Design Sprint Foundations

Project 2: The Storyboard

DECIDER'S SELECTED CONCEPT

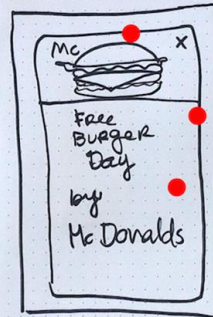# YOUR USER TEST FLOW

1 User see ads about Ooup from google / facedbook

User comes to landing page, read about ooup, and download app

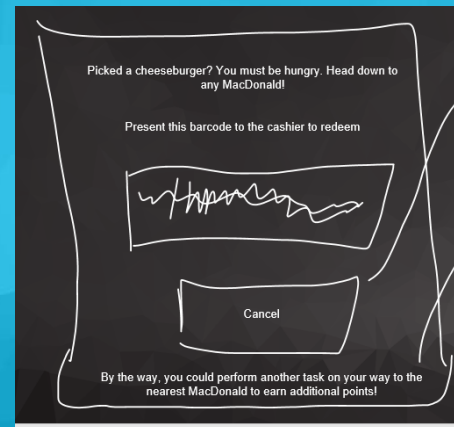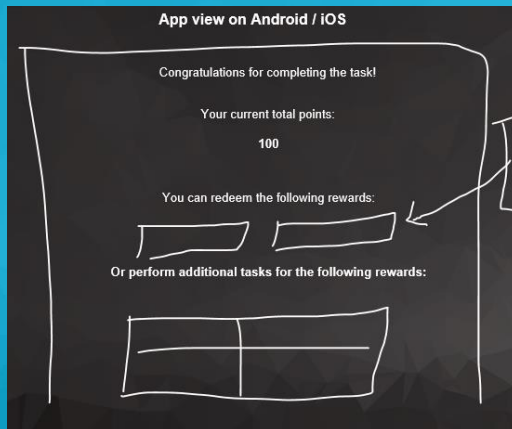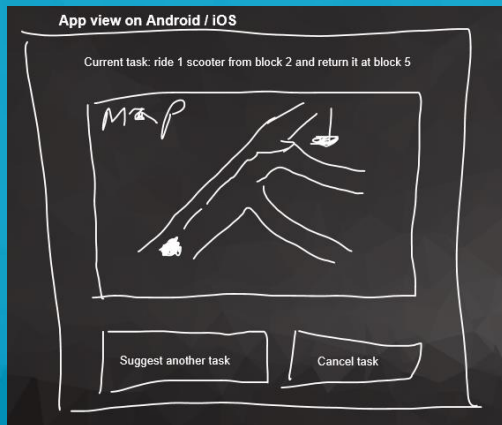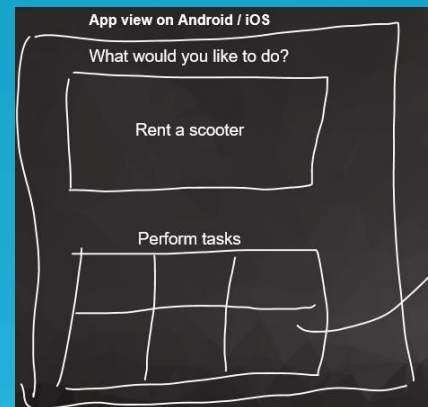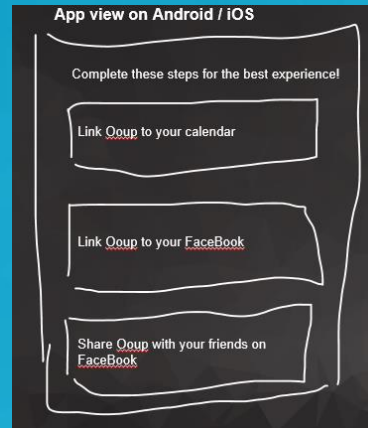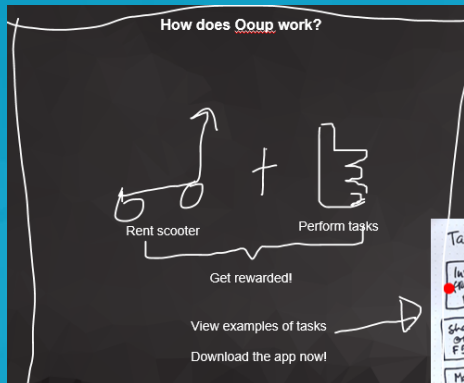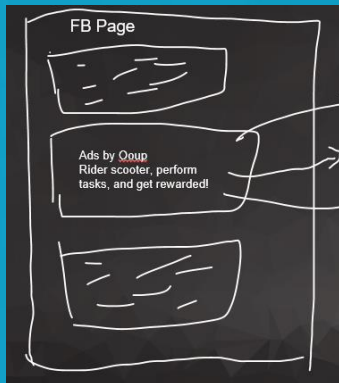**3** User install app and link ooup with google / facebook account

