



3 SIDED CUBE

Mobile apps for

impactful change





PUFF STORY

Co-Founder

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Sophia 'Puff' Story



**WE WANT TO
CHANGE MILLIONS OF
LIVES FOR THE BETTER**



**BY BUILDING
TECH FOR GOOD**



TECH IS AGNOSTIC



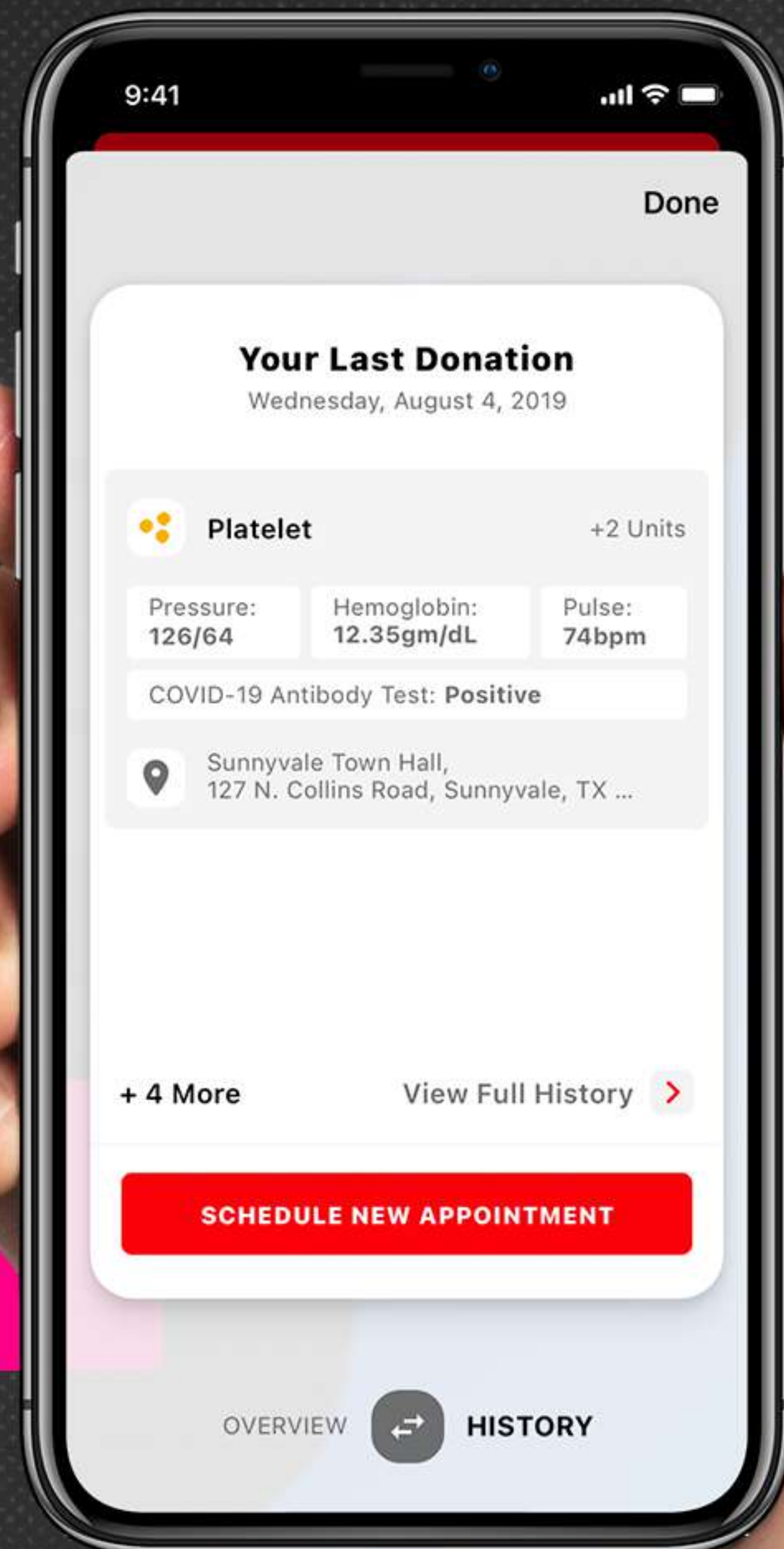


**American
Red Cross**

BLOOD DONOR

**Saving lives with the world's first
blood tracking app**

**200k+ APPOINTMENTS
BOOKED MONTHLY**



**THE
WEBBY
AWARDS**



**American
Red Cross**

THE CHALLENGE

**Increase appointment
show rate from 52%**

Framework to help you determine

THE RIGHT DIGITAL SOLUTION

DELIVERY PROCESS



PHASE 01

PREPARE

● DISCOVER & DEFINE



● PLAN



● DESIGN

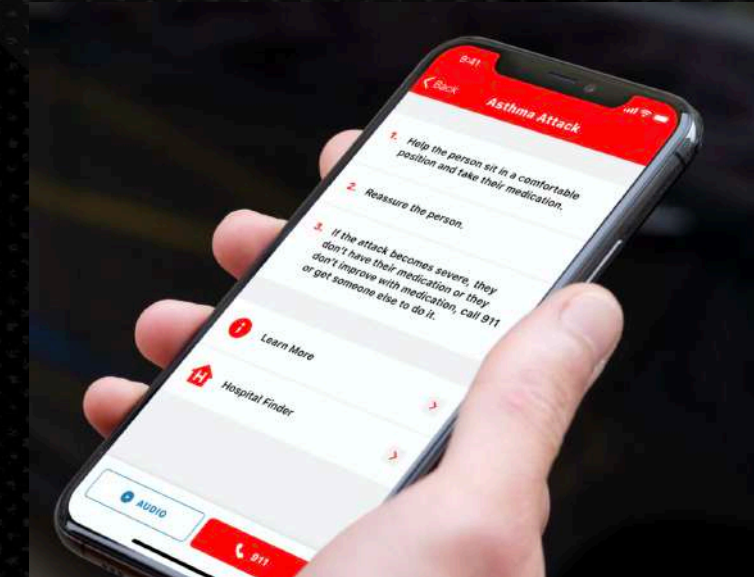
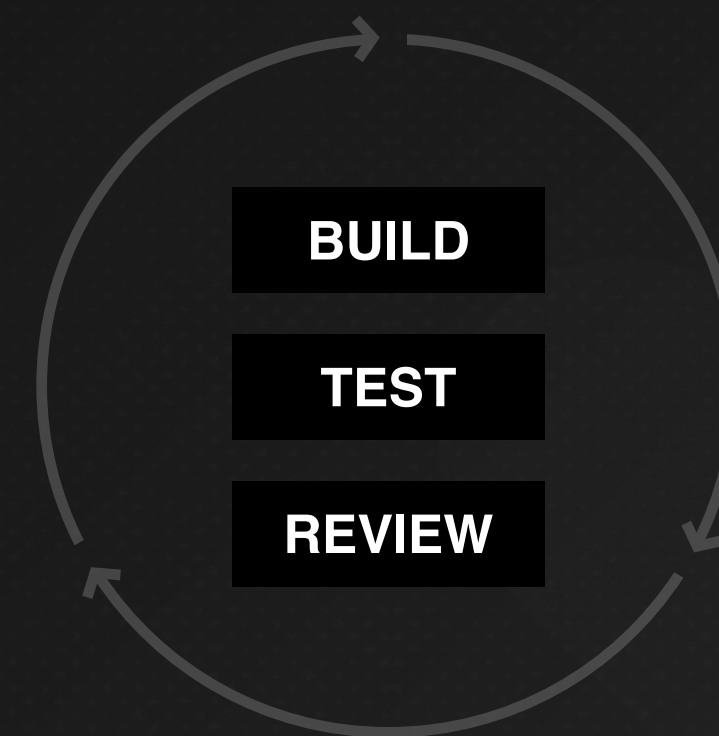


● SPRINT ZERO



PHASE 02

BUILD



PHASE 03

SHIP

● QA



● UAT



● PRE-FLIGHT



● SHIP

THE FRAMEWORK



PHASE 01

DISCOVER

● **RESEARCH &**



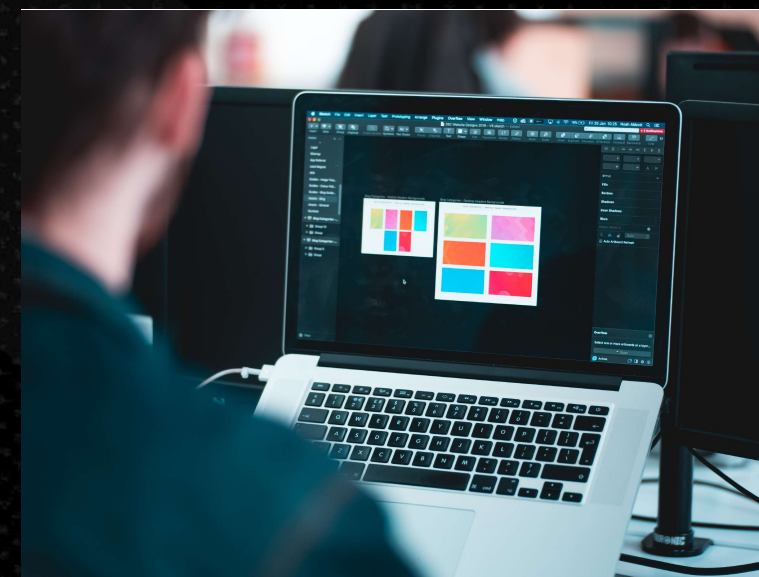
● **IMMERSE**



● **FEATURE IDEATION**



● **PRIORITIZE**



PHASE 02

PROTOTYPE

DESIGN

PROTOTY

REVIEW



PHASE 03

DEFINE

● **USER STORIES**



● **ACCEPTANCE**



● **TECHNICAL**



● **ESTIMATES**

DISCOVER

DISCOVER



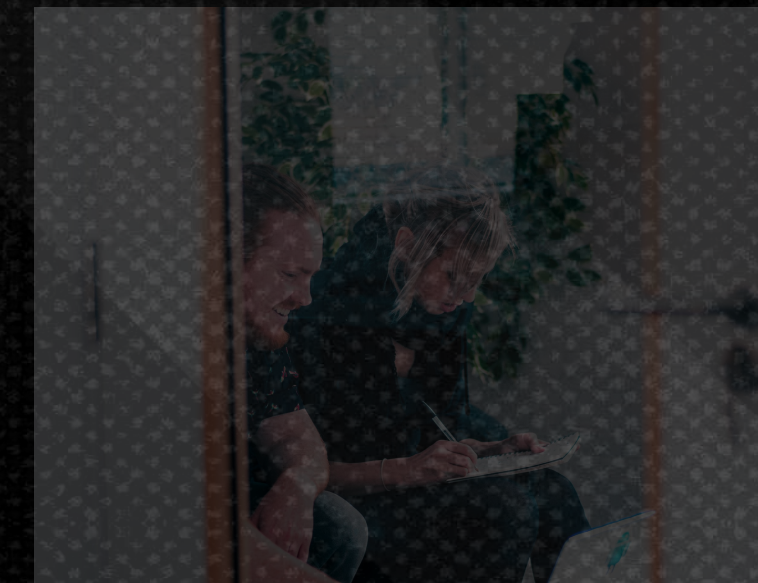
ACTIVITY 01
**RESEARCH &
PREPARE**



ACTIVITY 02
**IMMERSION
SESSION**



ACTIVITY 03
**FEATURE
SESSION**



ACTIVITY 04
**PROTOTYPE &
TEST CYCLE**

RESEARCH & PREPARE

We dive right into the research you've gathered. From product documents, competitors, all the way to domain knowledge, we then are able to identify key questions, so as build your customized immersion session.



