

## Schedule

- 9:00-9:15 **JUMP RIGHT IN** Who do we want to use DegenApeTools? (identify user personas) try to think of users and what they expect of our product? What is their age range, what jobs do they most likely have? What kind of time commitment do they give to trying new things? Everyone will take 5 mins to create a user persona that they think is most likely to use our site based on user research: *we will use the user persona chart via miro for this* i.e. "John, 25, works in marketing, works full time, manages finances via robinhood, Probably gives avg of 5 mins trying out a new site, likes to spend free time outdoors, etc."
- 9:15-9:45 **USER JOURNEY MAPPING** Here we will go through the process of using the app in its current state. The app is still in bare bones- we might have a lot of opportunities here but don't be discouraged! Walking through this process together will help us filter through the opportunities and prioritize them!
- 9:45-10:15 **HMW "How Might We" IDENTIFICATION AND VOTING** In this step we will identify our opportunities and organize them on their priority. We will be using the "Bullseye map" via Miro to organize this information since voting cost extra to use on miro.

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10:15-10:30 **OPPORTUNITY CANVAS** During this time we will further dive into our opportunities and build on them preparing for tomorrow's sprint of ideating!

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- 10:00 - 10:15 **HMW “How Might We” IDENTIFICATION AND VOTING** In this step we will identify our opportunities and organize them on their priority. We will be using the “Bullseye map” via Miro to organize this information since voting cost extra to use on miro.
- 10:15 - 10:30 **Feature Canvas** Here we will begin to ideate the features we are proposing
- 10:30-10:45 **Features Audit**
1. Identify how many people are actually using each of your product’s features. Map it on two dimensions: adoption (how many people use a feature) and frequency (how often people use it).
  2. Analyze all core features in terms of value and quality. Conduct the survey or focus group or brainstorm together with your team to jump start.
  3. Move features identified in step 1 to new quadrants to play around with improving frequency or adoption.
  4. Look at the results and turn your map into action plan.

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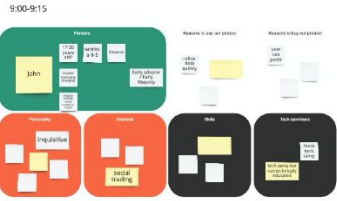
10:45 - 11:00

**Impact/ Effort Matrix** An impact effort matrix is best used when a team or employee has multiple potential courses of action they can take or tasks they can complete, and has to decide on the best ways to allocate their time to maximize impact. In scenarios where time and resources are limited, an impact effort matrix can help teams prioritize tasks and find the most efficient path towards achieving overall goals.

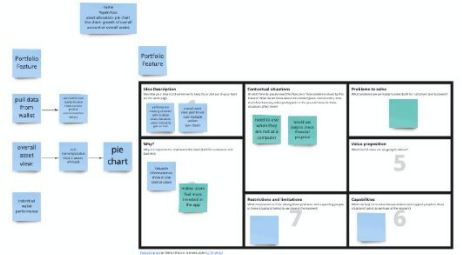
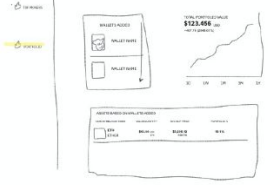
# DegenApeTools Design Sprint

## Miro Canvas Export

07/20/2021



PORTFOLIO VIEW ONE: ROUGH SKETCH



Features Canvas

