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# Design Sprint Foundations

Ooup: The Concept

## LONG TERM GOAL

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.

## SPRINT QUESTIONS



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

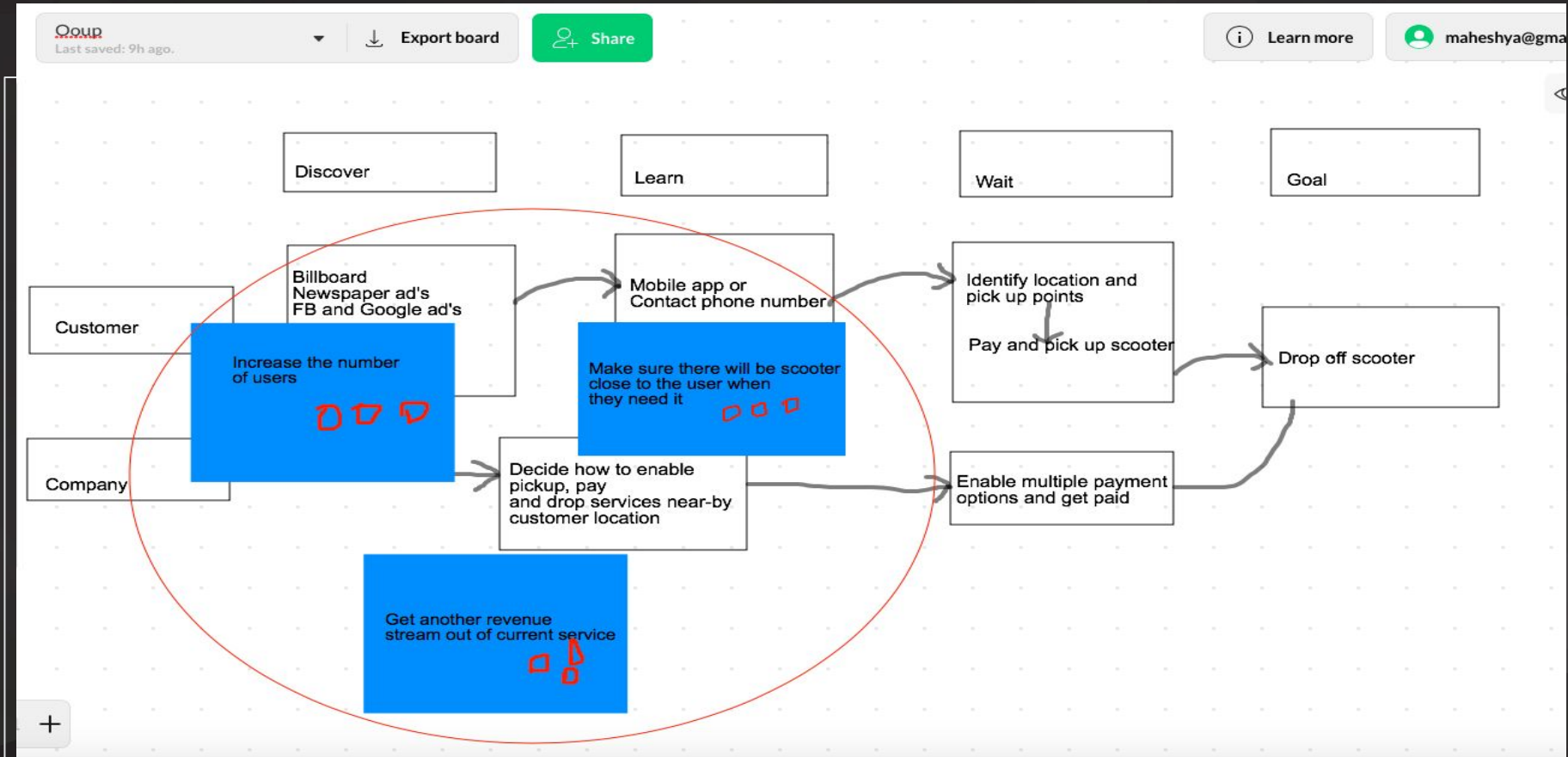


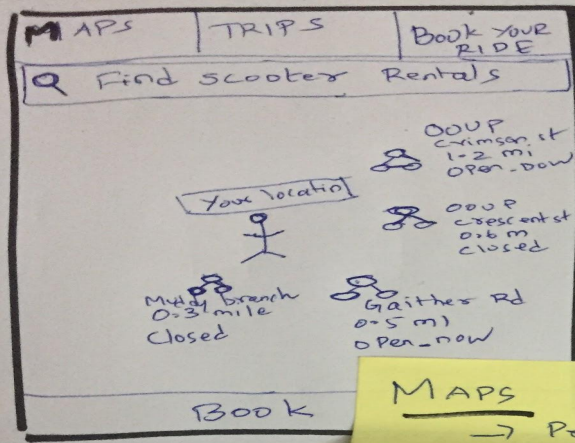
2 | Can we make the scooter rental service affordable to people?



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

# Ooup- USER STORY MAP





Ooup - Scooter rental -  
personalized



## CONCEPT SCREEN 1

**MAPS**  
→ Provides nearby scooter rental locations along with distance

**TRIPS**  
→ Provides users option to ~~cancel~~ completed trips details

**Book your RIDE**  
→ Provides distance, fare, money in wallet, mins to dest.

| YOUR TRIPS   |        |
|--|--------|
| Thu, Dec 01, 09:21 AM  | \$ 40  |
| <ul style="list-style-type: none"> <li>Muddy Branch</li> <li>Crescent st</li> </ul> 2 hrs Rental |        |
| Mon, Nov, 27, 11:07 AM   | \$ 100 |
| <ul style="list-style-type: none"> <li>Gaithers St</li> <li>one way</li> </ul> 5 hrs Rental      |        |





## CONCEPT SCREEN 2

Book

6 min away

- Your location
- 25 crescent st



\$45

|         |             |
|---------|-------------|
| QR CODE | Wallet \$60 |
|---------|-------------|

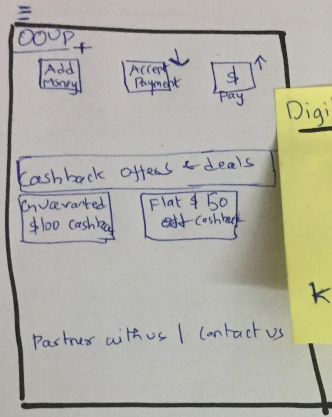
CONFIRM BOOKING

Book

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



## CONCEPT SCREEN 3



### Digital wallet

- \* Easy Payment
- \* Pay → Scan QR code & Pay
- \* Offer Cashback for online booking as an incentive as well as to retain customers

### Kiosks

- Installed at rental locations to accept QR for Payment

### Related Goals

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

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# Did you Remember Everything?

## Project 1: The Concept

- ☐ Included Long Term Goal?
- ☐ Included Top 3 Sprint Questions?
- ☐ Included Your User Map?
- ☐ Included Concept Screen 1 + Concept Title?
- ☐ Included Concept Screen 2?
- ☐ Included Concept Screen 3?
- ☐ Included Added Notes to Clarify Sketches/Ideas on Concepts?