DISCOVER



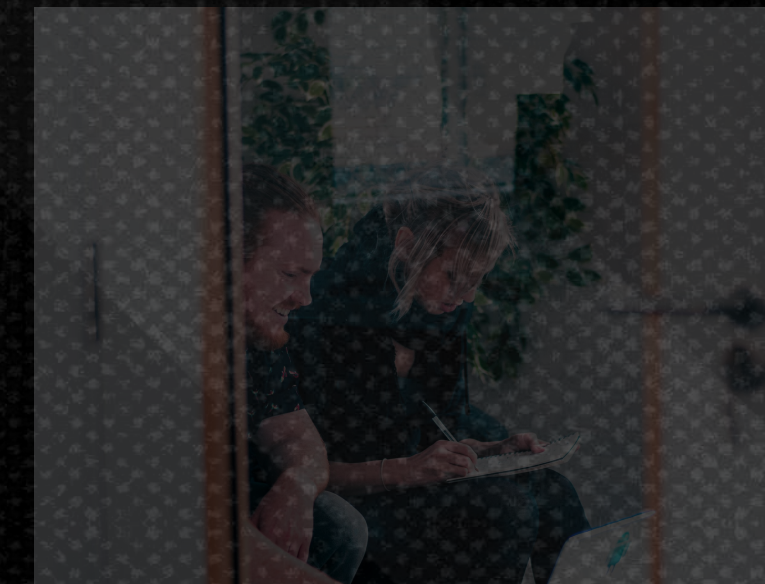
ACTIVITY 01
**RESEARCH &
PREPARE**



ACTIVITY 02
**IMMERSION
SESSION**



ACTIVITY 03
**FEATURE
SESSION**



ACTIVITY 04
**PROTOTYPE &
TEST CYCLE**

IMMERSION SESSION

● PROBLEM STATEMENTS



● ASK THE EXPERTS



● WHO ARE OUR USERS



● USER JOURNEYS



● MEASURES OF SUCCESS



PROBLEM STATEMENTS

Our practice for exploring all facets of the problem we are solving, and distilling a north-star summary to serve as our navigation through the product development process.

CREATE AN ENVIRONMENT

THAT EMPOWERS PEOPLE

TO LIVE MORE SUSTAINABLY

ASK THE EXPERTS

One of our favourite parts of the process is getting to extract insights from those who have lived and breathed the problem, product, tech infrastructure and domain to give us the very best possible understanding in order to craft a solution.



WHO ARE OUR USERS?

We map out key user roles and segments to understand the people who will use the product and ensure we design it with the key demographics & psychographics in mind.



36 - 40

A1

LOCATION

Northern UK

PLATFORM

Laptop



CHLOE

Wants more information about how to help her child.

AGE

40 - 44

DEMOGRAPHIC

A1

LOCATION

Northern UK

PLATFORM

iOS

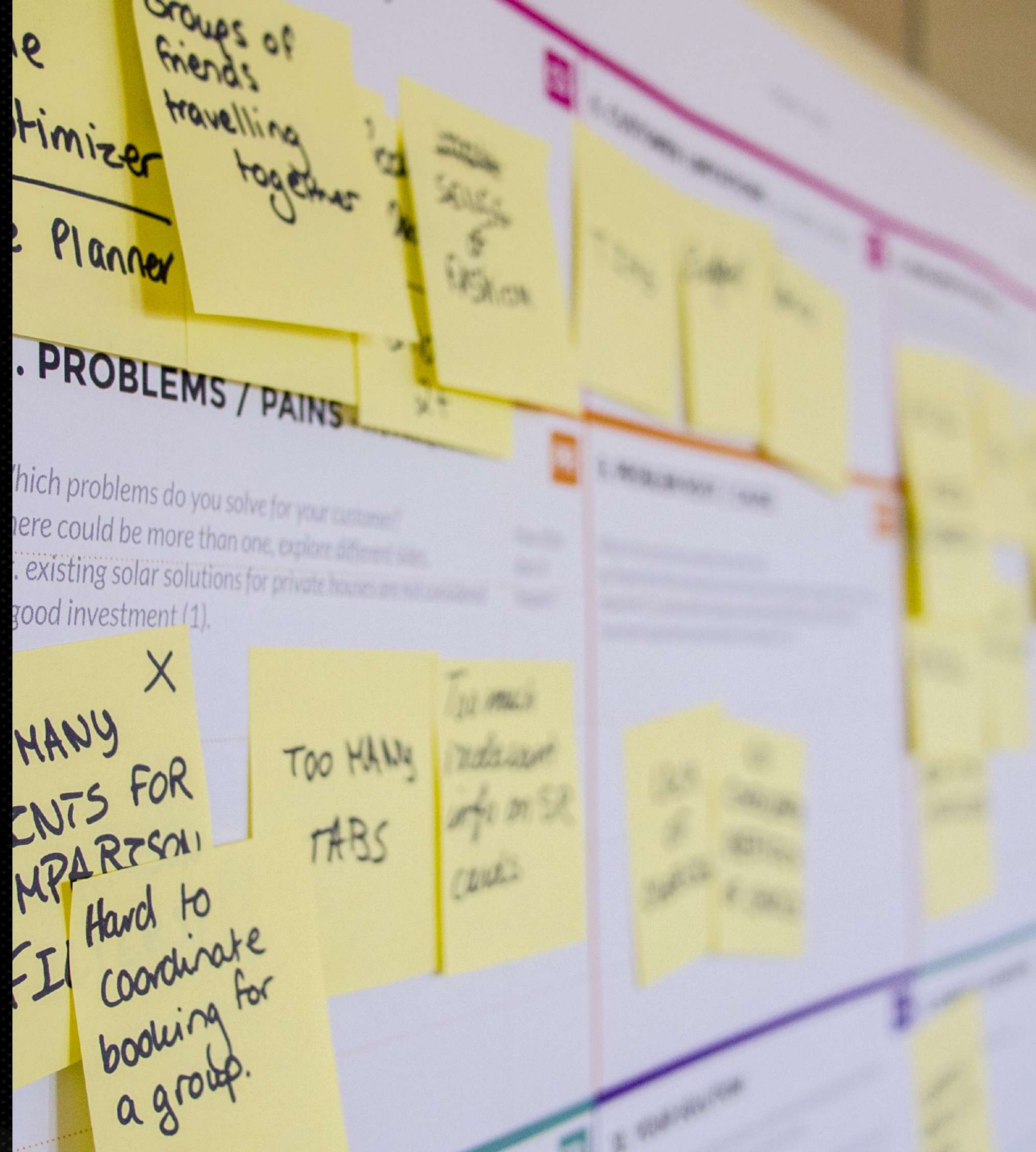


ANA

Wants to understand the effectiveness of the platform.

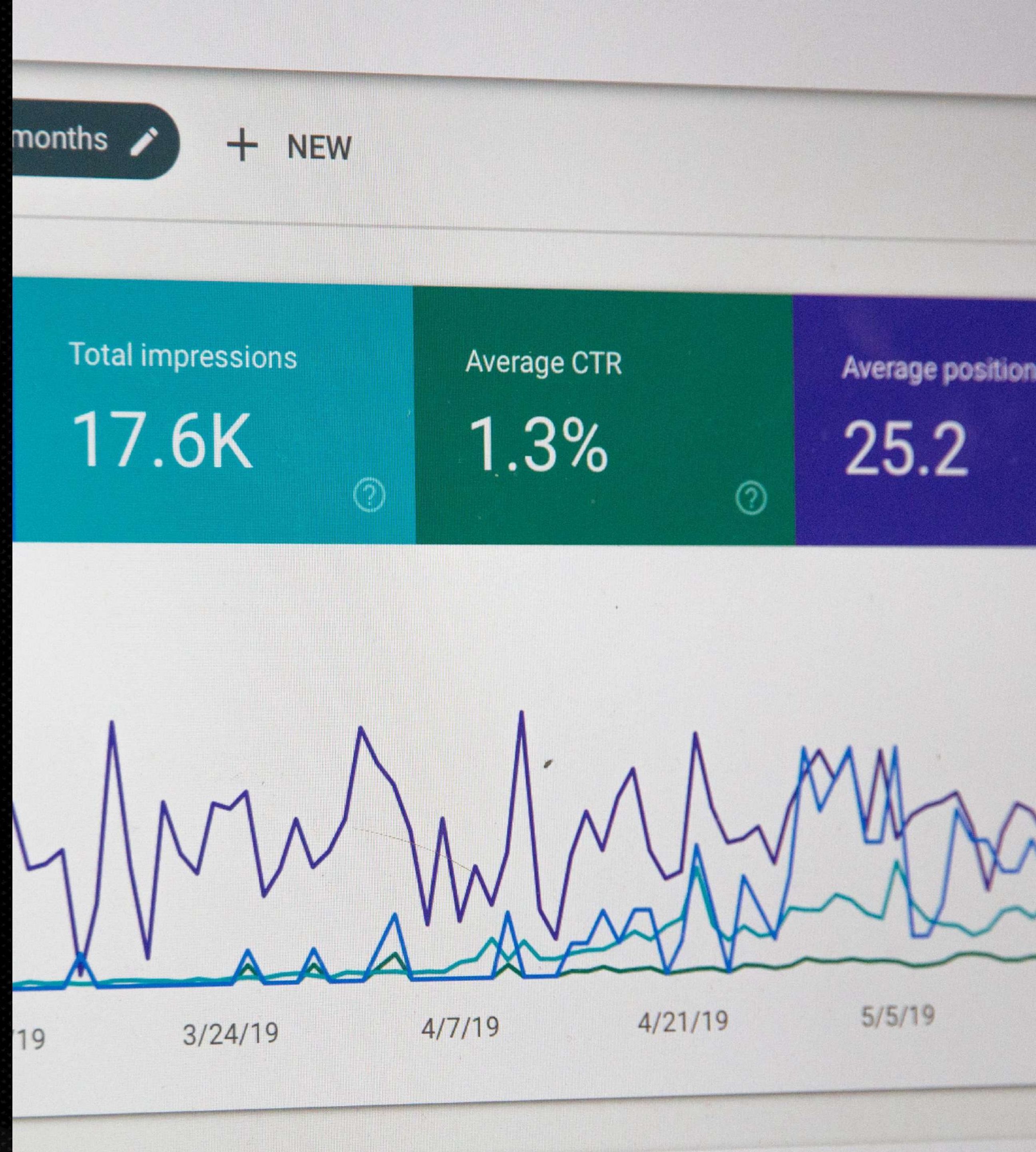
USER JOURNEYS

The visualization of the steps a user will take with your product in order to uncover the opportunities to remove friction along the way.



MEASURES OF SUCCESS

Building a comprehensive understanding of what will define a successful product from the perspective of the business through a collaborative workshop.



