
Design Sprint Foundations

Project 4: The Summary Report



Top Trends

1. Task Dashboard and Special Offer in Mobile screens have a very positive feedback and we can immediately moved these to development sprint.
2. Re, Appstore listing - If we can add more information in the appstore regarding what Ooup does, people would also have very positive feedback on the appstore listing
3. for Sign-up page, If we change the login screen to use social media logins, this would be less hassle for people to login to Ooup

: Awesome: Great evaluation of the feedback!



Long Term Goal Reflection

In 2 year, Ooup will be a profitable and a "go-to scooter rental company " expanded around the world with multiple pick-up and drop points near-by user's location.

The long term goal is achievable based on what we see as people are very interested and enthusiastic about tasks and offers , it would really help us arrive at a revenue model for ooup quickly become profitable. If we correct a few issues w.r.t ~~signup and ad's~~, we can engage more people to use ooup thereby setting up worldwide user base for setting up ooup

: Awesome: Great realistic look at your long term goal!



Sprint Questions & Answers



1 | Can we ensure scooters are available to people when they need it?

Yes



: Suggestion: Would have liked to see more detailed information here about how you got these answers. For example, how do you plan to make scooter rental service affordable?



2 | Can we make the scooter rental service affordable to people?

Yes

?



3 | Will anything stop people from using the scooter rental service??

No



3 Recommended Next Steps



1 | We can move Task Dashboard and Special offer in Mobile tasks to next sprint (into development)



2 | Modify Sign-up to use social media login to get more users



3 | Add details about Ooup in app store listing page to get more users/downloads

: Awesome: Yes, these are great next steps based on your long term goal and feedback!



Detailed Prototype Feedback

- On the rewards landing page, we need to provide details about partners, may be additional description about the partners would help people relate the rewards on the landing page
- Re, facebook ad's the ad needs to be more contextualized, ie. display the ad only to people who search/preference is scooter, travel etc
- Appstore listing should have details about ooup so that more people can download and user the app
- Special offer in mob: needs to have offers that are relatable , contextual and local
- partners in rewards landing page should have descriptions and more local partners so people can relate
- Social media signup's to be used to gather additional user base

: Awesome: Nice slide for your detailed feedback! This is really important when you're working in a team, you everyone else can draw their own conclusions from the feedback.