

WORKSHOP RECAP

28th April 2016

OBJECTIVES

Clarify business objectives
and context

Understand current state
of the systems

Capture product vision

Understand how users will
interact with the new systems

WHAT WE DID

**DISCUSS
ORGANISATIONAL
CONTEXT**

**DISCUSS EXISTING
SYSTEMS**

ELEVATOR PITCH

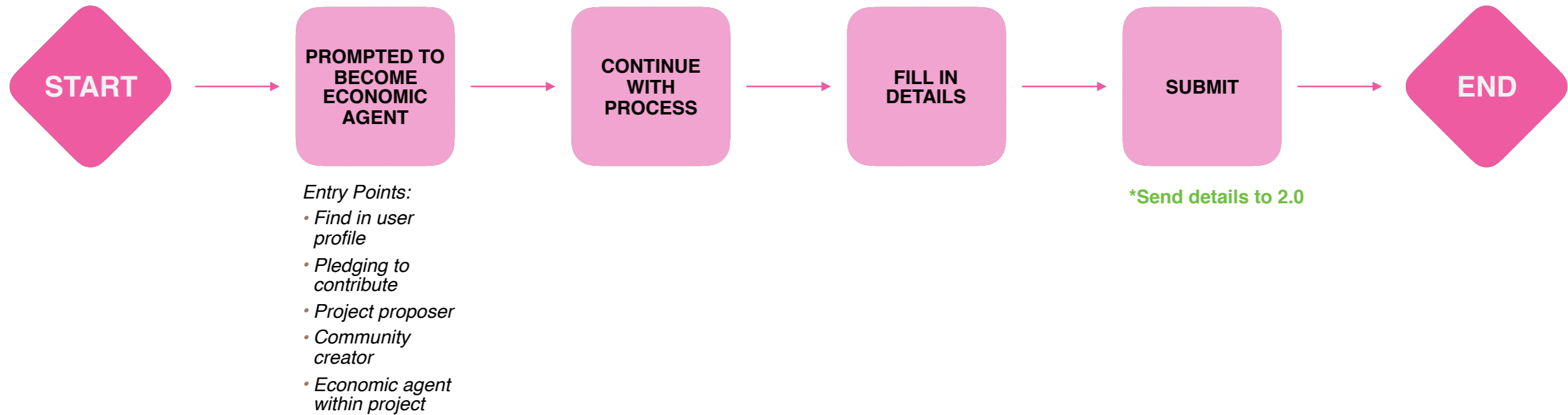
USER JOURNEYS

ELEVATOR PITCH

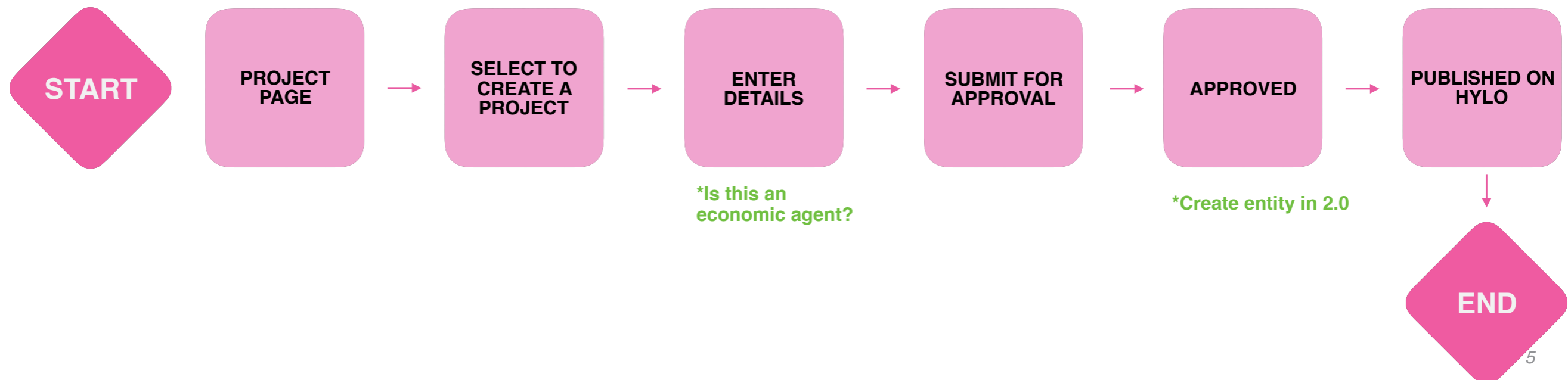
FOR	Regular folk
WHO	Need a way to propose, discuss and vote for projects
THE	New Robin Hood initiation
IS A	P2P collaborative resource-sharing social market network
THAT	Facilitates socially directing resources
UNLIKE	The traditional economic model and crowdfunding websites
OUR PRODUCT	Is a customisable, social platform that supports creative organisations and endeavours