DISCOVER



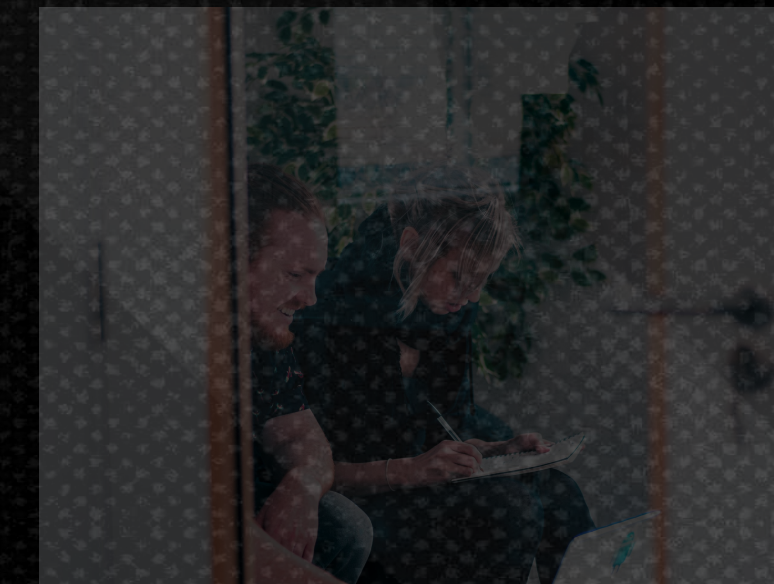
ACTIVITY 01
**RESEARCH &
PREPARE**



ACTIVITY 02
**IMMERSION
SESSION**



ACTIVITY 03
**FEATURE
SESSION**



ACTIVITY 04
**PROTOTYPE &
TEST CYCLE**

FEATURE SESSION

● SKETCHING WORKSHOPS

● SKETCH VOTING

● FEATURE LIST

● USER TESTING OBJECTIVES

● RED ROUTES



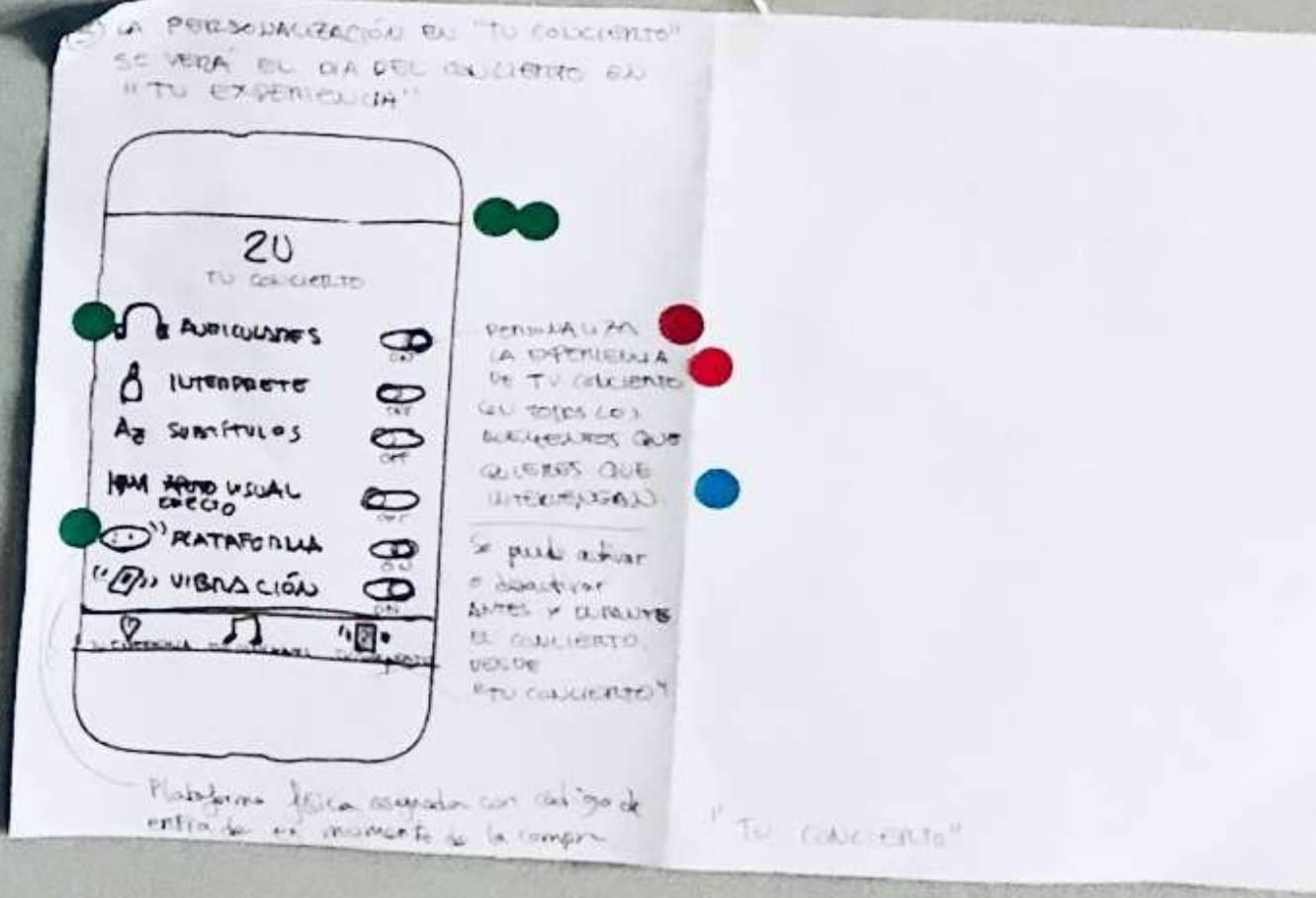
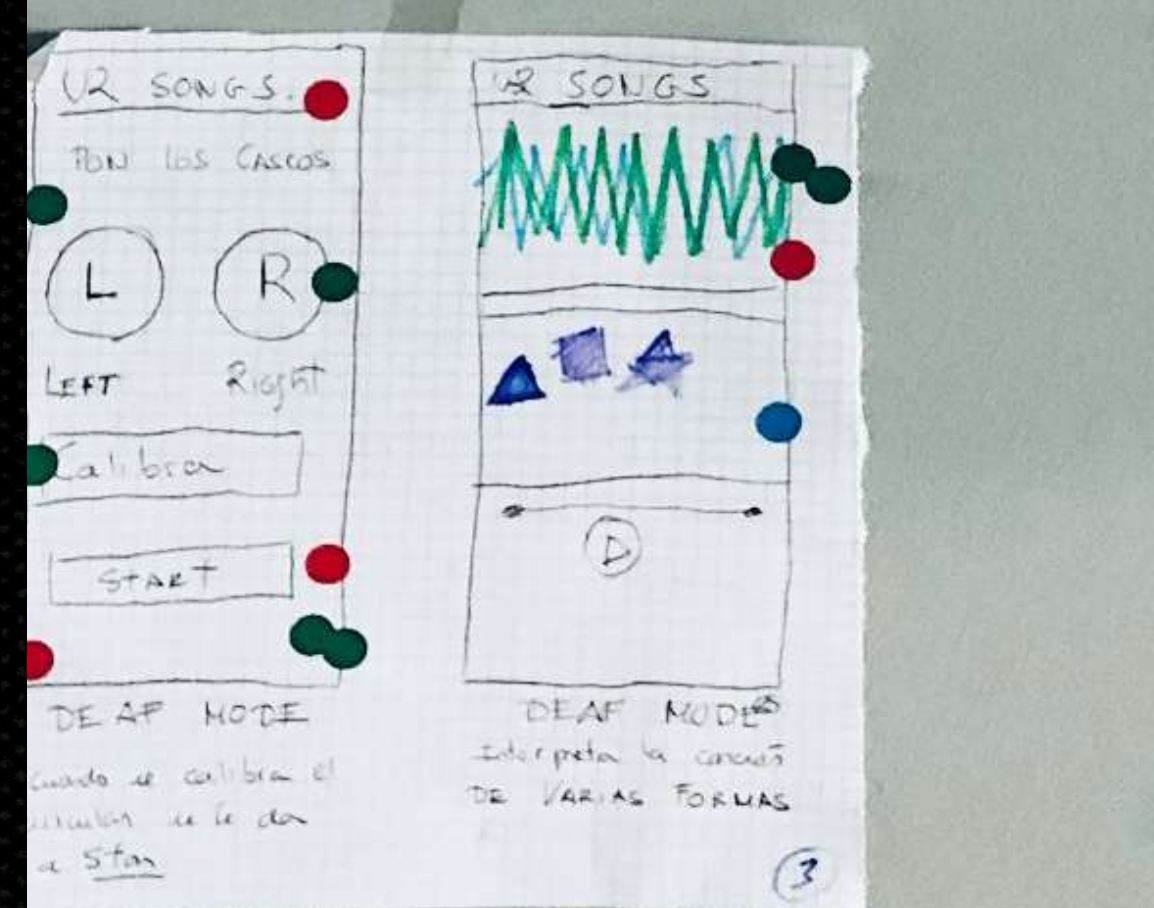
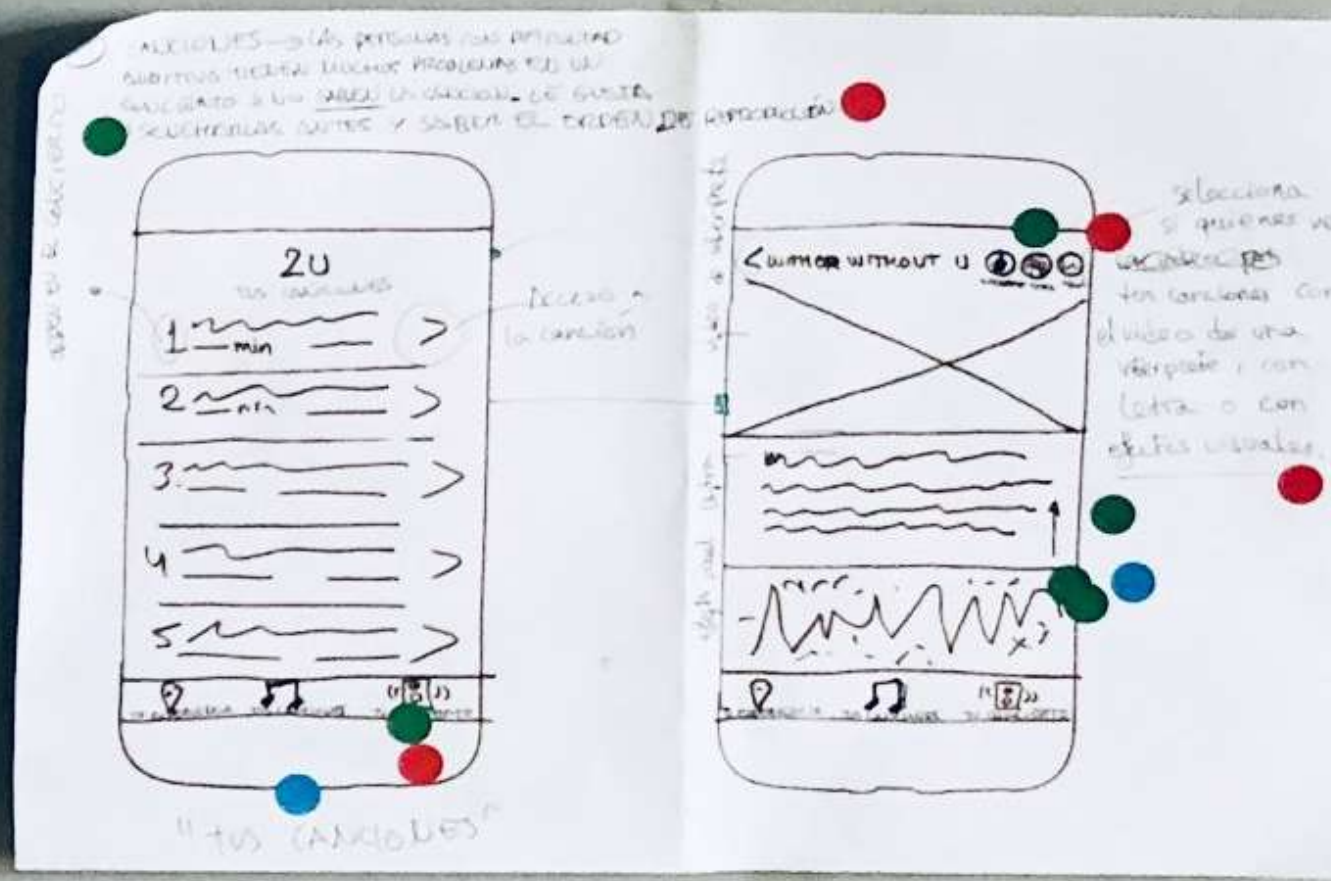
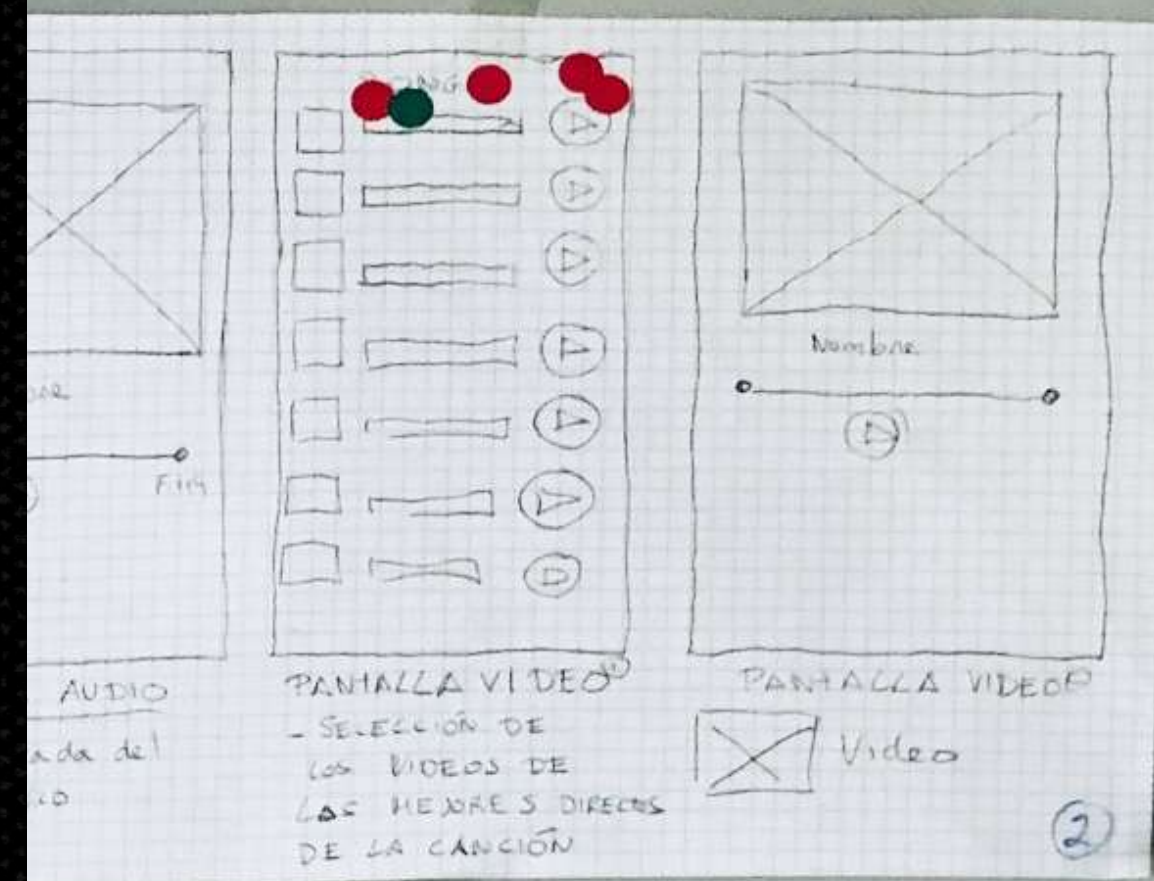
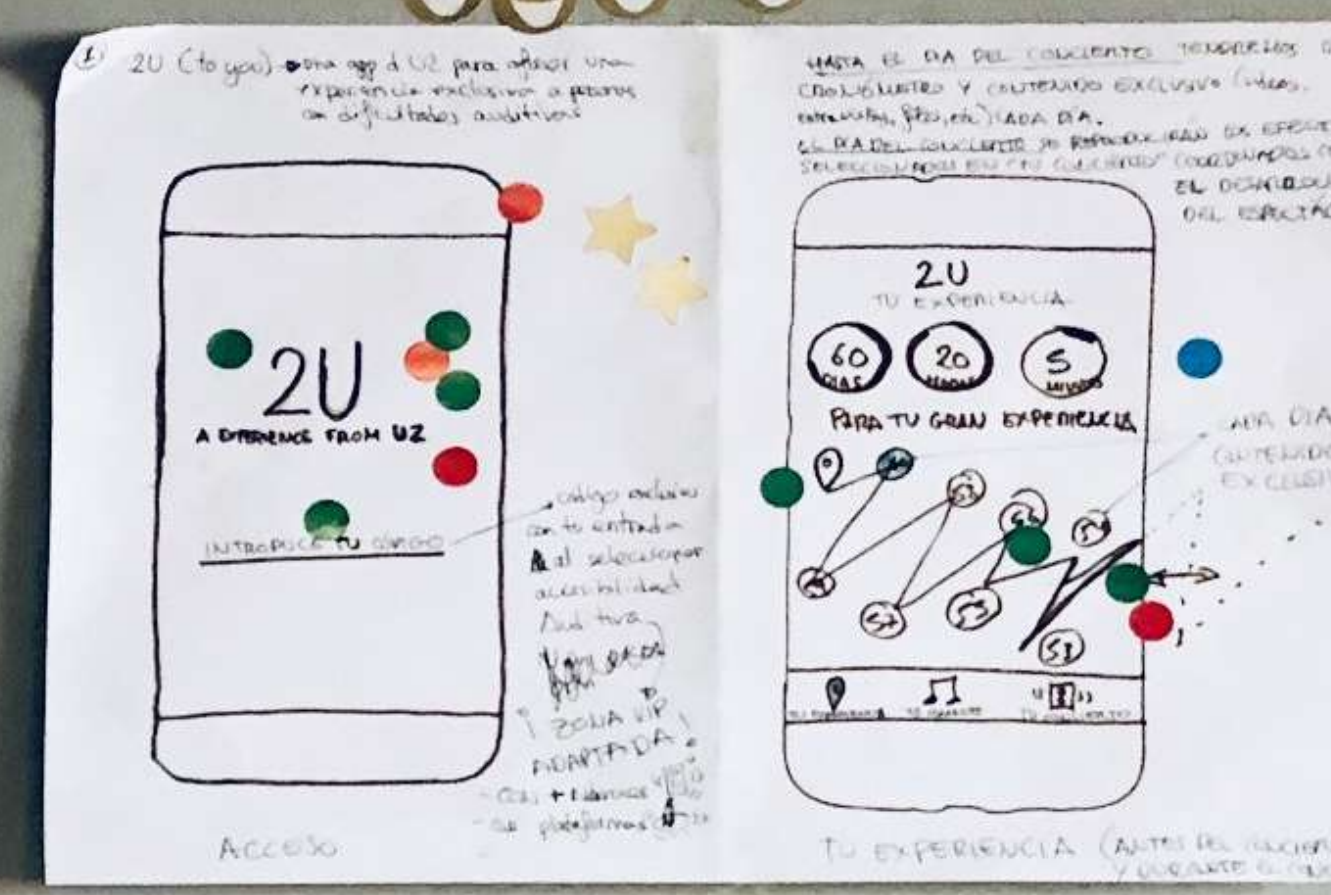
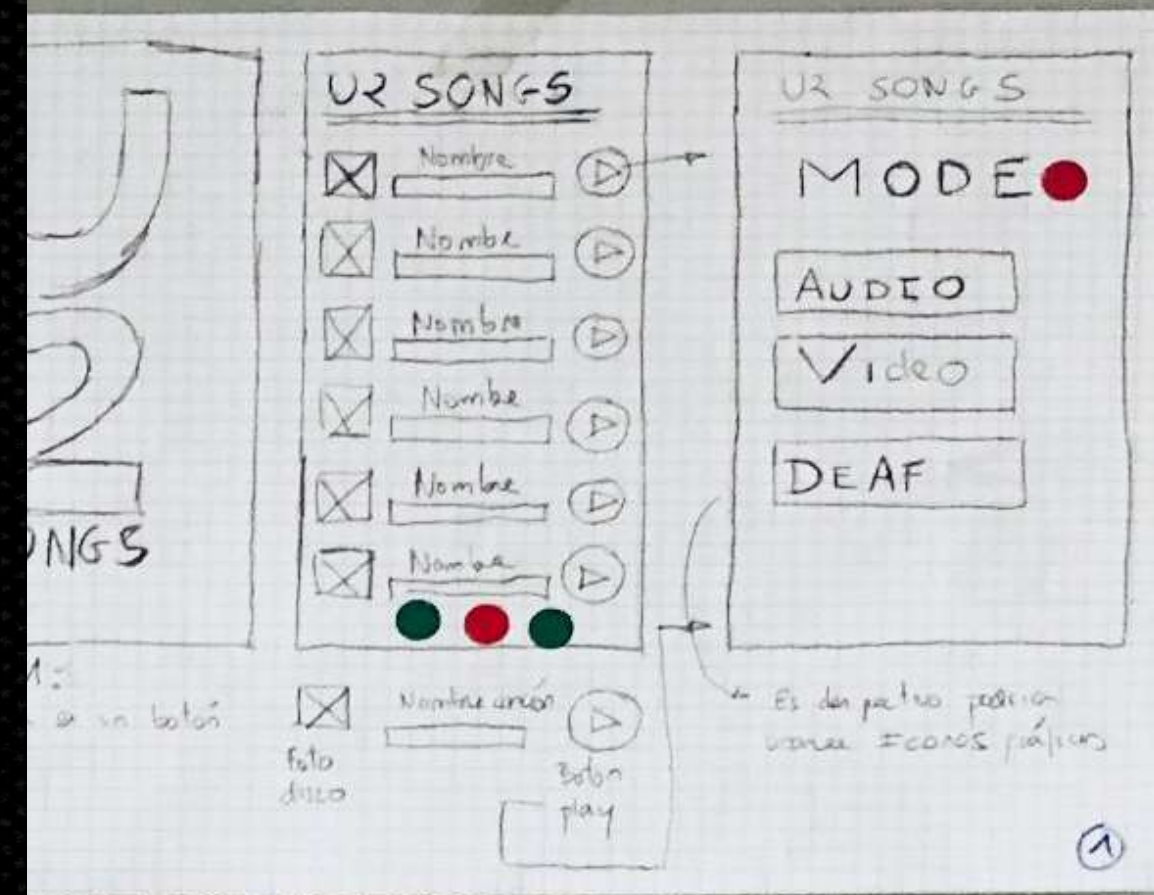
SKETCHING WORKSHOPS

