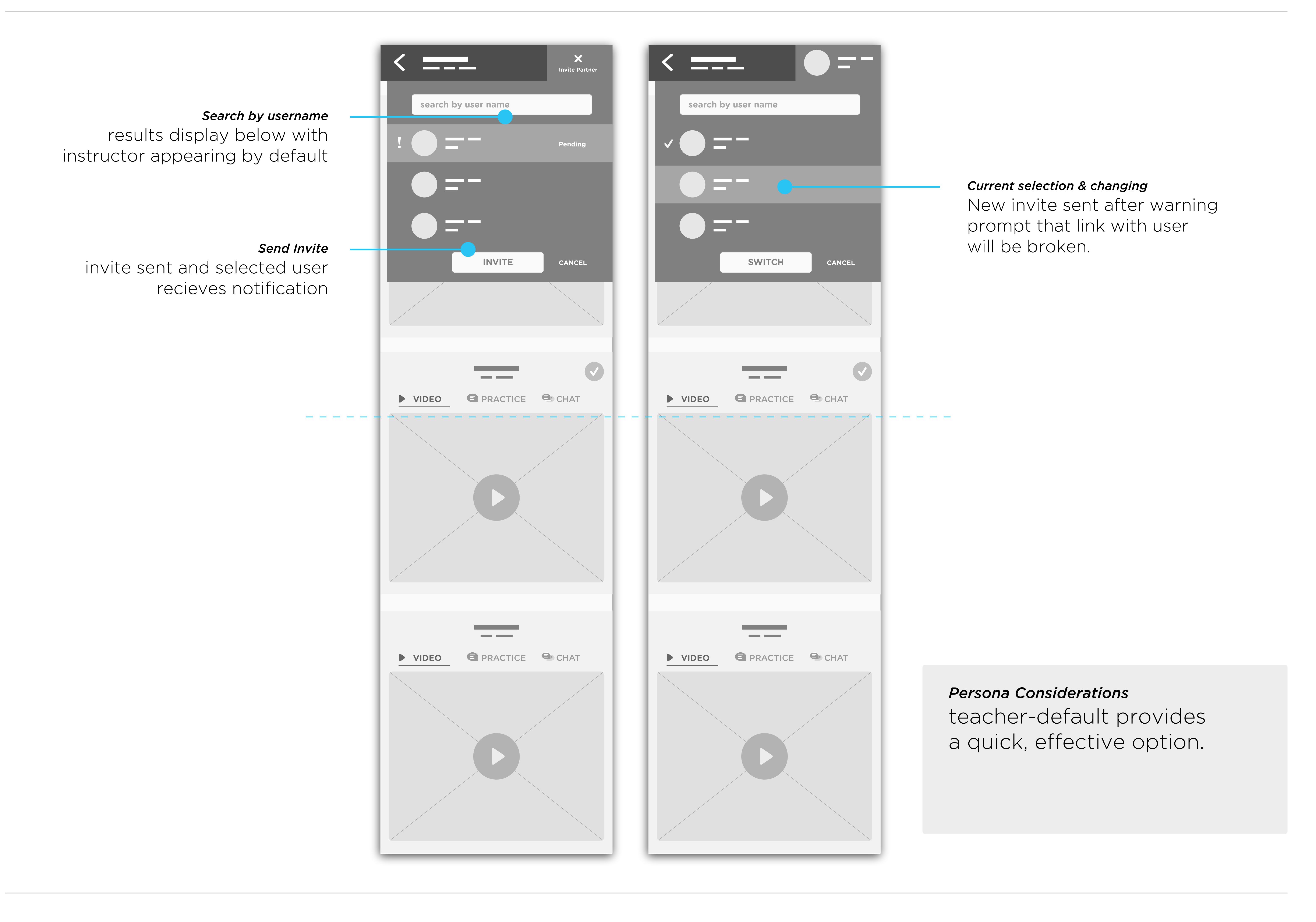
Flexibility of contributing & reviewing content

