
Design Sprint Foundations

Project 1: The Concept

LONG TERM GOAL

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

SPRINT QUESTIONS

1 | Can we increase users ?



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

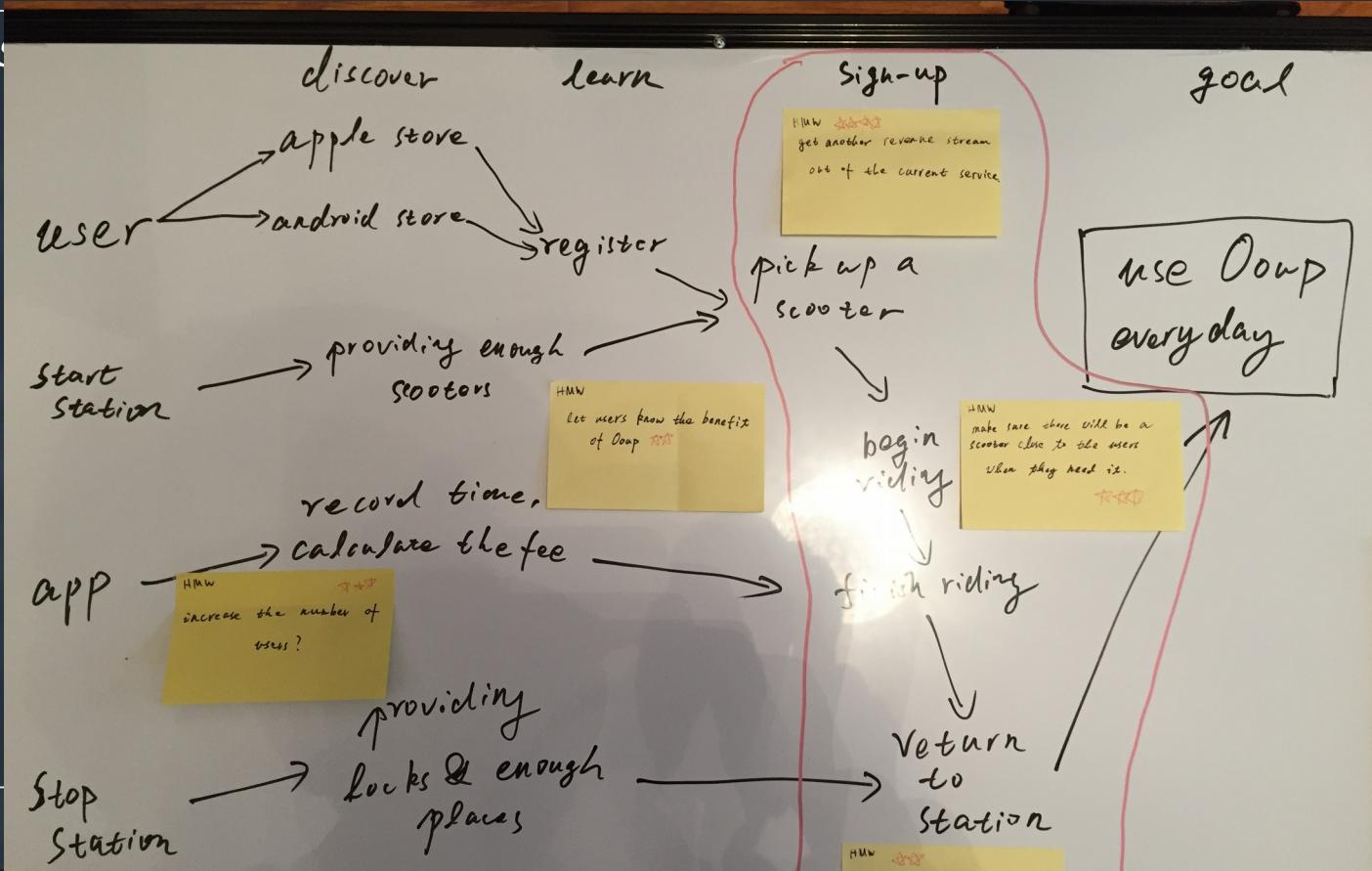


3 | Can we make users return the scooter to the station ?