The team generates divergent ideas on how to best solve our north-star problem. Through quick-fire sketches we explore a number of concepts and select the most promising, then hone in on, and produce more detailed sketches of how they could feasibly work in reality.



SKETCH VOTING

We have fun with the democratic process when it comes time to silently vote on the most interesting features of each other's sketches. This is where we start to see a heat map of where the most promising features or tactics are.



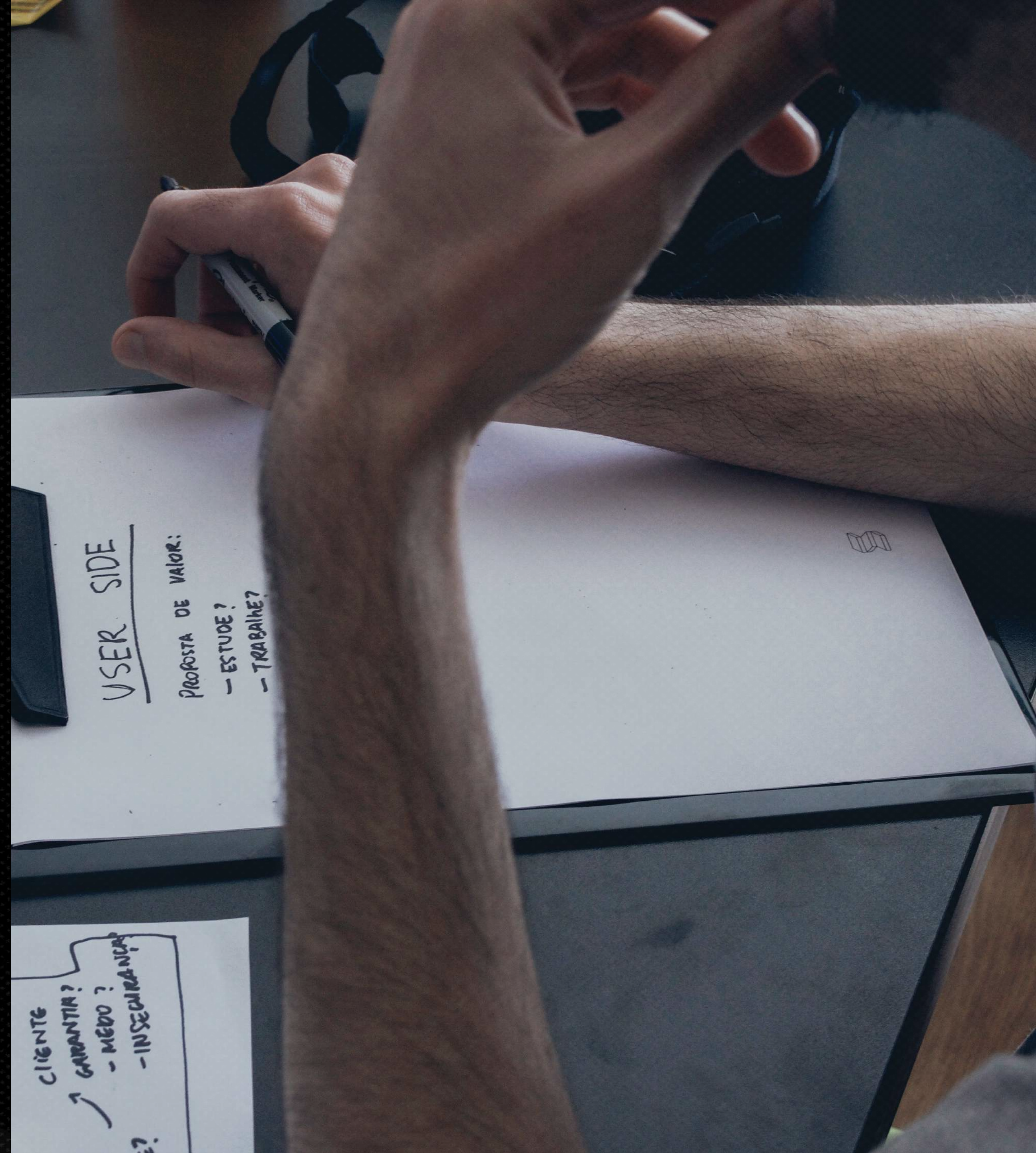
FEATURE LIST

A meticulous long-list is created of all the features we may need to solve our problem. This gives us a basis to be prioritized for prototyping and user testing.