USER JOURNEYS

TO BECOME AN ECONOMIC AGENT

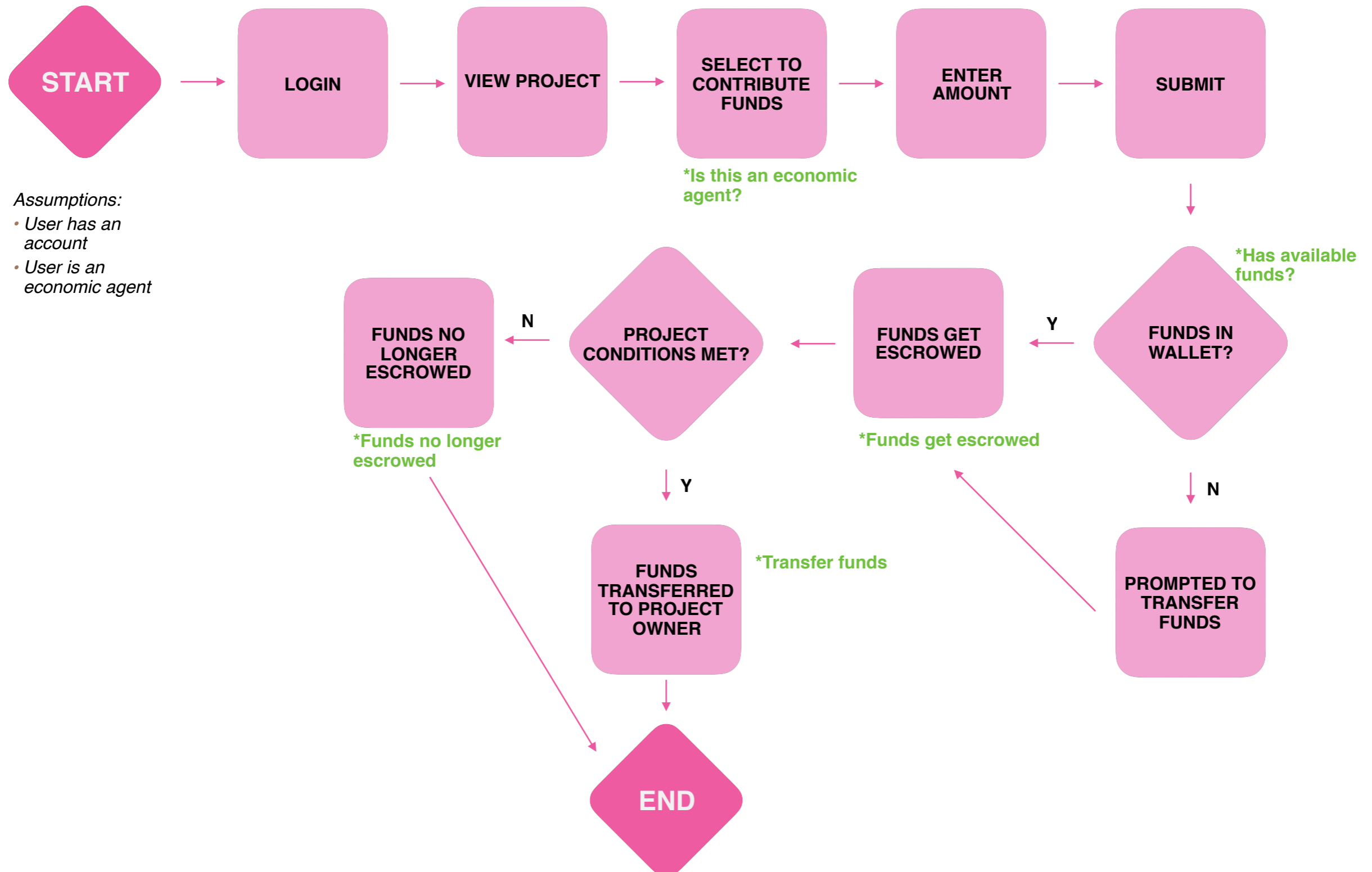


TO PROPOSE A PROJECT ON HYLO



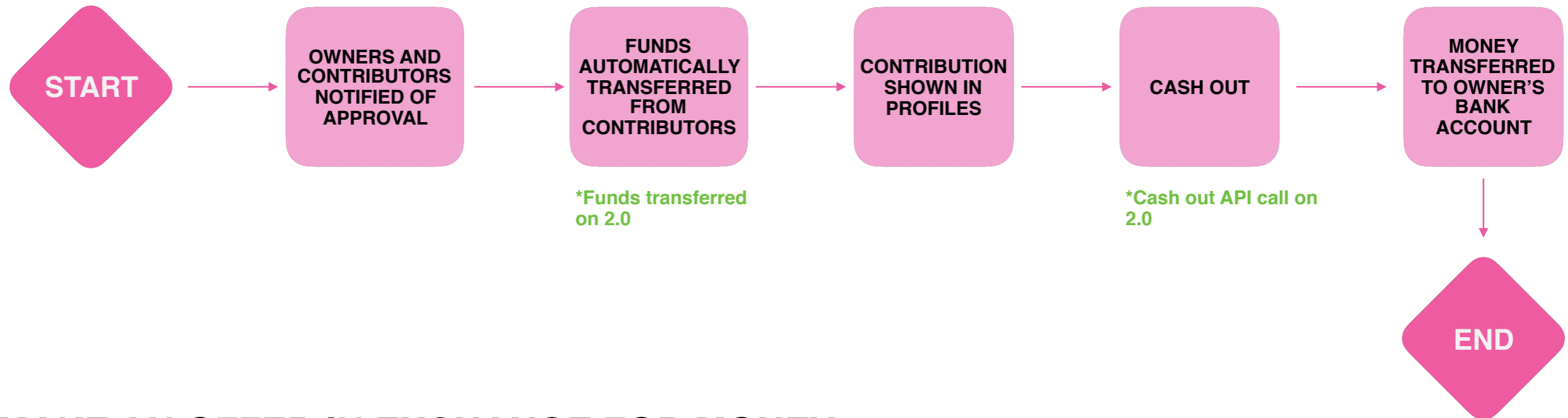
USER JOURNEYS (CONT.)

