

OOUP



USER SUMMARY REPORT

TOP TRENDS:

The feedback from users who interacted with our scooter prototype was excellent. Users found it to be motivational, they were excited about the rewards program, and they viewed the service to be both fun and straightforward.

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In two years, we will be the most accessible and most fun source of transportation in the city.

Our user feedback indicates that Ooup is capable of meeting our two-year goal of being the easiest and most fun source of transportation in the city. Definite signs of supporting evidence include enthusiasm about the rewards system as well as the idea of a scooter service. Numerous remarks about Ooup's ease of use ranked high in 1/3 of the testing categories.

Can we ensure city driving isn't dangerous due to lack of experience?

Yes. Our prototype app shows that a selection of scooters is displayed based on a user's location. By asking simple questions regarding their history of scooter use (or our database if they are a recurring user) we can adjust the selection to display the appropriately sized scooter. Presenting smaller vehicles for novice riders, and a variety of larger vehicles for more mature riders will reduce the risk of accidents. Although our answer to this question is "yes," we need more information to validate it completely. Future prototyping rounds can be used to provide that data.

Can we still make the rental process effortless when the weather isn't ideal?

Yes. Our prototype app received a large number of positive reviews when it comes to ease of use. Descriptive words like "simple," "easy," and "fast" are found throughout the user feedback. It's clear that we can add a buffer time during periods of inclement weather to accommodate any potential delays. The buffer will ensure that a scooter is available at the time we promised.

Can we attract enough customers before we run out of money?

Yes. Our rewards program was a big hit with the users, and our task dashboard received nearly 100% positive feedback. We also have a 2:1 ratio of positive comments as a whole when combining all categories. The fun of riding a scooter and the rewards program should be able to generate a lot of revenue, but we still have some significant challenges.

NEXT STEPS

Build Trust

Our sign-up process, while simple, still needs work. We need to provide better details of who we are and what we do. We also need to do the same for some of our partners. Uncertainty about who we are and a lack of partner identity account for more than half of our negative comments. If we effectively change those perceptions, we can develop long-term relationships as opposed to a one-time scooter ride in the city.

Project Value

On several occasions, our testers said they were worried about costs and potential charges. We need to show them ways that renting a scooter can save them money and time. Offering value is something we should look at carefully in our next round of testing as it is a topic we identified in our Learning Stage of the user journey. We also need to make sure that our rewards program provides customers with offers that reflect their interests and lifestyle.

Reduce Costs

We still need to explore how to cut costs like having a user-to-user delivery system and integrating further maintenance tasks with partner rewards. Combining functions such as these can help reduce the space needed for parking scooters in company-owned lots and lower routine maintenance costs as well. Our service will be competing with other forms of public transportation, so it's essential that we offer a fun alternative, but one that is affordable and likely to be used on a routine basis.

DETAILED FEEDBACK

How to Interpret

The following table breaks down each page of the prototype and provides a qualitative summary of both positive and negative feedback. Comments displayed in the summary boxes had to occur more than once for its associated page. Doing so highlights the correlated data and helps illustrate our strengths and weaknesses. The total counts of all feedback are also quantified as a comparison. When applicable, the Design Sprint Team included a comment.

Page	Positive Summary	Count	Negative Summary	Count	Comment
Facebook Ad	Exciting, nice image, trustworthy	7	Uncertainty	6	
Rewards landing page	Gifts, tasks	8	Partner identity, hidden costs	6	The choice of partners was a strong negative
Sign-up	Simple	5	Limited options, hidden costs	8	Potential charges came up again
Task dashboard	Task motivation, point system, fun	12		1	
App store	Simple, free, enticing	9	Uncertainty	5	More uncertainty about Ooup as a company
Special offer in mobile	Gifts	10	Lacks custom offers	3	People love free stuff