USER TESTING OBJECTIVES

A list of the things our user testing will need to clarify in order for us to have confidence that the product will meet user and business needs is generated.



RED ROUTES

A prioritization exercise designed to help us identify the high value features and areas to concentrate our efforts on during the prototyping and user testing cycle.



DISCOVER



ACTIVITY 01
**RESEARCH &
PREPARE**



ACTIVITY 02
**IMMERSION
SESSION**

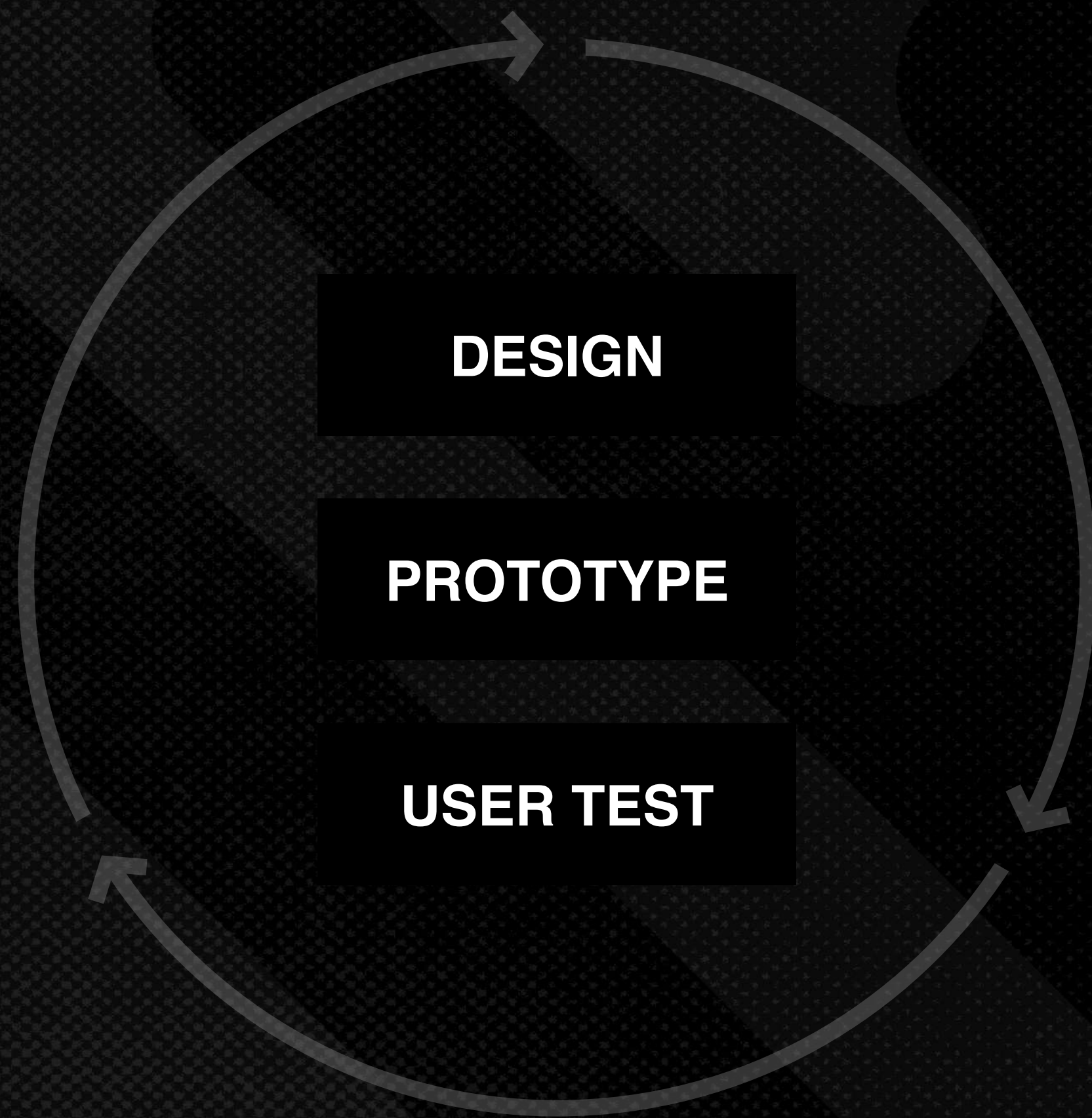


ACTIVITY 03
**FEATURE
SESSION**



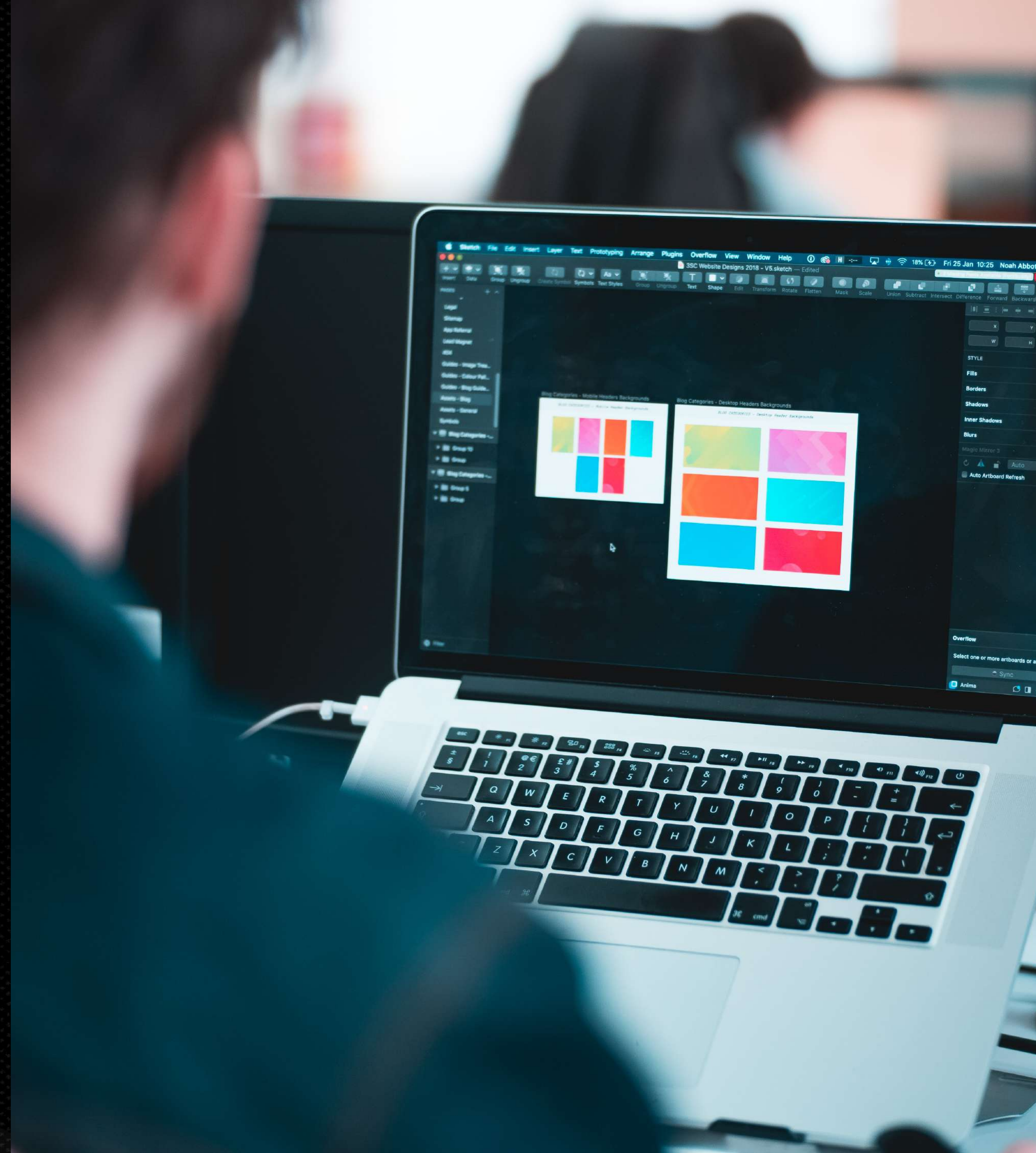
ACTIVITY 04
**PROTOTYPE &
TEST CYCLE**

PROTOTYPE & TEST CYCLE



DESIGN & PROTOTYPE

It's finally time to catch a glimpse of the product. We create a prototype to help us gain insight on key aspects to determine that the concept resonates with our users.



USER TESTING

A test plan and methodology is prepared to help us glean the valuable insight that will help us prove or improve the concept. Once sessions are run, we create a summary of actionable findings to direct future development.



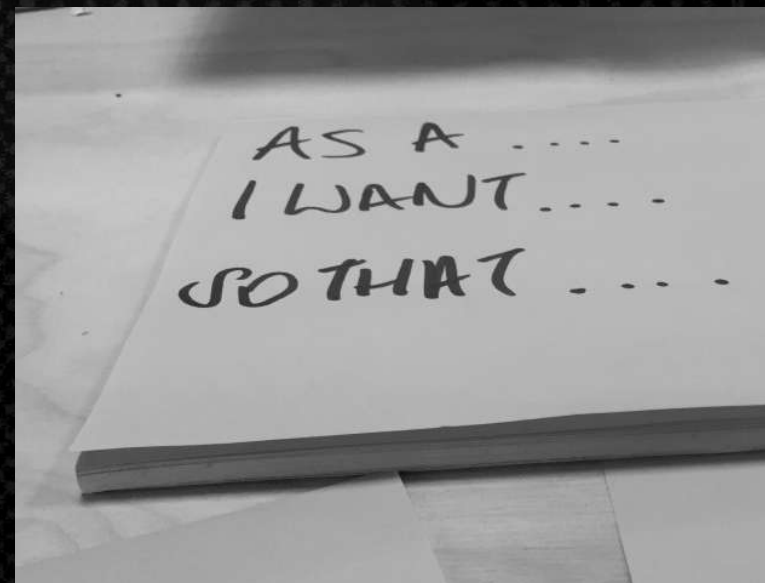
PROTOTYPE ITERATIONS

Informed by user testing, we make targeted improvements to any pain points uncovered and devise a new test. If iterations are not opted for, we utilize user test findings to inform user stories.