TO PLEDGE MONEY FOR A PROJECT

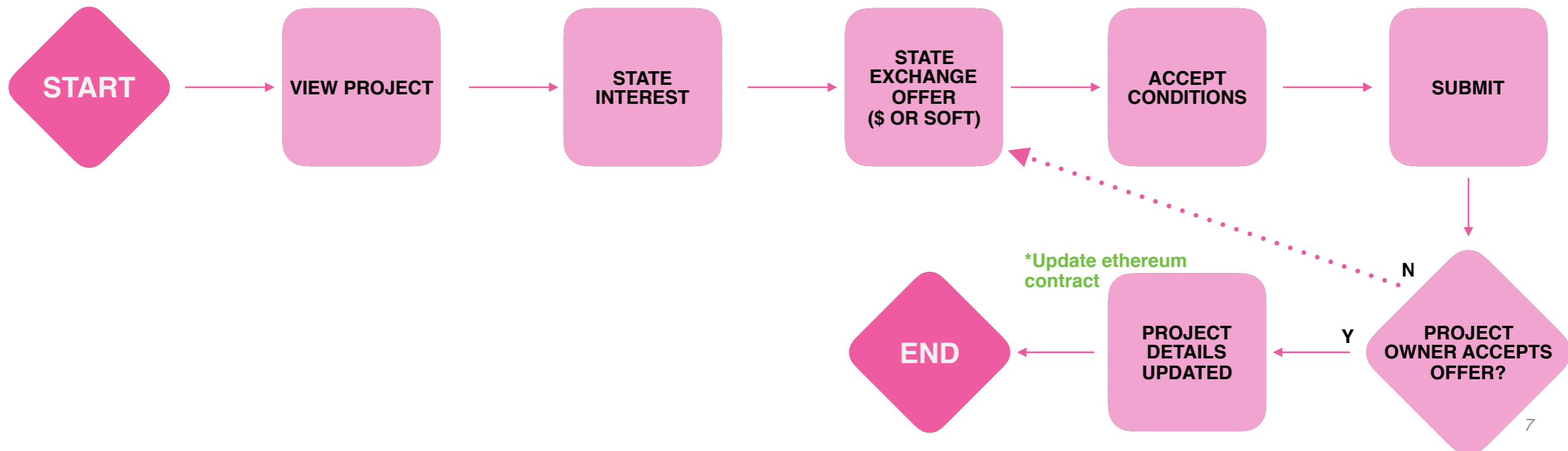


USER JOURNEYS (CONT.)