Explore context Q/A

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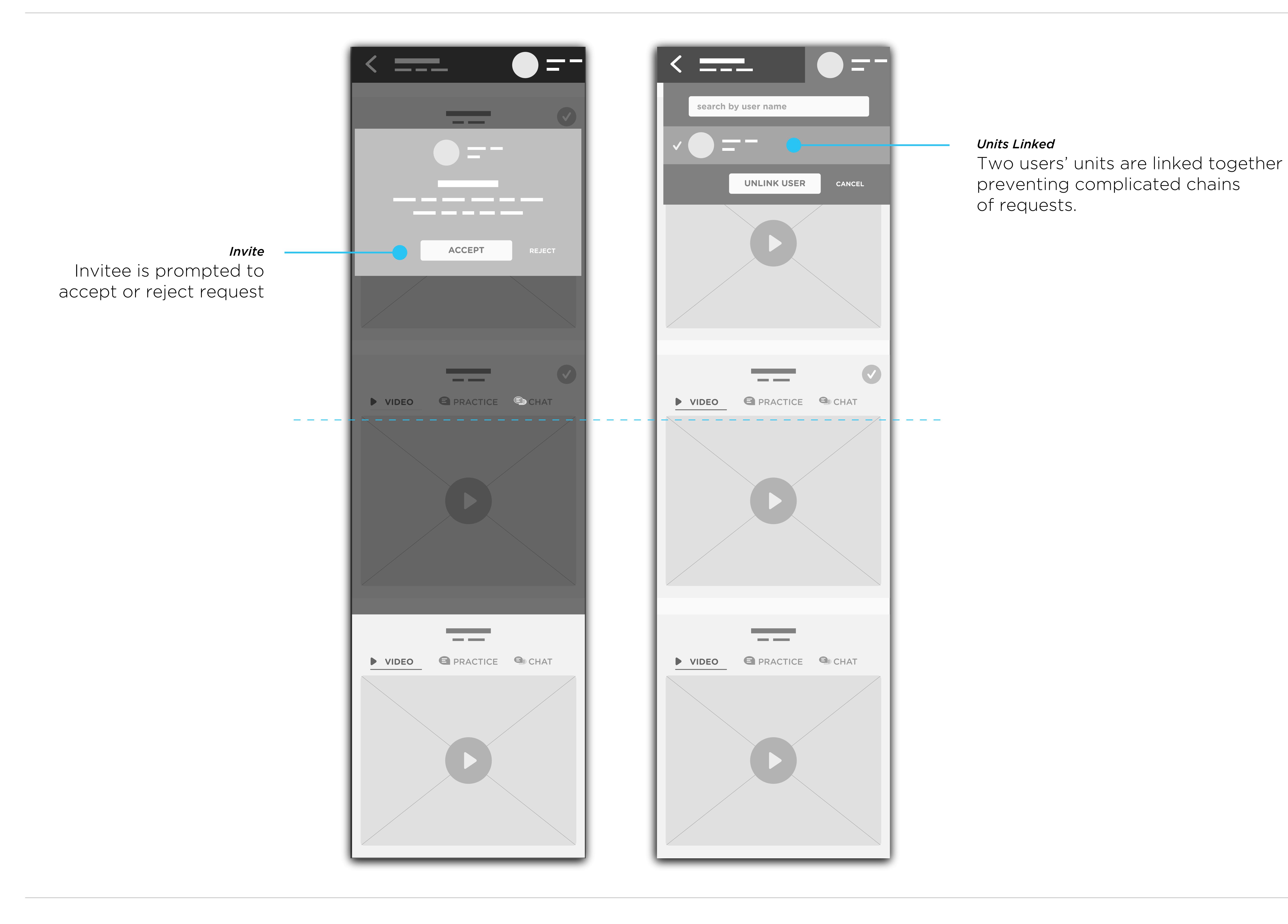
# 1.0.1 Partner Invitation