YOUR USER STORY MAP

Your User:

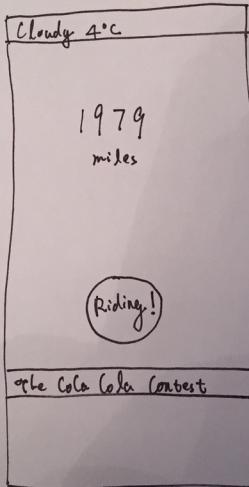




CONCEPT SCREEN 1

insert a

Fashion Sport
Guru!



the main page of app
with high level user



User clicks the play button
to begin riding, there

On riding contest day, the
fee can be discounted to
inspire the users, and don't
forget we have earned
some from the sponsors.

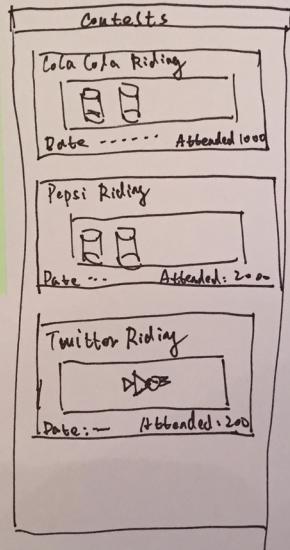




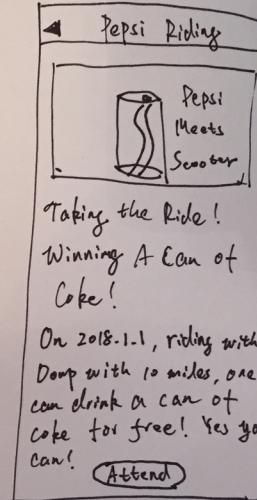
CONCEPT SCREEN 2

insert ac

Sponsors must pay for the naming rights, we can make some money by selling naming rights



Users explore the contests page on app, there's a list of contests each specifies its date and how many users



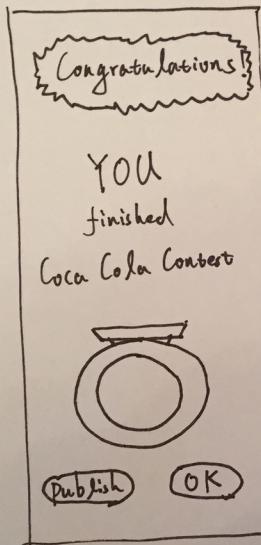
Users click on one entry will show the detailed introduction about the contest and related activity, users then read

If users successfully finish the contest on that day, there will be some prize for them, such as a virtual medal, or a free drink if it is sponsored by a beverage producer.

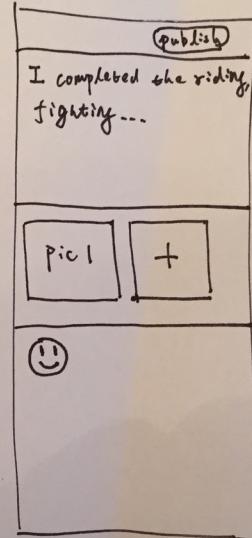


CONCEPT SCREEN 3

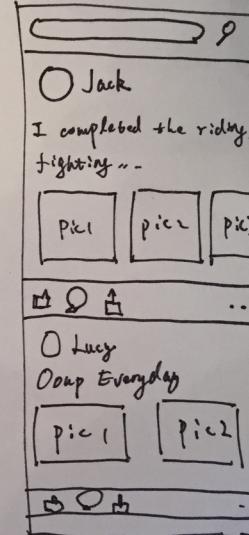
insert ac



When finished., user will receive a virtual medal



If user clicks publish, he or she can write some text and add at most 9 pictures



there will be a twitter-like community in app, users can make friends, give