Schedule Overview

Design Sprint Methodology-

The Design Sprint follows 6 phases: **Understand, Define, Sketch, Decide, Prototype, and Validate**. This is a customized sprint based our team size (2), and our time constraint (1 month, 2 weeks/ March 18-April 29). How will a design sprint facilitate our workflow? It's great for rapid prototyping and creating ideas in a pinch. It will allow us to throw all of our initial ideas onto the board and encourages us to combine only the best ideas we produce. Additionally, it forces us to really get to know the industry (Shared Ride services being integrated into the Healthcare sector) so that we can understand the client better (even before the competition officially begins). Brand X will provide stats and target audience.

Pre-Design Sprint 1a - (Feb 28-Mar 1)

Planning the overall schedule and creating the official team name to use for the competition. After creating the team name, we will officially submit our application to join the Brand X Competition.

Pre-Design Sprint 1b - (Feb 2-Mar 17)

The best way to utilise our time is to work on initial research of the industry that Uber Health is in and examples of what experimental marketing is. We should do enough research to understand the following:

1. What is Uber Health?
2. At least 3 other competitors that do similar work to Uber Health. By extension, what does Uber Health do to differentiate itself from its competitors.
3. What is Experminal Marketing?
4. Find as many successful (success defined by you) campaigns as you would like to. Pick at least 4 and understand how it relates to the brand itself, and how it leverages the brand's personality through an interactive experience.

5. Optional: Find nice looking presentation decks. (Feel free to add something that you think you can hone your skills in i.e learning about Sketch, wireframing, SEO, creating hashtags for events, creating copy for events.)

Pre-Design Sprint 1c - (Mar 18-Mar 22)

March 18: Brand X Challenge will release materials regarding what experimental marketing is and materials regarding what UberHealth is as brand and what it does. After reviewing information, both members should either refine their searches to find similar competitors/campaigns done in the sector that UberHealth defines itself in and update questions 1-2 based on whatever new material Brand X distributes. **Optional but really great if we can do this**: Find more stock images/ assets that we think we could use in creating mockups for the branded experience (i.e people walking, trees, something related to a "healthy town".)

Phase 1 + 2: Understand/Define - (Mar 23, Saturday)

Phase 1: Meet up to begin the first stage of the design sprint. This will take up to 3 hours at maximum.
1. **Lightning Talks**: 15-30 minutes. We talk about what each of our goals are for the final outcome of the project loosely. Additionally, we'll discuss our findings and we will write down concepts on sticky notes that we like from the successful experimental marketing campaigns as well as concepts we come up that we'd like to apply to the UberHealth campaign. (i.e uses their product in an unconventional way, purple color used like their brand, etc)
2. **Affinity Mapping**: 15-30 minutes. We group our sticky notes together in categories. If there are not enough, we will go back to creating more concepts from the Lightning Talks. There will be a miscellaneous category, for ideas that don't fit.
3. **Voting**: After grouping the ideas into their retrospective categories, we will decide on the most important areas of emphasis when we move forward with our design sprint.

Phase 2: 30-45 minutes. After voting, we will define the project's success metrics or signals. This is what we want the user/consumer to feel after they have gone through the Uber Health branded experience.

1. **Creating Goals and Metrics**: Consider the HEART method, which breaks down the process of creating metrics:

HEART FRAMEWORK	GOAL	SIGNALS	METRICS
HAPPINESS	For users to feel like the site is unique	A satisfaction rating from a survey	• Satisfaction • Perceived ease of use • Net promoter score
ENGAGEMENT	For users to keep discovering more content	The amount of time people spend viewing from analytics	• Number of videos watched per user per week • Number of uploads • Number of shares
ADOPTION	For users to use the site or app	The number of signups per day from analytics	• Upgrades to latest version • New subscriptions • Purchases by new users
RETENTION	For users to continue to use the site or app	The number of return customers from customer data	• Number of active users • Renewal rate • Repeat purchases
TASK SUCCESS	For users to accomplish their goal	The number of successful completes from a study	• Search result success • Time to upload • Profile creation completion

