
Design Sprint Foundations

Project 4: The Summary Report



Top Trends

The overall feedback of the user testers is positive, people are quite accepted about the ideas of getting some rewards by doing a series of tasks in our app.



Long Term Goal Reflection

Ooup will be the world's most known scooter service provider in 2 years.

The goal is realistic according to the feedback. Users love the idea of doing tasks for some rewards. On one hand, we can attract a lot of users to ride scooters doing tasks, on the other hand, we can develop a cluster of users who have jobs needed to be done that is suitable in this situation. We can help them in many ways and develop a nice partnership.



Sprint Questions & Answers



1 | Can we increase users ?

Yes we can increase the number of users.



2 | Can we make users spend more time on riding scooters ?

Yes we can make users spend more time on scooters.



3 | Can we make users return the scooter to the station ?

Yes we can make returning scooters an important step of completing tasks.



3 Recommended Next Steps



1 | Make doing tasks one of the core functions in app, providing a variety of tasks for users to complete.



2 | Improving the landing page, add some videos about how to do tasks with scooter, focusing on that it is free, fashionable and reward-included.



3 | Adding more introduction about Ooup in app store, telling the user what this corporation is for.



Detailed Prototype Feedback

- It is awesome to get some reward points by doing tasks;
- Users don't understand what the gift is, it is suspicious;
- Users usually like to sign in directly with 3rd account such as Google or Facebook;
- Users need more information about Ooup to be willing to download the app.
- Users don't understand whether the app is free;
- Users like to do more tasks to get more gifts from app;
- Users appreciate that the gifts are convenient and easy to get;