Top Trends

They all really like gifts and reward system but need more information about this apps. And they prefer using account they already have like google or another social media account.

Long Term Goal Reflection

* In 2 years, OOUP will be the best scooter rental in the world!
* I think this goal still far away for reach. We need to fix fundamental system of our product & services.

Sprint Questions & Answers

Q1. Can we make sure OOUP scooter will be in the best condition?

A1. No

Q2. Can we make sure OOUP service will be easy to access anywhere?

A2. No

Q3. Can we make sure people understand our services?

A3. Yes

3 Recommended Next Steps

R1. Need more information for Facebook Ad and App Store, at first glance was not clear for most users. What is OOUP?

R2. Need to get famous partner for reward items, so the users can trust in our apps.

R3. Need to integrate to Google Account or another Social Media Account for Login, so they not need to Sign-Up again.

Detailed Prototype Feedback

Facebook Ad

Mostly people skip the Ad in Facebook, except if that Ad is interesting and match for their interest.

Reward Landing Page

Most people like to get free gift/reward. But they need to know who is our partner? If they not know our partner, then our apps will seem fishy.

Sign-Up

They prefer to sign up using account they have before, like Google account or another Social Media account.

Task Dashboard

They really like point system like a gamification in our apps. This is great feature.

App Store

Need to add more detail information about our product/services.

Special Offer in Mobile

Need to add feature that user can customize the reward (select multiple option?), because not everybody eats meat (vegetarian for example).