DEFINE

DEFINE



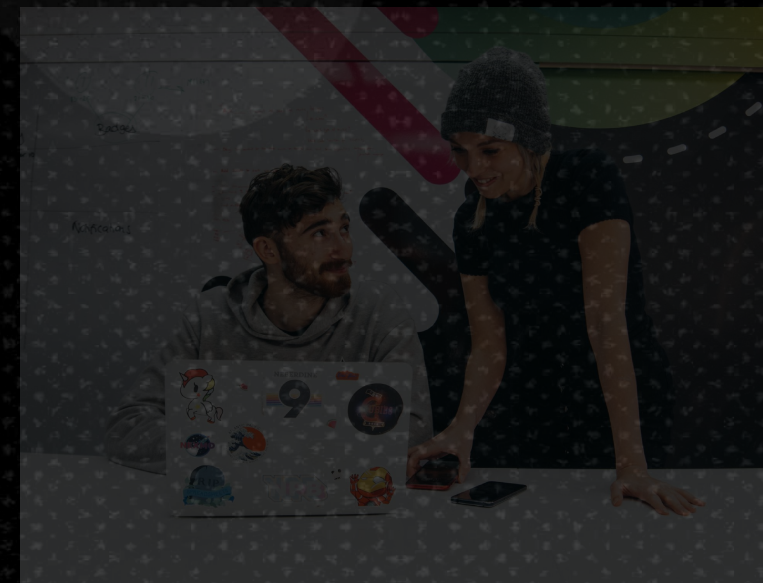
ACTIVITY 01

**USER
STORIES**



ACTIVITY 02

**ACCEPTANCE
CRITERIA**



ACTIVITY 03

**TECHNICAL
INVESTIGATION**



ACTIVITY 04

ESTIMATES

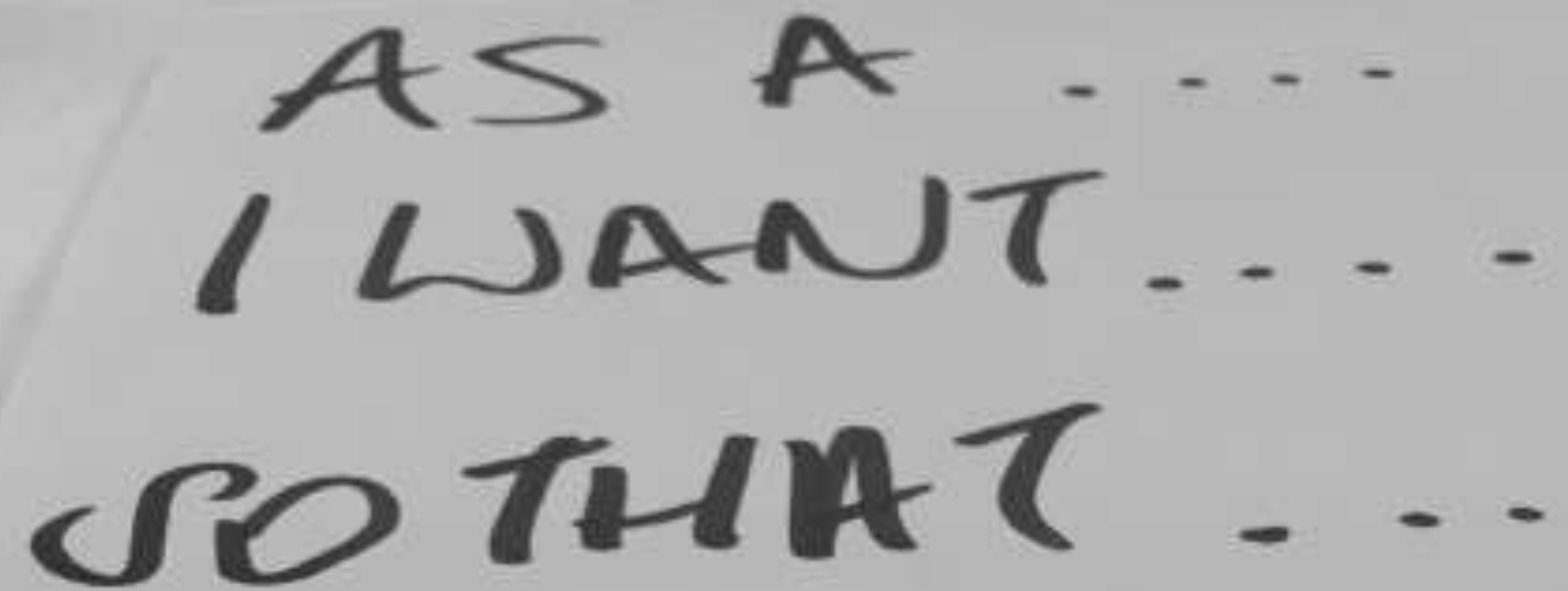


ACTIVITY 05

**FINDINGS
DOCUMENTATION**

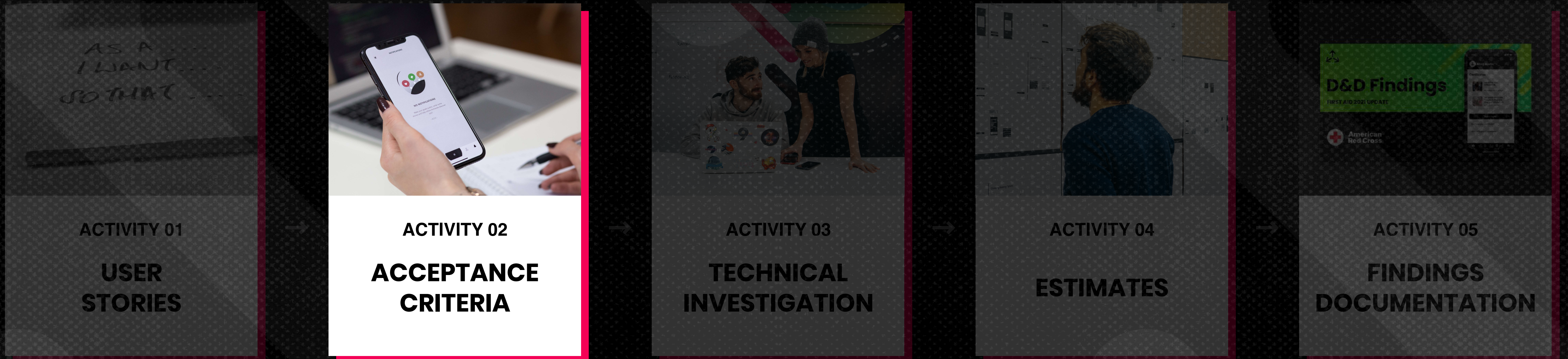
USER STORIES

Each feature in the product is itemized so that we can build a simple product spec that clients, developers and other stakeholders can jump in and understand.

A close-up photograph of a notepad with a spiral binding on the left. The notepad is open to a page with a light-colored background. Handwritten in black ink are three lines of text, each followed by three dots, representing a user story template. The text is: "AS A . . .", "I WANT . . .", and "SO THAT . . .". The handwriting is casual and slightly slanted.

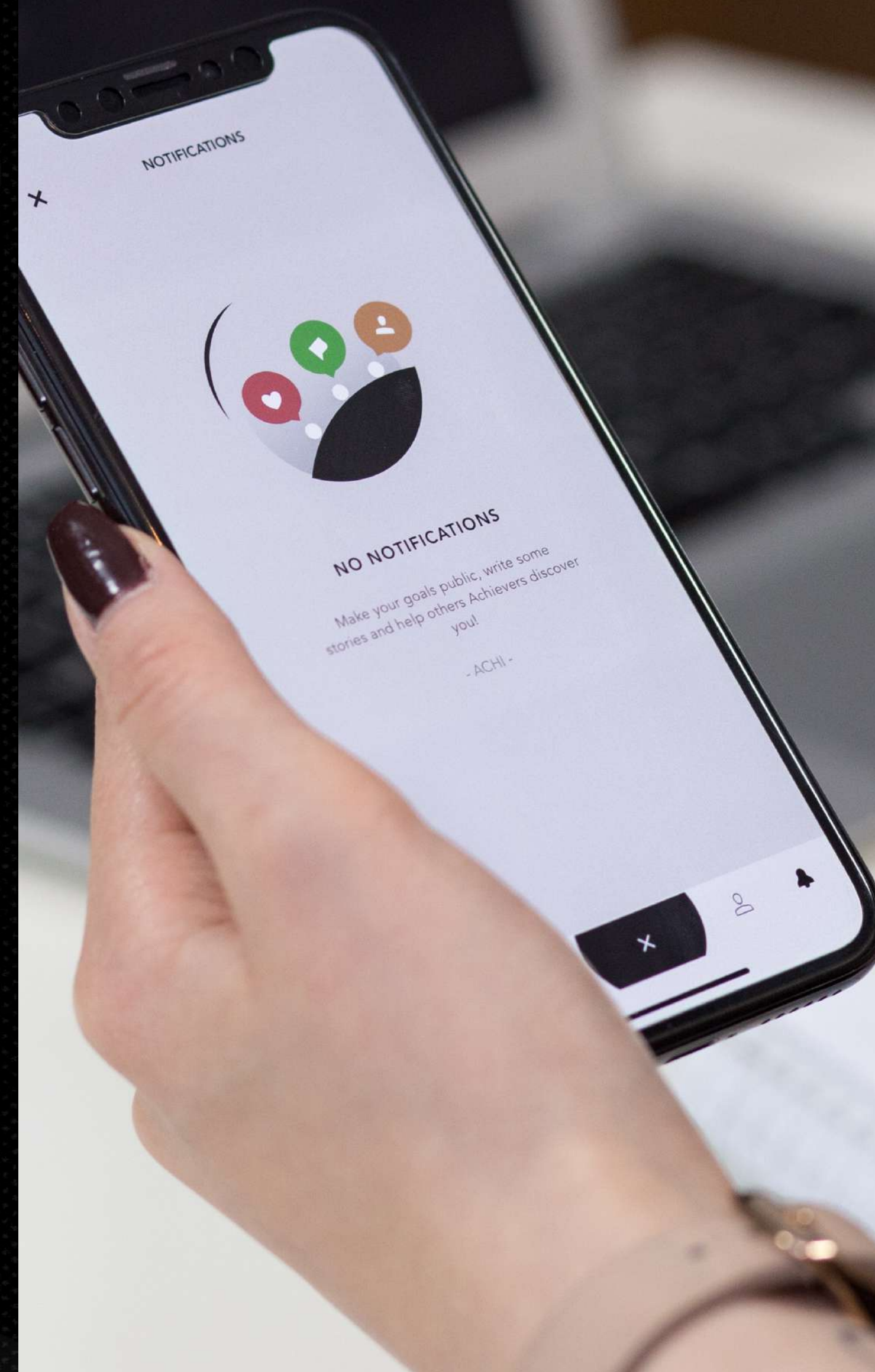
AS A . . .
I WANT . . .
SO THAT . . .

DEFINE

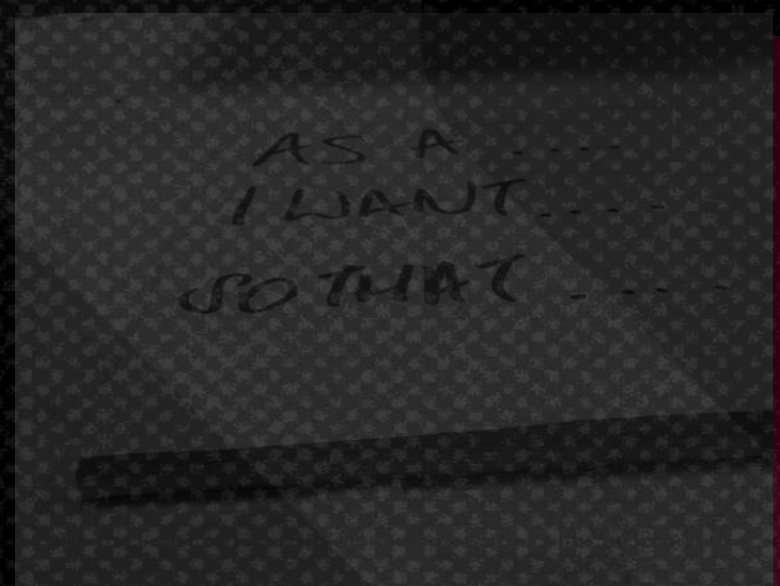


ACCEPTANCE CRITERIA

To get into the detail of the scope of each user story, we dive extensively into it to make the extent of it clear to the entire team and create points that can be estimated and tested against.




DEFINE



AS A ...
I WANT ...
SO THAT ...