TO COLLECT MONEY



MAKE AN OFFER IN EXCHANGE FOR MONEY

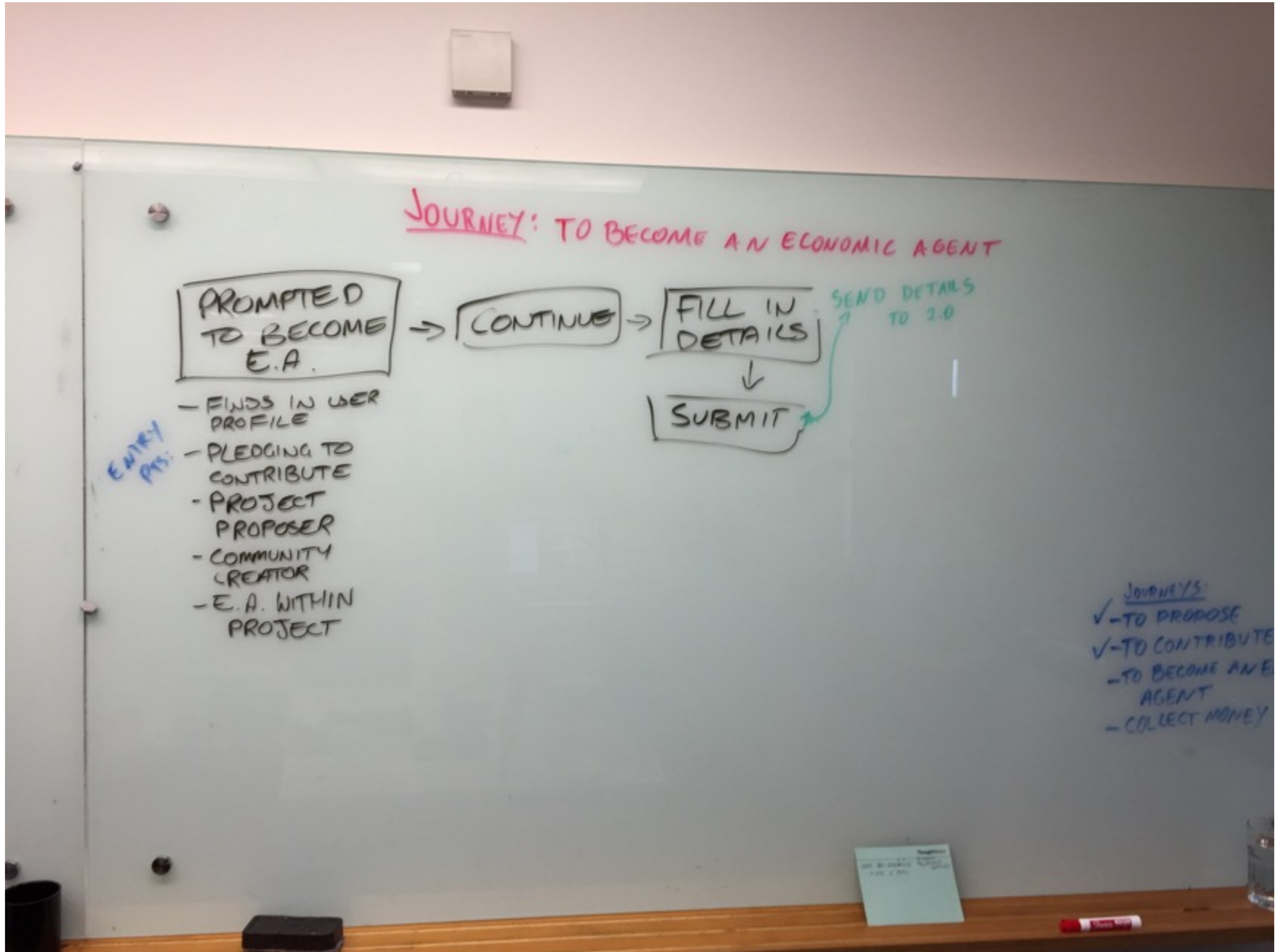