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# 1.0.2 Invitee View



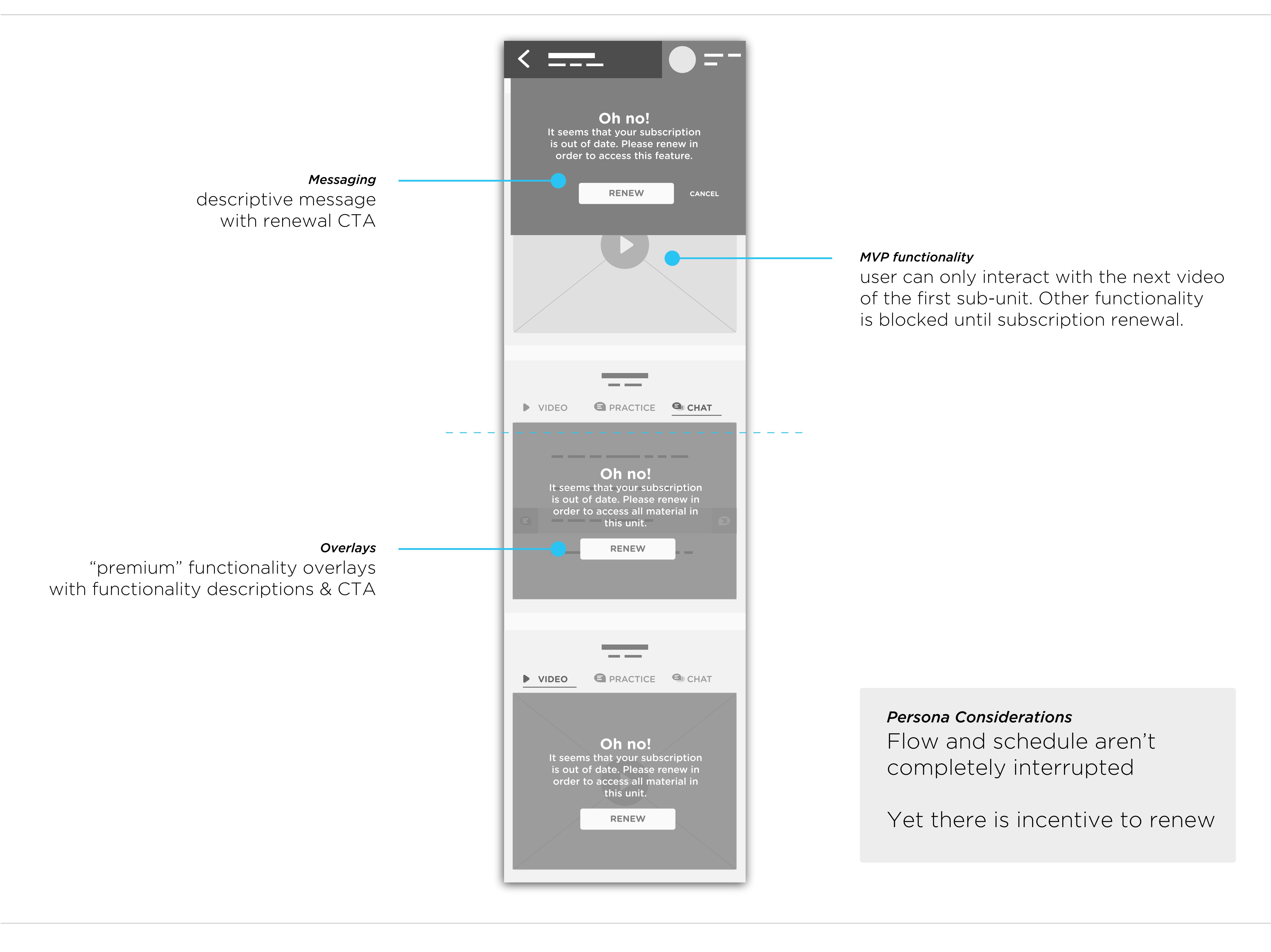
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REV

DATE

17 Dec 2015

# 2.0.0 Resubscription via Enticement



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# Next Steps

## 1 - Discovery

Brainstorm, Design Studio, Personas, Competitive Analysis, Preliminary Functionality and identify MVP.

#### 2 - This Presentation

Sketching, Digitizing, Iterating, & Simple Prototype.

## 3 - Vis Design Direction

Using a common medium for commenting and iterating.

#### 4 - Refine Interactions

Solidify user interactions of higher granuality.

## 5 - Development

Group use of slack to facilitate conversation and iteration.

## 6 - Users on prototypes

Test users on developed product or hi-fi prototypes of current functionality

#### 7 - Users on MVP

Test users on released MVP watch abandon rates and churn. Assess goals.

## 8 - Explore new Functionality

Games, features, switchups, to add to MVP.

## 9 - Stakeholder Persuasion

Addressing user needs. Early involvement. Jargon-free plan.

InVision Link invis.io/HK5AK32Q5