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# Design Sprint Foundations

## Project 1: The Concept

## LONG TERM GOAL

In 2 years, Ooup will be the preferred last mile transportation in all cities that we operate in.

## SPRINT QUESTIONS



1 | Can we ensure that local authorities will allow us to operate our service in their cities?

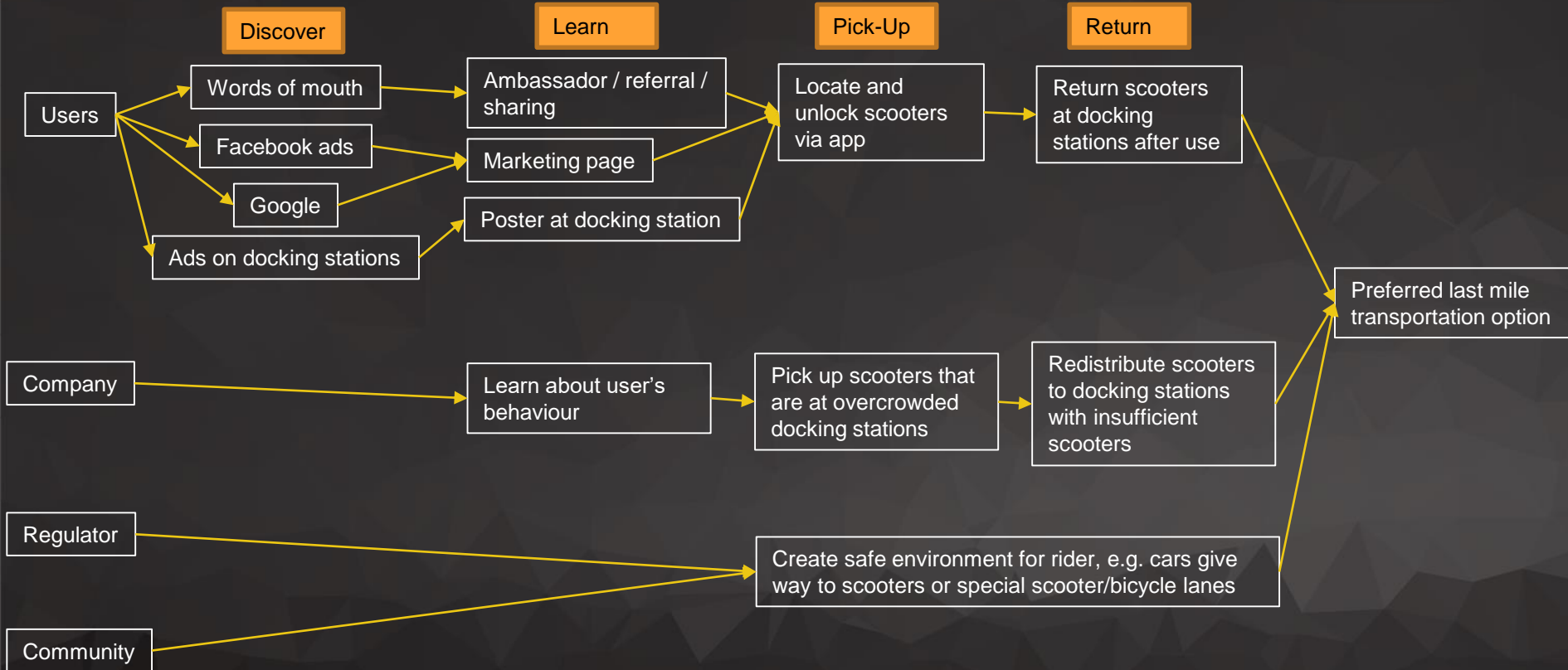


2 | Can we ensure users will return the scooters to designated areas and not abuse the scooters?