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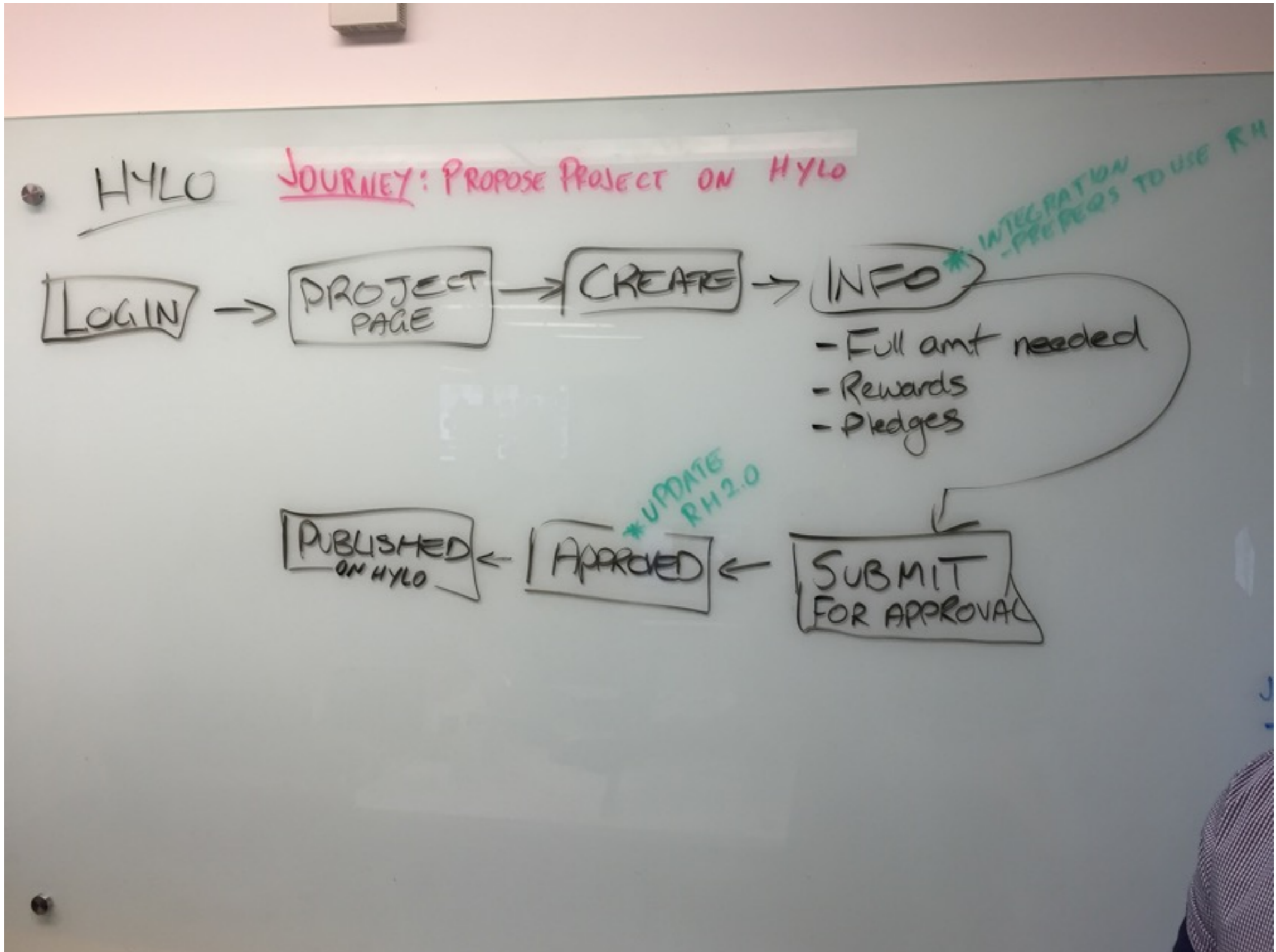
APPENDIX