User sign in and is able to see pending tasks

5 User select tasks to complete and perform them

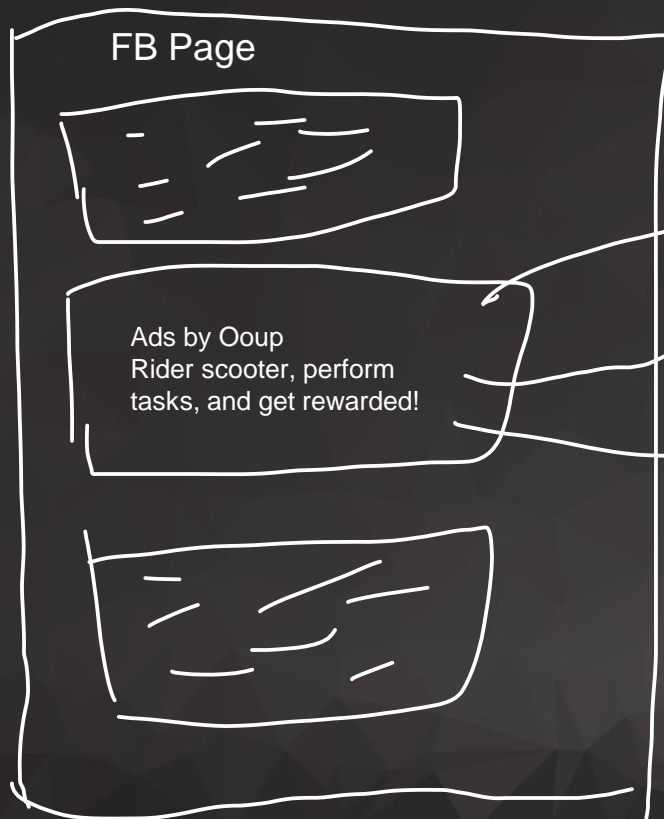**6** Points given once tasks are completed. User can redeem points.

STORYBOARD: ENTIRE VIEW

FB Page

Ads by Ooup
Rider scooter, perform tasks, and get rewarded!

How does Ooup work?

Rent scooter

Perform tasks

Get rewarded!

View examples of tasks

Download the app now!

App view on Android / iOS

Complete these steps for the best experience!

Link Ooup to your calendar

Link Ooup to your FaceBook

Share Ooup with your friends on FaceBook

App view on Android / iOS

What would you like to do?

Rent a scooter

Perform tasks

App view on Android / iOS

Current task: ride 1 scooter from block 2 and return it at block 5

Map

Suggest another task

Cancel task

App view on Android / iOS

Congratulations for completing the task!

Your current total points:

100

You can redeem the following rewards:

Or perform additional tasks for the following rewards:

Picked a cheeseburger? You must be hungry. Head down to any MacDonald!

Present this barcode to the cashier to redeem

Cancel

By the way, you could perform another task on your way to the nearest MacDonald to earn additional points!

