
Design Sprint Foundations

Project 2: The Storyboard

DECIDER'S SELECTED CONCEPT

MAPS	TRIPS	Book your RIDE
Find scooter Rentals		
<p>0.0 P Crimmon st 1.2 mi open now</p> <p>0.0 P Crimmon st 0.6 mi closed</p> <p>Muddy branch 0.3 mile closed</p> <p>Gather Rd 0.5 m open now</p>		
Book		

MAPS

→ Provides Nearby scooter rental locations along with distance

TRIPS

→ Provides Users ~~option to~~ ~~create~~ completed trips details

Book your RIDE

→ Provides distance, fare, money in wallet, mins to dest.

YOUR TRIPS	
Thu, Dec 01, 09:21 AM	\$48
<ul style="list-style-type: none"> Muddy Branch Crescent st 2 hrs Rental	
Mon, Nov 27, 11:07 AM	\$100
<ul style="list-style-type: none"> GATHER ST one way 5 hrs Rental	

Book
5 min away location • You • Crescent st
\$45
QR CODE wallet \$60
CONFIRM Booking

Book

- Booking screen to provide snapshot of distance to Rental service.

Digital wallet
Add Money Payment Methods QR Code Scan QR Code Add Card Add Bank Account

Digital wallet

x Early Payment
 x Pay → Scan QR code to Pay
 x Offers Cashback for online booking as an incentive as well as to retain customers

Kiosks

Installed at Rental locations to assist with Payment

Related Goals

x Makes Scooter Rental affordable & easy to use (via cashbacks, offers)
 x Uses Digital wallet as an incentive to customers to repeatedly use the service

Tasks such as:

Invite friends FB

Connect Google Agenda

Deliver Package

Go 5x to Starbucks

Share on FB

Make an Insta story

Download an app

Get a scooter back

Make a Snapchat

Change location of scooter

Charge battery of scooter

TYPES OF TASKS:

• TO INCREASE AWARENESS
 • MAKE PARTNER-SHIPS WITH STORES SERVICES

YOUR USER TEST FLOW

1 USER SEES OOHV
AD'S

1. BILL BOARDS
2. FB?GOOGLE
AD'S
3. NEWS PAPER
AD'S

2 DOWNLOADS APP

REGISTER AND
SIGN IN

3 SEARCH FOR
SCOOTER
RENTAL/IDENTIFI
ES SERVICE IN
NEAR BY AREA

4 BOOK RIDES AND
PAYS VIA DIGITAL
WALLET

5 REWARD FOR
TASKS VIA CASH
BACKS

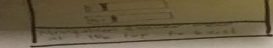
6 RESERVE
SCOOTER FOR
LONG TERM

: Awesome: Awesome job considering the user journey!



STORYBOARD: ENTIRE VIEW

① User: Day 01's
Billboard Advertisement
Online LPR Sample Ads



John Smith
1234567890
Reserve 2
My Trips 1
Out Wallet 1
Support 1

SEARCH OR IDENTIFIED
SEARCH 2 LOCATION
SEARCH 3 LOCATION
SEARCH 4 LOCATION

Book Slotter Ride
ATE VIA DIGITAL WALLET

RESERVE
DO YOU WANT TO
RESERVE FOR A
WEEK 2
Yes NO
This screen should POPUP
caption IN RESERVE TAB

RESERVE
1. PICK UP LOCATION
2. SELECT DURATION
3. SELECT CAR TYPE
TYPE \$50 TYPE \$100 TYPE \$150 TYPE \$200
ON YES - above screen should
appear ON NO - screen should
show back

YOUR TRIPS
Tue, Dec 01, 09:21 AM \$40
• Muddy Ranch
• Cookout at
• 5 hrs Rental
Mon, Nov 25, 11:03 AM \$100
• GATHER ST
• one way
• 5 hrs Rental