Photos from the workshop

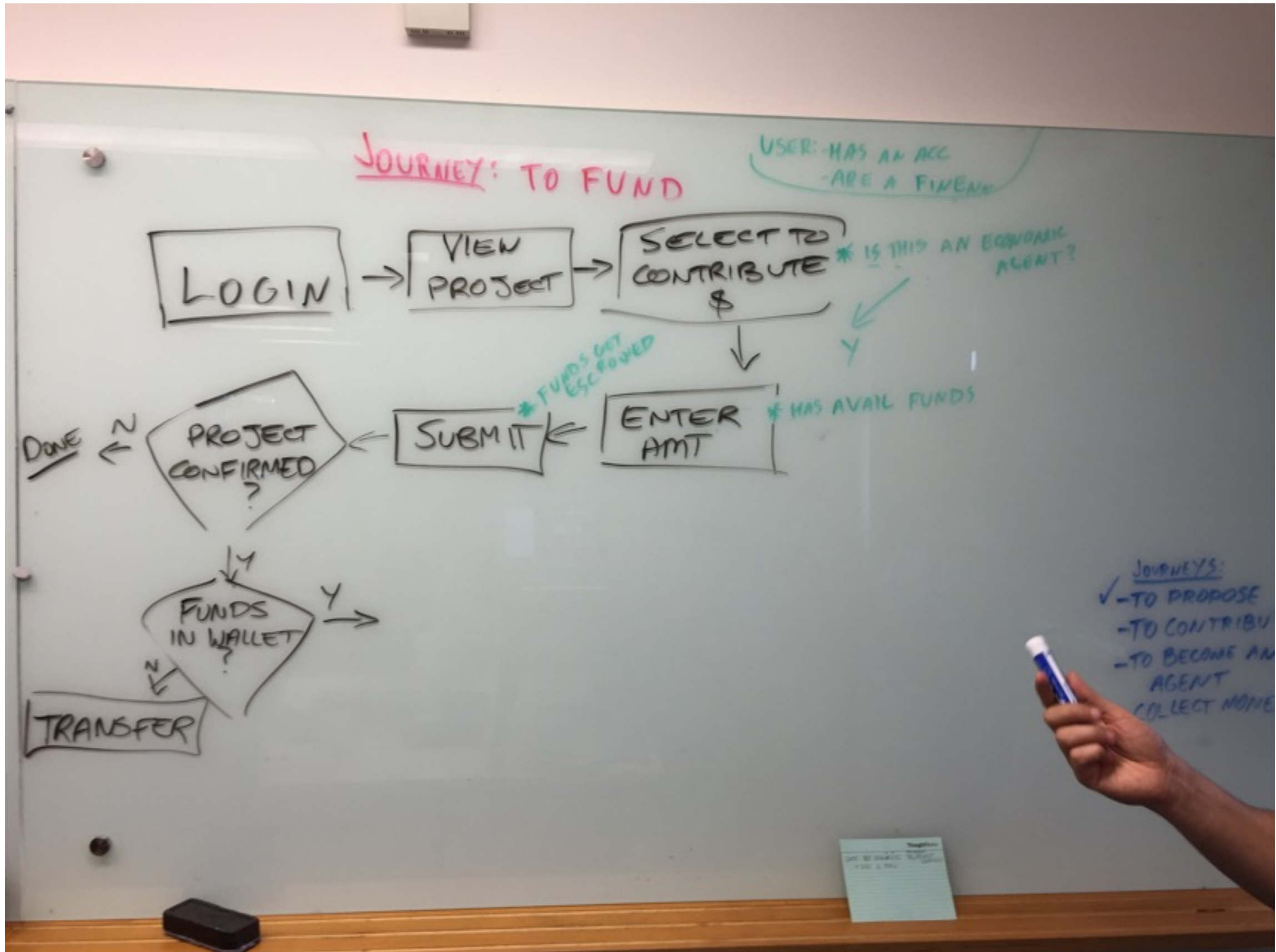
USER JOURNEY 1