FB Page

Ads by Ooup
Rider scooter, perform
tasks, and get rewarded!

Allows user to share ad

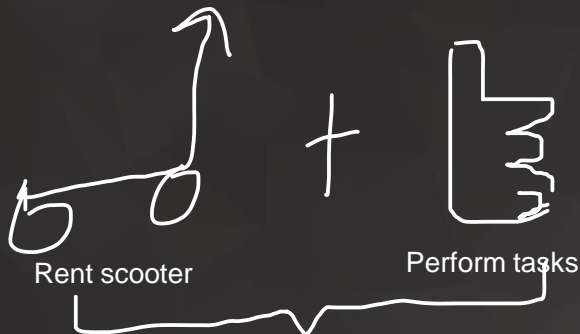Ad to target specific user group (e.g. students who don't mind performing tasks to earn free rides or redeem rewards)

Clicking on ad will bring user to landing page

User see ads about Ooup from google / facebook

How does Ooup work?

Rent scooter   +   Perform tasks

Get rewarded!

View examples of tasks

Download the app now!

USER COMES TO LANDING PAGE, READ ABOUT OOUP, AND DOWNLOAD APP

Tasks such as:

Invite friends FB

Connect Google Agenda

Share on FB

Make an Insta story

Make a Snapchat

Deliver Package

Go 5x to Starbucks

Download an app

Get a scooter back

Charge battery of scooter

TYPES OF TASKS:
- TO INCREASE AWARENESS
- MAKE PARTNER-SHIPS WITH STORES/SERVICES

STORYBOARD: CELL 3 DETAIL

App view on Android / iOS

Complete these steps for the best experience!

Link Ooup to your calendar

Link Ooup to your FaceBook

Share Ooup with your friends on FaceBook

User install app and link Ooup with google / facebook account

App view on Android / iOS

What would you like to do?

Rent a scooter

Perform tasks

User sign in and is able to see pending tasks

App view on Android / iOS

Current task: ride 1 scooter from block 2 and return it at block 5

Map

Suggest another task

Cancel task

USER SELECT TASKS TO COMPLETE AND PERFORM THEM
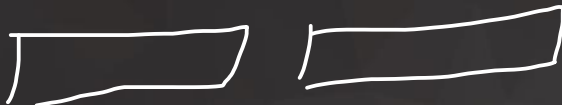
STORYBOARD: CELL 6 DETAIL

App view on Android / iOS
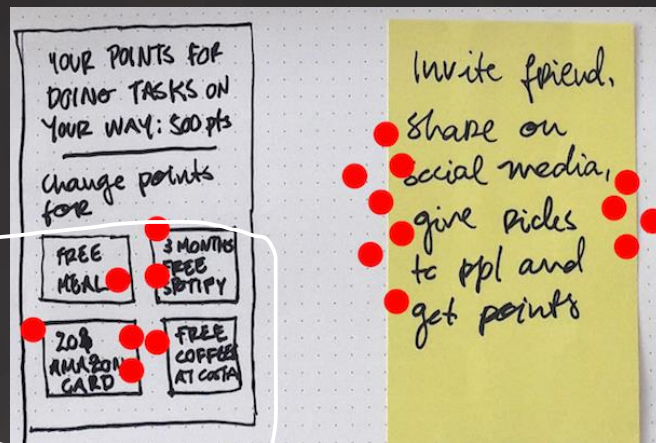
Congratulations for completing the task!

Your current total points:

100

You can redeem the following rewards:

Or perform additional tasks for the following rewards:

Points given once tasks are completed. User can redeem points.

Picked a cheeseburger? You must be hungry. Head down to any MacDonald!

Present this barcode to the cashier to redeem

Cancel

By the way, you could perform another task on your way to the nearest MacDonald to earn additional points!

Allow user to cancel redemption of points and get refunded

App will recommend additional task for user to perform based on their calendar/schedule/history

User redeem reward and use it