Google Ventures

- **Goal**: What are you trying to help users do? What problem are you trying to solve?
- **Signal**: Next, consider what change in user behavior or opinion would indicate you have been successful in your own goals. There might be multiple signals for each of your goals.
- **Metric:** Finally, determine how to measure the size of any change in user behavior or opinion. This could be through surveys or log analysis. (We can't do this without user testing, which we do NOT have the budget for. We can make assumptions or design a system to be integrated that would track metrics during the whole branded experience.
- Example: Goal: Users start using "smart pay" to pay their bills. Metric: Proportion of clicks on action to pay that result in a paid bill.

2. **Design Principles**: 15-minutes. In the first five minutes of this challenge, each member will write down as many principles as they can. One per sticky. Take 5 minutes to share and group the stickies. We'll take another 5 minutes to vote/decide on the strongest principles to guide the project/product. **Note:** keep these principles in mind after deciding because they will come in handy at the Validate phase when we ask users to describe our project.

3. **The Golden Path**: 30 minutes. We're going to define the ideal path (physical, and maybe digital) that a consumer would take to get to their end destination. (i.e The end destination can be physical, but it can also be emotional, such as the consumer ends up establishing trust with

UberHealth, and is rewarded by interacting with the brand.) Once we sort of define this, we can move onto Phase 3.

Summary: Estimated time: 3 hours, could be less and could be more. At the end of each session, all of the ideas will be transcribed and put into a document containing all of the sessions. Once we have the key takeaways, we can either take a break and move onto Phase 3 in the same day or the next week on the 30th. If on the same day, proceed to Phase 3. If next week, then come up with sketches, ideas, concepts for the experience. There's no wrong answer, the more ideas, the merrier! My preference is to move onto the sketching phase in the same day only because if we can get to prototyping faster, we can round out our ideas better and better refine.

1. **Boot up, in prep of Phase 3:** Take the key takeaways from Phase I + II to start writing ideas for the next round. This can be anything from one solid concept to a bunch of loose ones.

Phase 3: Sketching - (Mar 23, Saturday)
1. **Crazy 8's**: 8 minutes. Take a piece of paper, fold it into 8 sections and begin the timer. Each member must come up with 8 loose sketches with concepts they come up with. (Doesn't have to be for the experience as a whole, can be components)
2. **Sharing and Voting**: 15-30 minutes. Reconvene, and pick out/ add ideas to the best concepts both members have come up with.
   a. **Make assumptions are underlying concepts to the experience as a whole**: (i.e, the intended target audience will enjoy using the product, UberHealth as a whole after experiencing x)
   b. **Restate assumptions as questions:** (i.e The voice activated interface assumes users are comfortable speaking to their phone. Are users comfortable speaking to their phone?)
   c. Reinstate these questions to the concepts.

Phase 4: Prototype - (Mar 23, Saturday Evening/Night or can be done remotely via text)
3. **Creating the storyboard for the prototype (A summary of what we want the experience to feel like):** clarifies what we need to make on each end. If we come up with extras outside of our goals- we will revisit them and add/move them into the storyboard when we approach finalizing it.
4. **Assign tasks**: We will assign tasks as needed. Some might be better suited for one person, some might be better suited for the other. Maybe there are ones that require both.

Phase 4: Prototype - (Mar 24 - April 4)
1. For two weeks, we can work on doing whatever we need to do on our ends to fufill our tasks. We will communicate with each other to ensure what we're doing fits with the branding and as well as stays on task with our storyboard, golden path, and design principles.

Phase 4a: Review - (April 5, 2:30PM-5:30PM)

1. **Combine/discuss/work on prototypes**: Try to aim for completing the first round of prototyping. If not complete, give another week.