Design Sprint Foundations

Project 4: The Summary Report



The app resonates positively with our target group but there are several critical improvements that we can make.

Our simple Facebook ad and description of Ooup at app store appeal to the users. However, in the pursue of simplicity, we have omitted several critical information that users need. We need to explain clearly on our Facebook ad what's Ooup and how our reward program works. We also need to explicitly highlight that our app is free to download on our app description on the app store.

Users want to have a wider variety of options to link other social media account to Ooup as they like to be part of a community. They are not hesitant to share our app with their social network when points are given.

Our current retail partners are too narrow; users want merchants that are familiar to them. They also want a wider selection of partners to redeem their rewards from. Our current free burger deal resonates well our target group.

Users like quick and easy tasks to earn points. They become competitive and are eager to complete more tasks when they are reminded of how much points they currently have.



Long Term Goal Reflection

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

Based on users' feedback, we believe that Ooup has the potential to become the preferred last-mile transportation method.

We have validated our business model with our target users and they are receptive to performing tasks to earn rewards. This helps to ensure that our business is sustainable given our rental cost is higher than rental income.

The validation of users being open to perform tasks for rewards also mean that government agencies or NGO might use our platform to promote environmental causes in exchange for reward to users. We need to work closely with the local government and NGOs and ensure we have their support.



Sprint Questions & Answers

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

No. We didn't manage to interview a local authority to introduce Ooup to them and seek their perspectives on our business model.

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

Yes! Users are keen to perform tasks to earn rewards. Returning misplaced scooter to designated location could be one of the tasks.

▼ 3 | Can we make the business sustainable?

Yes! We can generate additional revenue stream from tasks (parcel delivery) and merchants' listings on our platform.



3 Recommended Next Steps



1 | Engage local transport authorities to seek their perspectives on our business model and whether we are allowed to operate in their cities.



2 | Add in more details about Ooup on our ads and app's description on app store. Key information to highlight: explanation of how Ooup works, app is free to download, and process of earning and redeeming rewards.



3 | Engage more well-established merchants and partner with them to list special offers on our app, with emphasis on quick and easy "task and reward".



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Facebook Ad	
Posi	itive trend
Insight	Feedbacks
Image used for Facebook ad captures the interest of users	[P] I really like how it looks like it's moving fast [P] Ooh! I really like the image on that ad [P] Interesting ad, I like the simplicity of the image and text.
Users are receptive to the idea of scooter rental and reward program.	[P] I like rewards programs, sign me up! [P] Yes! Scooters, sign me up!
	[P] Well I spend lots of time on Facebook, so this feels relatable
	[P] I'd definitely click on it
Negr	ative trend
Insights	Feedbacks
The description for the Facebook ad does not communicate clearly about Qoup and its reward program	[N] Didn't realize it's a rewards program [N] Not really sure what this Ad is for on first glance [N] I'm not sure about the name of the company so I don't know if i'd actually click on that link without more context
Some users avoid clicking on Facebook ads.	[N] I generally skip over ads in Facebook [N] I'd prefer to scroll past this but I have to click
Users prefer to click on ad which their friends have endorsed or are popular among other users.	[N] I feel like more people should have liked the Ad, it looks like an Ad that no one is touching



Rewards landing page

The state of the s	
Positive trend	
Insights	Feedbacks
Users like the idea of completing tasks for rewards	[P] I like the idea of task-based rewards [P] I really like the idea of getting a gift for doing tasks [P] I like the gift, makes me want to click on it [P] Seems like a simple program [P] I do like the idea of getting rewards for tasks, that's cool!
We need to provide information on our rewards: their terms and conditions and process for redeeming them.	[P] Ooh gifts. I wonder what that is, or how I can get it. [P] Ooh this is maybe like Task-Rabbit [P] If there is no catch, I would sign up
Negative trend	

Insights	Feedbacks
Our partner merchants are not well-known among our target users. We need to find partners who our target users can relate to.	[N] I don't recognize those logos/partner [N] Not sure who those partners are but they seem important [N] I'm not sure about the exclusive partner offers, that seems fishy
Users are cautious about the reward program's terms and conditions. We to clarify the rewards' terms and conditions upfront.	[N] I do like rewards, but I'm not sure if there's a catch seems to easy