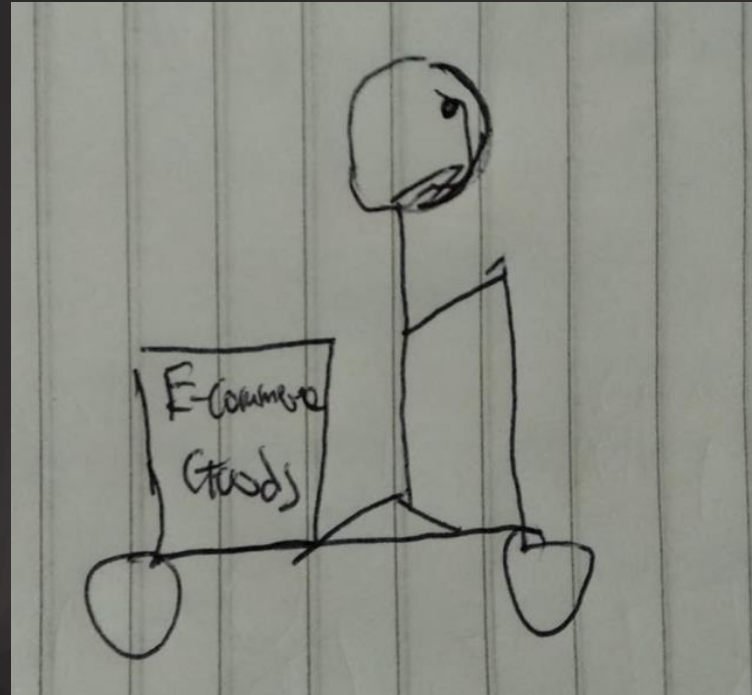


3 | Can we make the business sustainable?

# OOUP USER STORY MAP



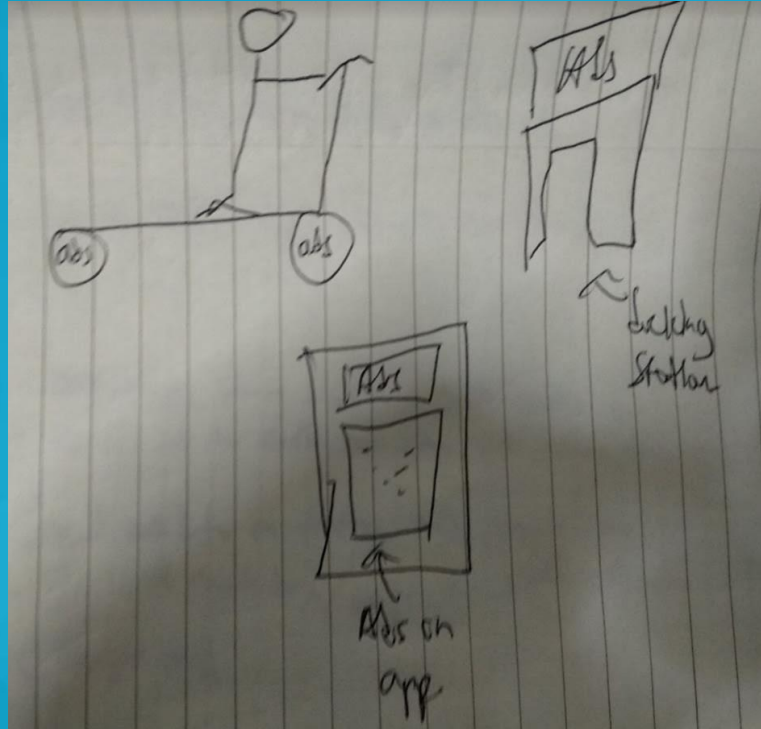
## CONCEPT 1: Use scooters as last-time delivery tool



Market as last-mile delivery tool for e-commerce to expand user base



## CONCEPT 2: Additional revenue stream from ads



Additional revenue from ads on docking stations, app, and scooters' wheels



## CONCEPT 3: Additional revenue from partnership