OUT Release ⑥
DO YOU WANT TO RESERVE
BIKE FOR 1 hr
\$50 \$100 \$150 \$200
RESERVE / SUBSCRIBE

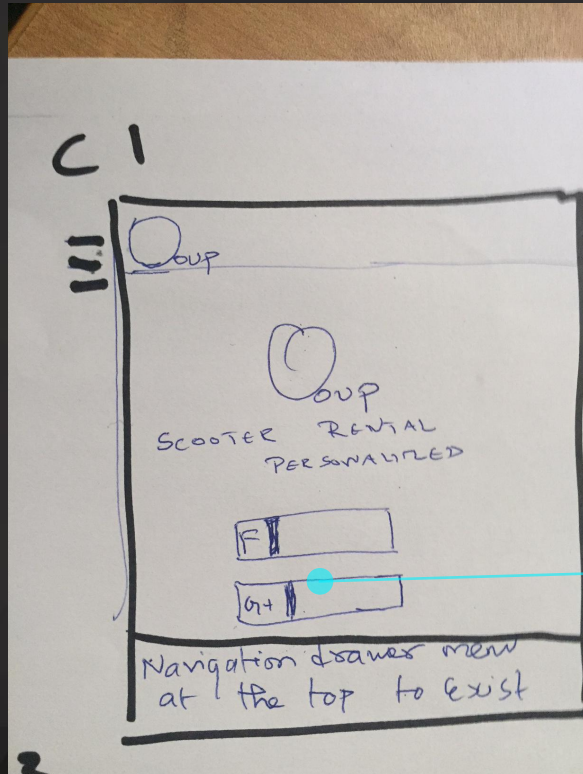
OUT WALLET
Add money
Accept Payment
Pay
CASHBACK & REWARDS
Link to FB
Share on Instagram
Flat \$50
Cash back
Return store
Change battery
Scan \$50
Get a credit back
\$50 Cash back
Return with us | Contact us

REWARDS FOR TASKS ⑤
Invite friends to FB
Refer friends to FB
Share on Instagram
Deliver Package
Change status
Get a credit back
Cashback for all tasks

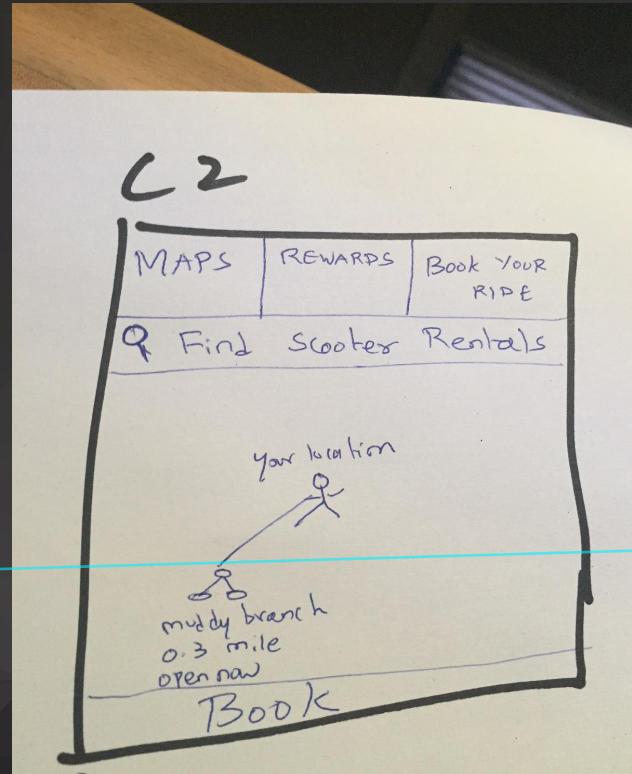
Digital wallet
* Easy Payment
* Pay → Scan QR code & Pay
* Offers Cashback for online
* Offers Cashback as an incentive as
bookings as well as to retain customers
Kiosks Installed at Rental locations
to accept QR for Payment