Sign-Up	,
Positive tre	

sign-up		
Positive trend		
Insights	Feedbacks	
The sign-up process is simple and appeal to users.	[P] I like the idea of starting a membership [P] I like that it's simple [P] I like that the account info needed on sign up seems simple [P] I like the company logo and the simplicity of the sign up page	
Having a sense of community appeal to users. We should have more options of allowing users to link their social medial accounts to Ooup.	[P] I like the idea of joining a community	
Negative tren	d	
Insights	Feedbacks	
We need to mention clearly to user that it does not cost to download the app and create an account.	[N] But I'm a bit concerned it's going to cost money [N] I'm not sure if this program costs money [N] This seems like too much of a hassle without knowing more information about the program [N] I want more information about the program [N] I'm not sure if I will have to pay for something	
Users prefer wider variety of options to link Qqup with their social medial accounts.	[N] I'd prefer to be able to sign up with one of my social media accounts like Google or Facebook [N] I'd prefer to be able to sign up through Google or something [N] I'd rather sign up using my Gmail account or other social media account. [N] It's weird that it thanks me for joining before I actually join	
	[N] I think the site should be able to tell if I have an account already	



Task Dashboard

Task Dashboard		
Positive trend		
Insights	Feedbacks	
Users do not mind sharing our app via social media as long as they get rewarded.	[P] I can get really easy points for doing social media shares, cool! [P] I can get 20 points for doing a Snap story? That's great! [P] Easy sharing points, love it!	
Users are <u>competitive</u> and they would like to see their points grow. We can consider reminding users how much points they have accumulated once a while.	[P] That zero on the top makes me feel like I need to start doing tasks right away. [P] Having the points at the top saying zero really makes me want to start getting points! [P] Nice I like that the empty space for tasks complete really shows that I have some work to do. [P] Oh no, I need to get points! That's pretty compelling there at the top.	
The interface is good.	[P] Oh I really like having a dashboard like this that shows me stuff I can do, fun! [P] Awesome, this seems neat, I like seeing a to-do list.	
	[P] Looks like I can get a lot of points through package delivery, interesting	
The strategy of having arrange of offers is working.	[P] I like the range of task to point options for different commitment levels [P] Hmm, this seems interesting. I like the idea of earning points.	
Negative trend:		
Insights	Feedbacks	
Ads should not be displayed among the list of tasks to complete.	[N] I don't like that some of the tasks are just for advertising for the program, that seems disingenuous	



App Store	
Positive trend: Users like the simple interface of the app store.	
Insights	Feedbacks
The simple user interface resonates with the user.	[P] I do like how simple the app appears to be, like the simple calendar [P] I like that the app looks simple and easy to interact with, no complications here
	[P] I like that it's free and i'm completing a task by installing it [P] I like the task checkboxes, seems like something I'd enjoy doing
It is important to users that the app is free to download.	[P] The app seems simple and easy, I like that it's free [P] The program is free to download, hurray!
	[P] I want to open that bright green present! [P] I do really like the idea of <u>rewards</u> , the present imagery is very compelling
	[P] I like that it's in the same advertising space as Grab and Uber, makes the company seem legit
	Negative trend
<u> </u>	Feedbacks
Insights	1
We need to provide more information on <u>Qoup</u> and how it works.	[N] The images advertise the new Rewards program, but I still don't have context on what Qoup is as a company [N] I want more information on the installation page, it tells me nothing about Qoup [N] I don't think I'd install this - I need more app information, it's too bare [N] I think it's weird that there is no mention of what Qoup is, only mention of a Rewards program
	[N] Would like confirmation that I get the task complete by downloading the app, not sure where that will be tracked.



Special Offer in Mobile		
Positive trend:		
Insights	Feedbacks	
"Quick and easy" offers appeal to users. We could consider adding more such offers to entice users to try our app.	[P] I really like how downloading the app completed a task and I got a special offer right after, makes me want to do more tasks [P] Great I already get a gift in this app - that was fast! [P] If I can get free gifts like this all the time through this app, I'll be using it every day. [P] I want to do more tasks so I can get more gifts! [P] I like that I get something for free.	
Burgers offer appeal to our target group of users.	[P] I like the simple icon of the burger - looks appealing but also classy [P] I won a burger! That's awesome, i'm hungry [P] A burger! Awesome, I love Burgermaster. [P] I love Burgermaster, excited that I get free gifts through this app [P] I do like the simplicity and presentation of the offer (as long as it's a different offer)	
Negative trend		
Insights	Feedbacks	
We need to have a wider variety of special offers for users to cater to a wider range of users.	[N] I don't really like burgers, would be interested to customize the types of Special Offers I could get [N] I'm a vegetarian so the special offer was a little offputting, I would want to be able to customize what types of special offers I could get as I don't eat burgers.	
	[N] I'm not sure what I did to deserve winning a burger, was it because I downloaded the app?	