ACTIVITY 01
**USER
STORIES**



ACTIVITY 02
**ACCEPTANCE
CRITERIA**



ACTIVITY 03
**TECHNICAL
INVESTIGATION**



ACTIVITY 04
ESTIMATES



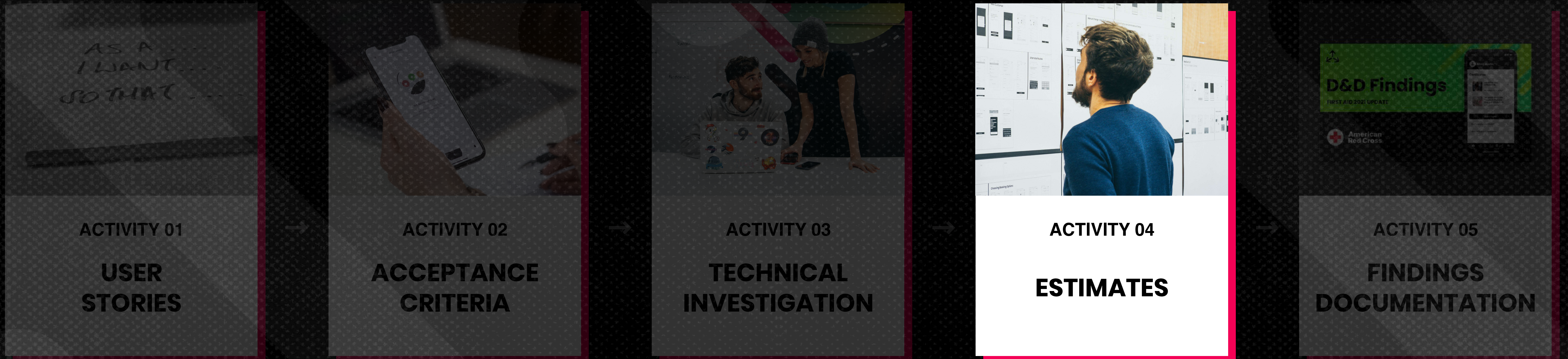
ACTIVITY 05
**FINDINGS
DOCUMENTATION**

TECHNICAL INVESTIGATION

The infrastructure that the product will be built on is carefully mapped out. We review custom and third-party options for new components, understand necessary integrations and a detailed recommended approach for your needs and budget.



DEFINE

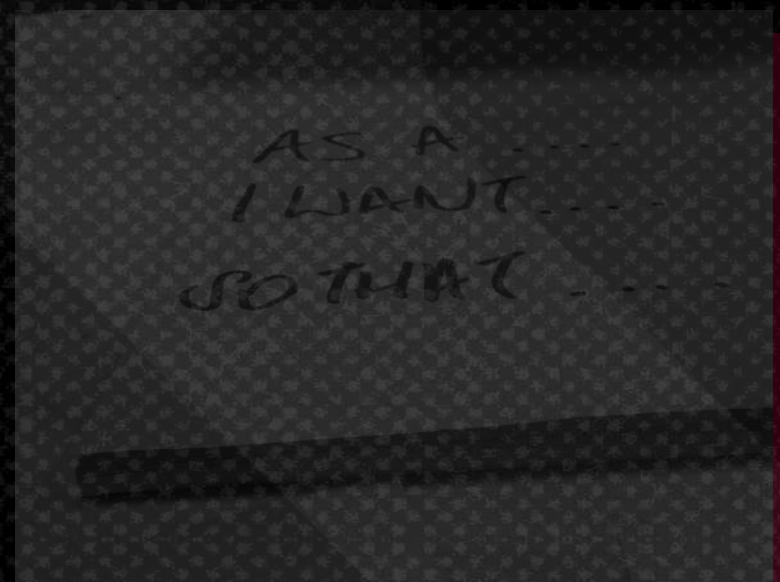


ESTIMATES

All of the hours needed to implement the optimal solution are estimated. This is broken down per feature to illustrate what cost certain aspects are, and what will fit in an MVP budget.




DEFINE

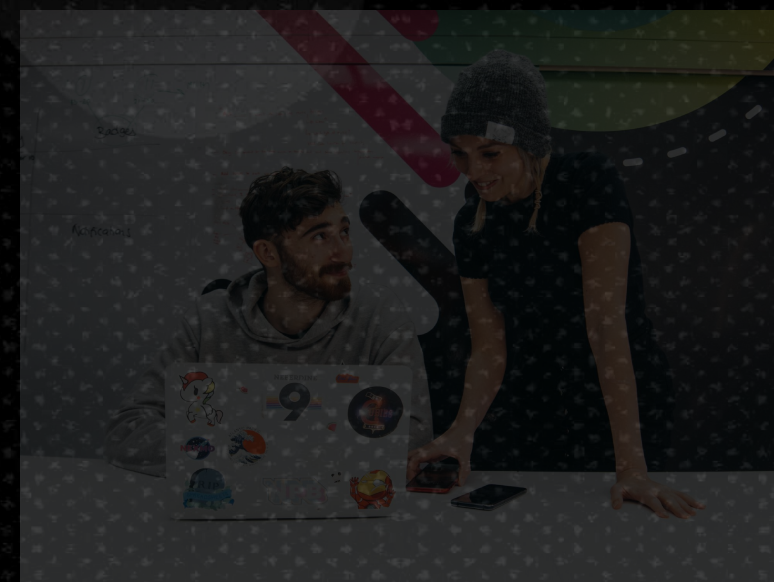


AS A ...
I WANT ...
SO THAT ...


ACTIVITY 01
**USER
STORIES**



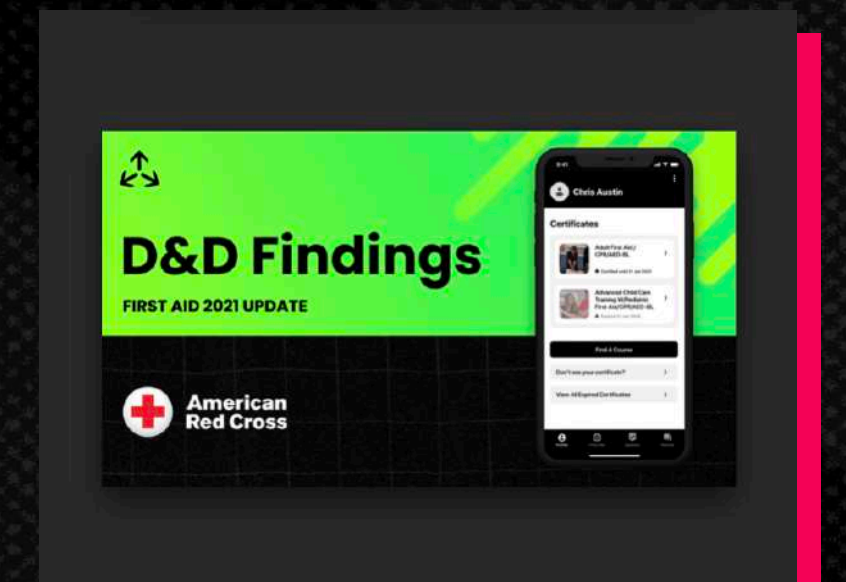
ACTIVITY 02
**ACCEPTANCE
CRITERIA**



ACTIVITY 03
**TECHNICAL
INVESTIGATION**



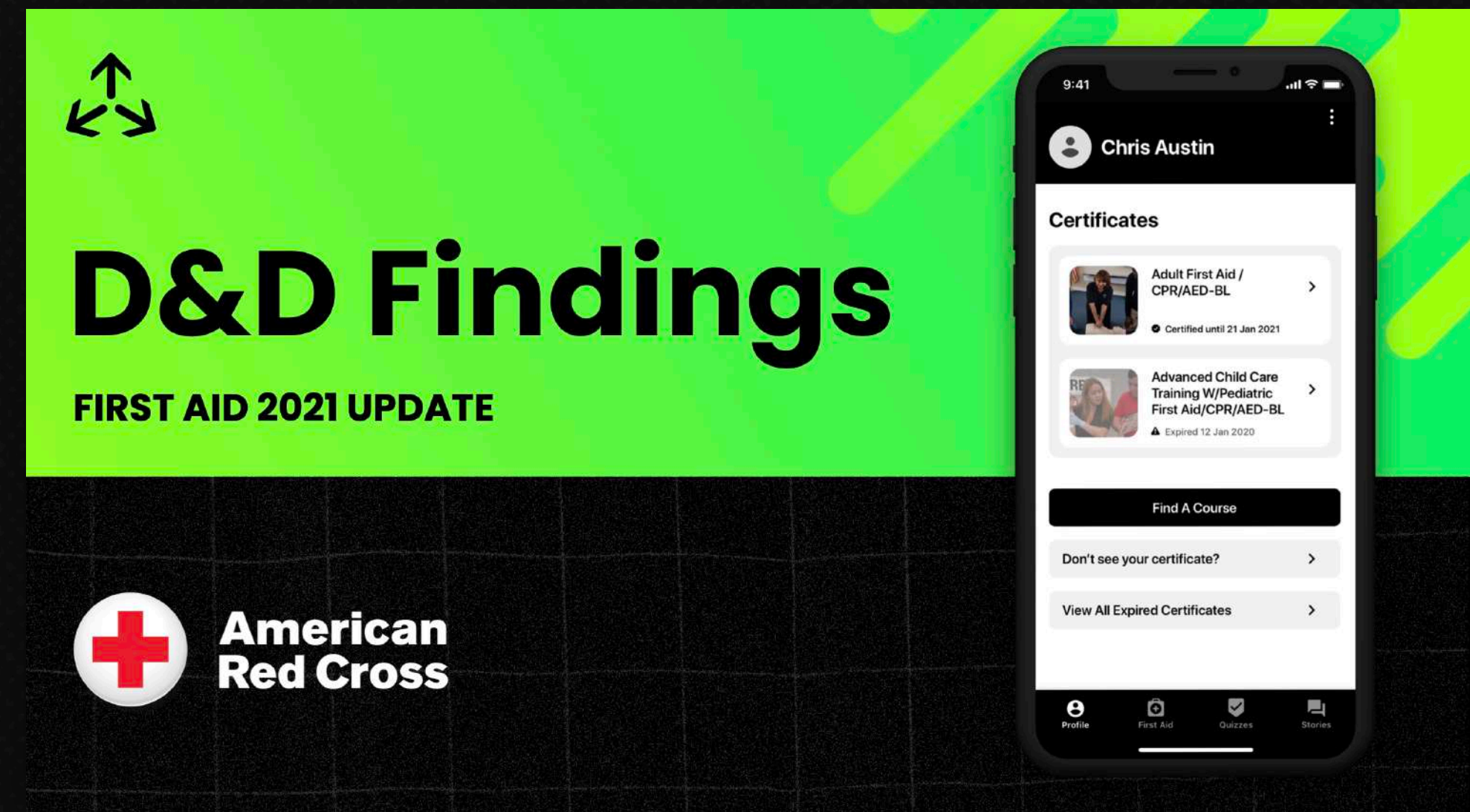
ACTIVITY 04
ESTIMATES



ACTIVITY 05
**FINDINGS
DOCUMENTATION**

FINDINGS DOCUMENTATION

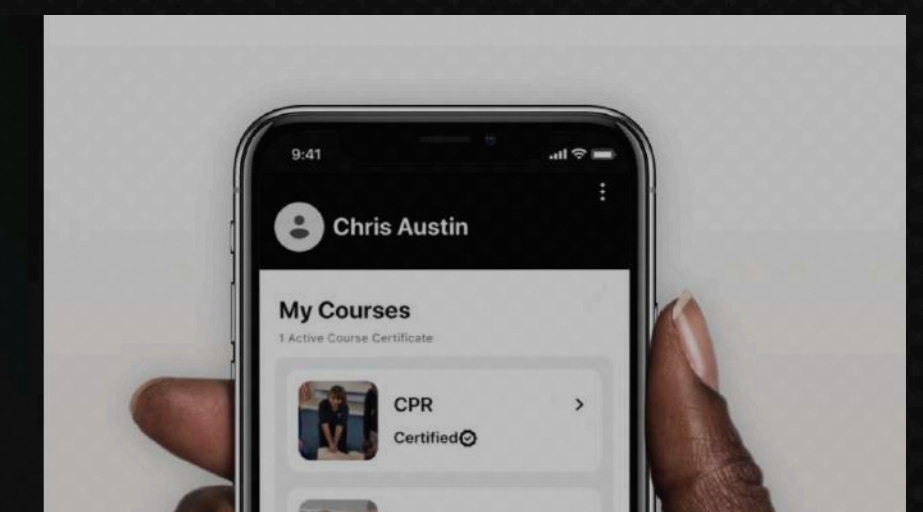
A final document is crafted to summarize and catalogue the solution and all the creative, technical and strategic work for stakeholders. If funding is required, a version for investors is available.