STORYBOARD: CELL 1 and CELL2 DETAIL

1



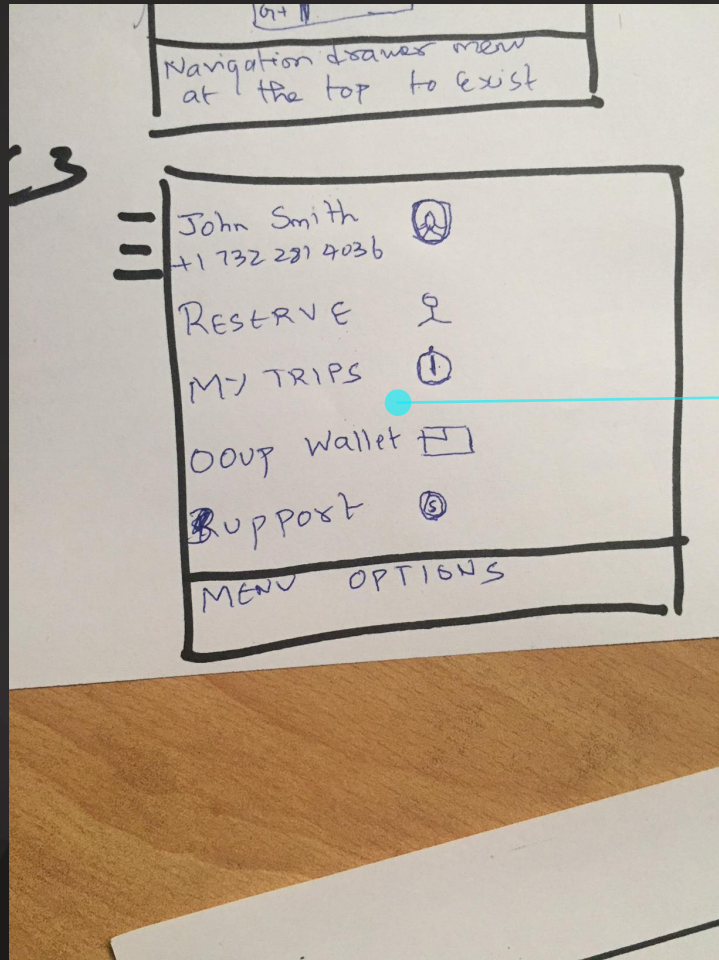
2



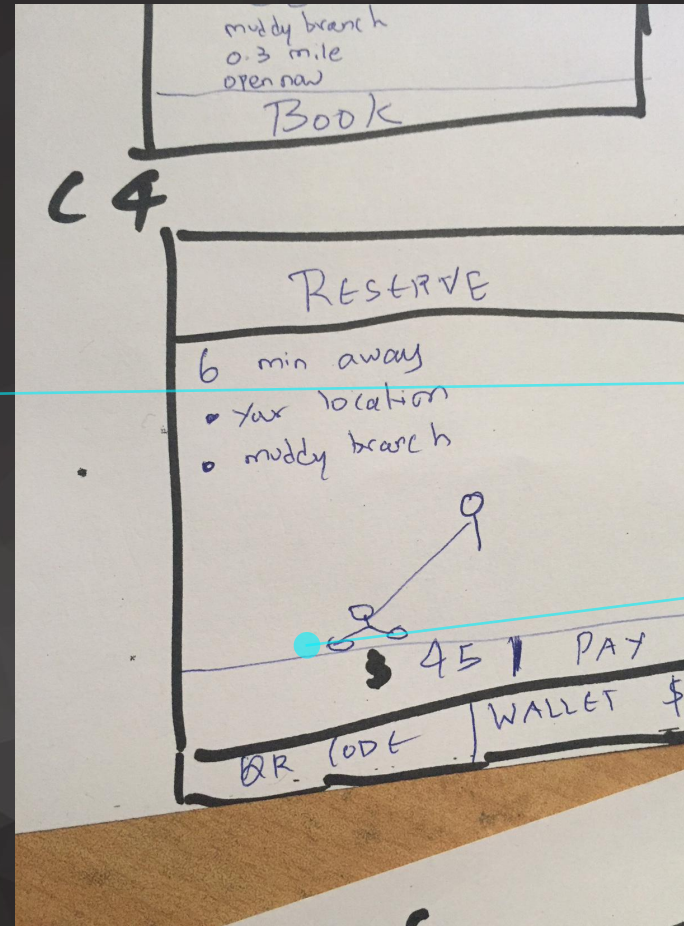
: Awesome: Love this social media sign in, makes it easier for users and makes the trust you a little more.

STORYBOARD: CELL 3 and CELL4 DETAIL

3



4



: Awesome: Love how simple this is for the user!

: Awesome: A great way to give the user all of the necessary information while still keeping the design clean and simple.

STORYBOARD: CELL 5 and CELL6

5

C5

RESERVE

DO YOU WANT TO
RESERVE FOR A
WEEK?