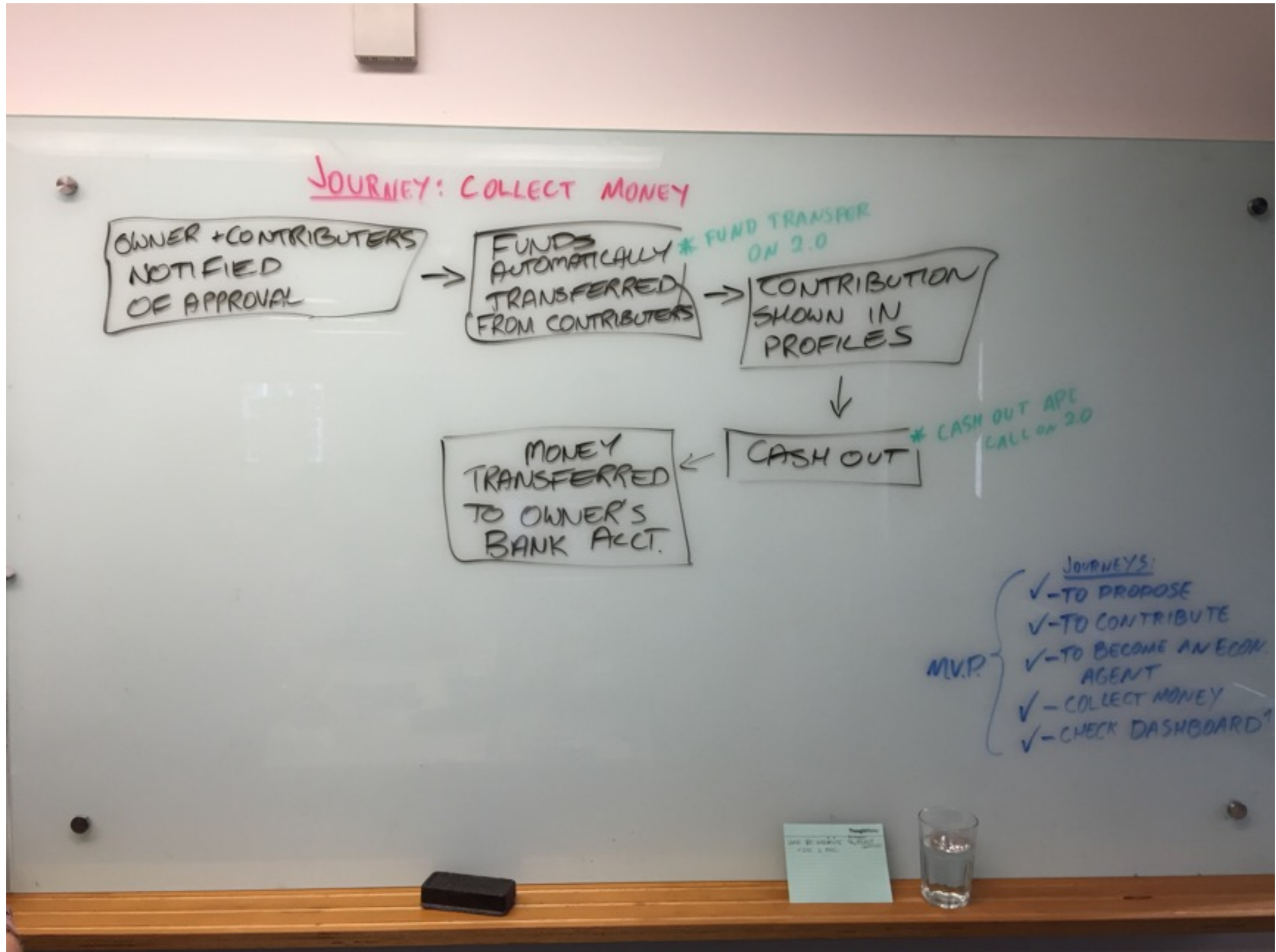
USER JOURNEY 2



USER JOURNEY 3



USER JOURNEY 4



USER JOURNEY 5