☐ YES ☐ NO

This screen should pop up
~~at~~ in RESERVE TAB

6

RESERVE

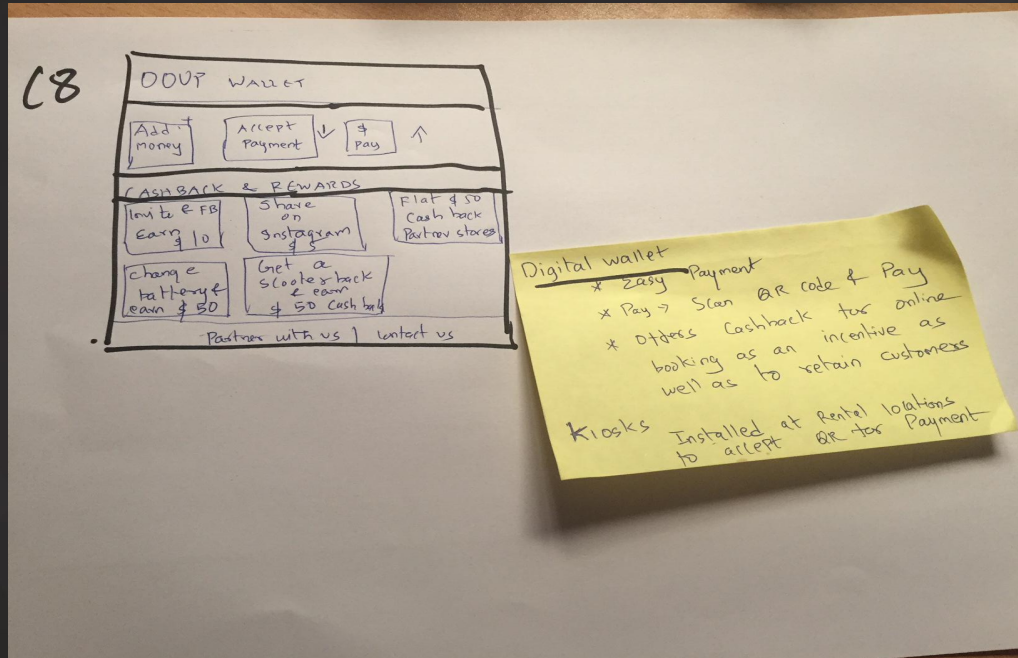
1. Pick up Location
2. SELECT DURATION
3. SELECT CAB TYPE

TYPE1	TYPE2	TYPE3	TYPE4
\$50	\$100	\$150	\$110

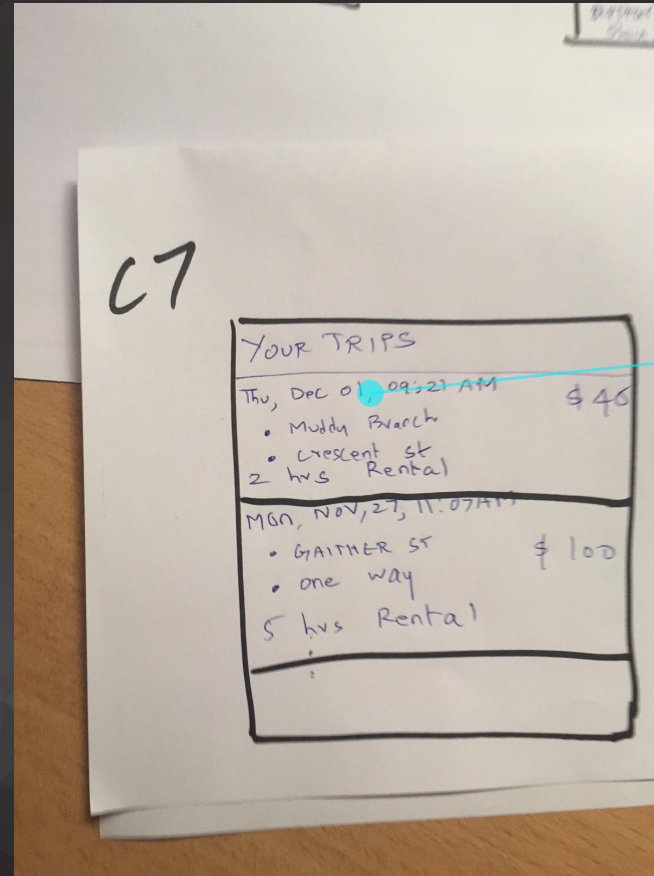
ON YES above screen should
appear. ON NO ~~screen~~ 4
should exist

STORYBOARD: CELL 7 and CELL 8 DETAIL

7



8



: Awesome: Great idea to include a summary page like this!

Did you Remember Everything?

Project 2: The Storyboard

☐

Included 6 User Test Flow Steps?

☐

Included Photo Upload or Digital Creation of Entire Storyboard?

☐

Included Detailed View of Each Cell in Storyboard for ease of reading/reviewing?