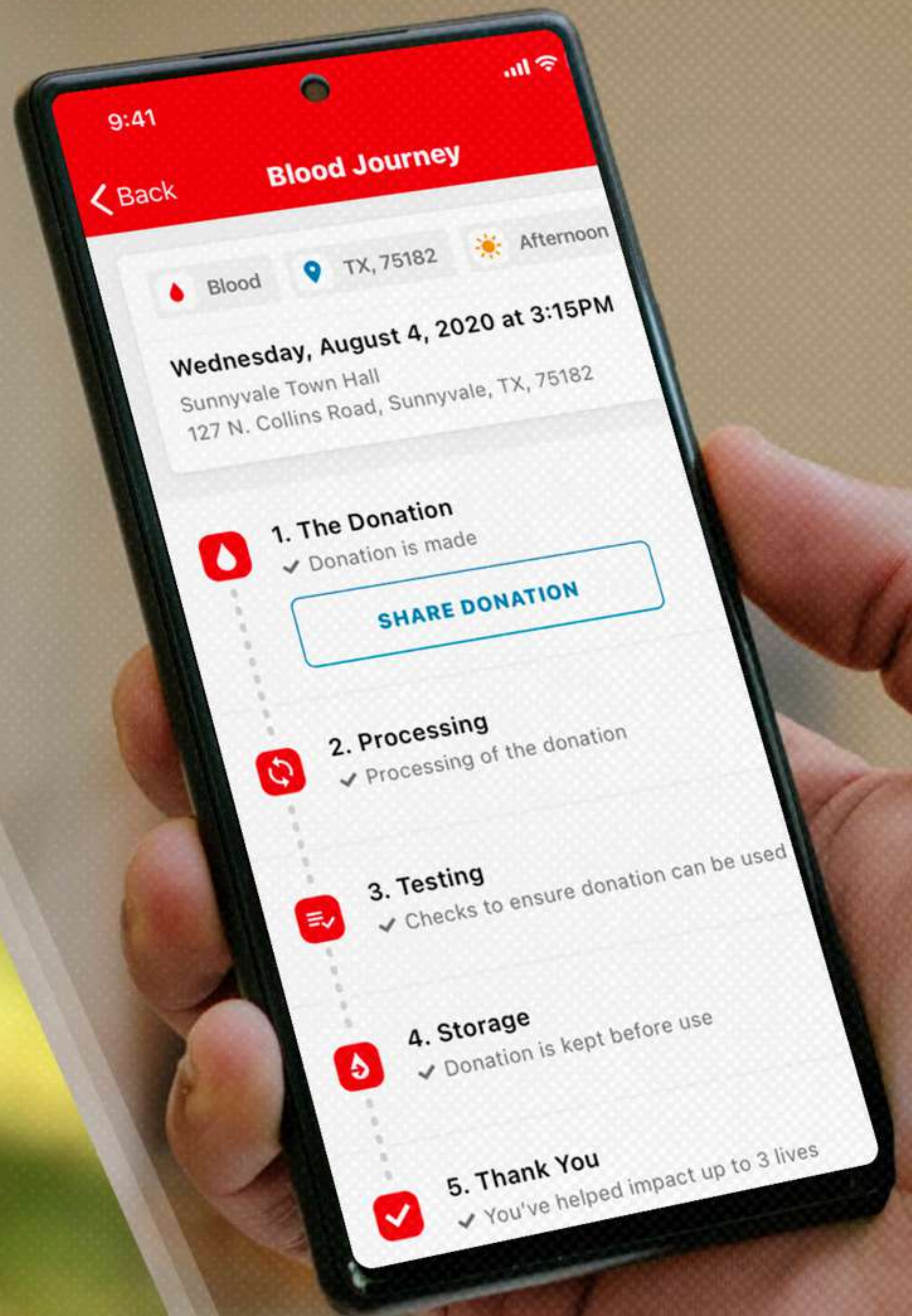
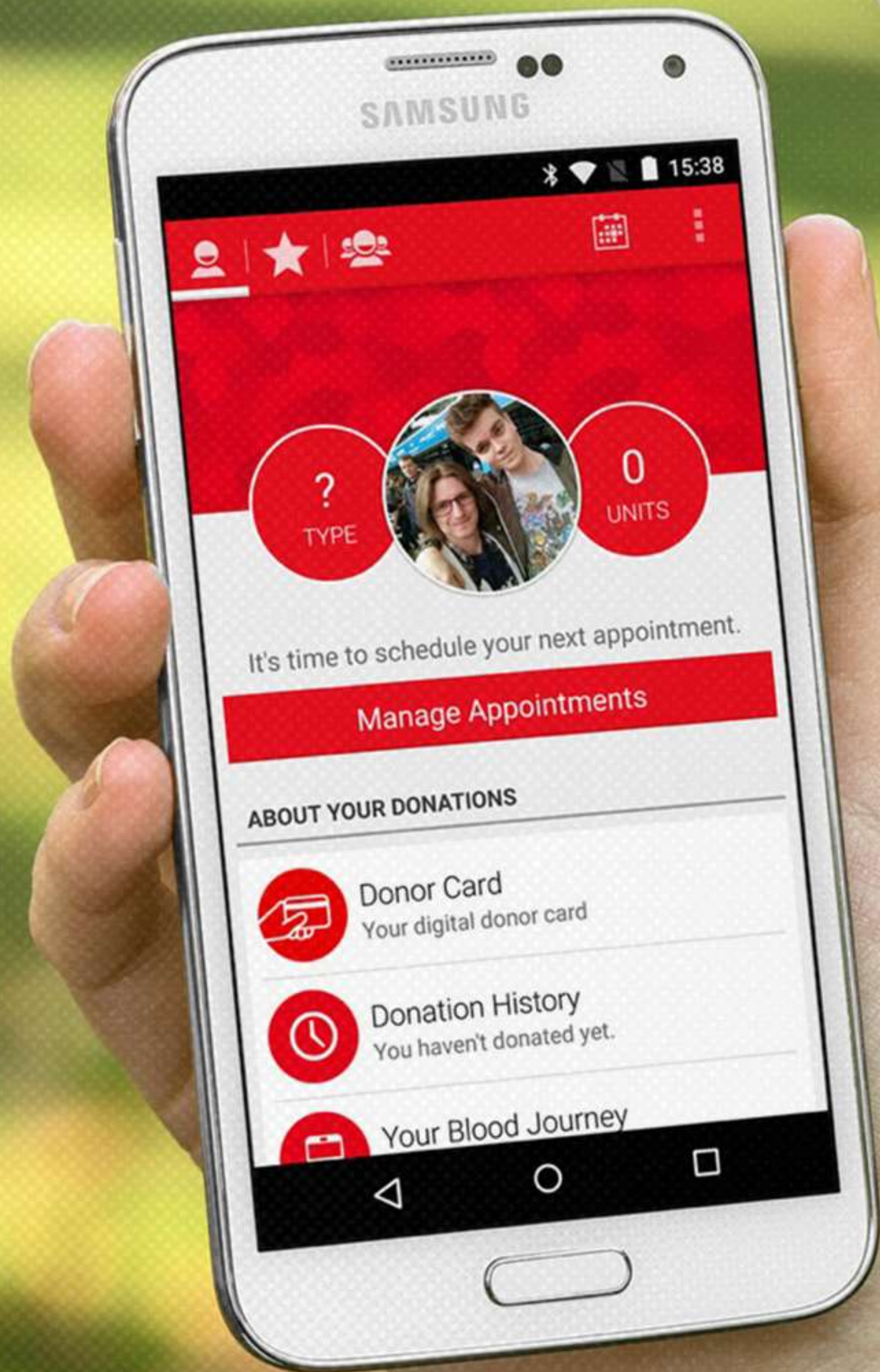


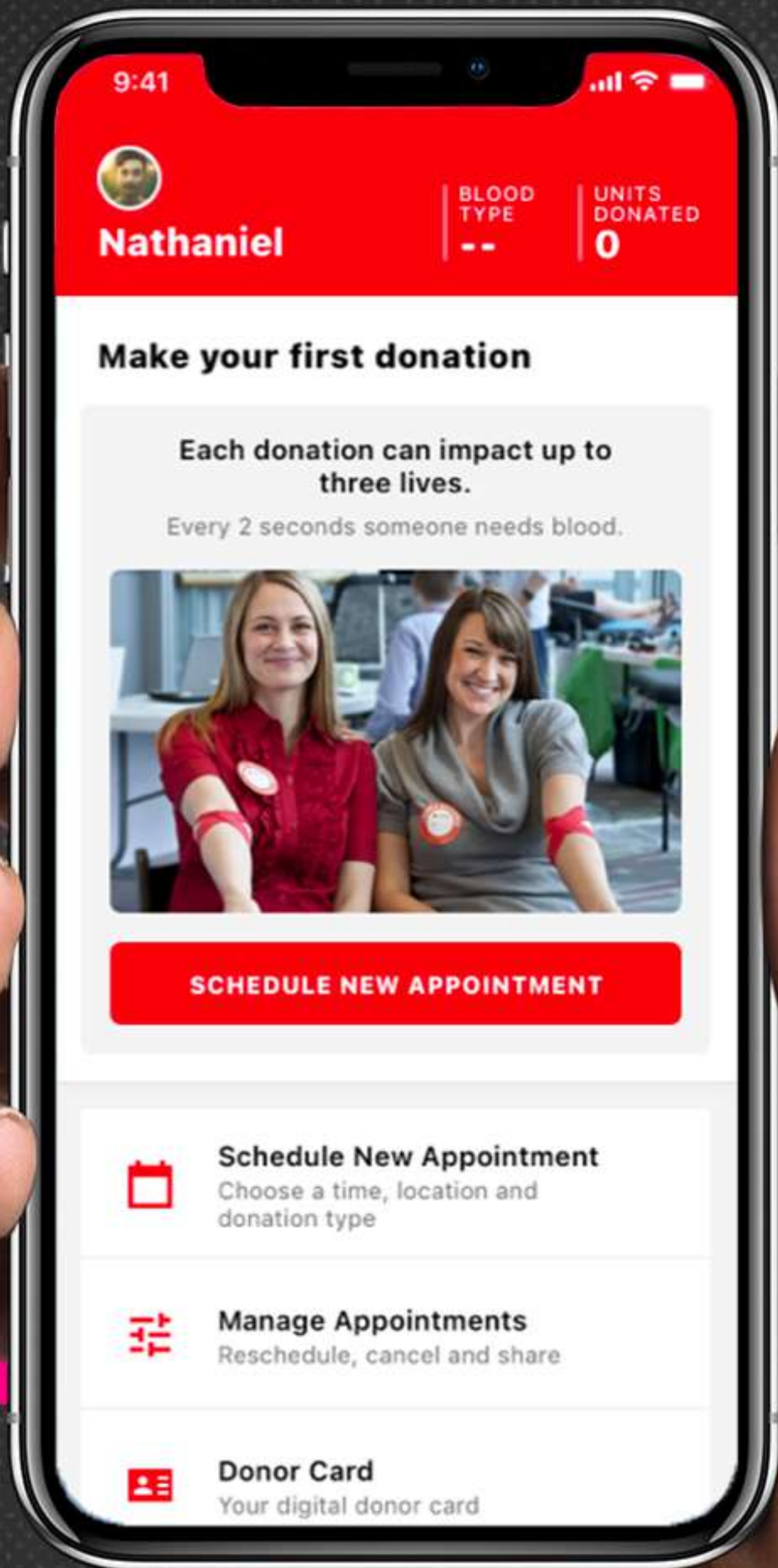
Prototype - Second Iteration

Informed by the findings from round 1 and feedback from ARC, we iterated upon the first prototype.

Headline Changes:







**BLOOD
DONOR APP**

THE IMPACT

10 million
Appointments booked

 **THE
WEB
AWARDS**

THE FRAMEWORK



PHASE 01

DISCOVER

● **RESEARCH &**



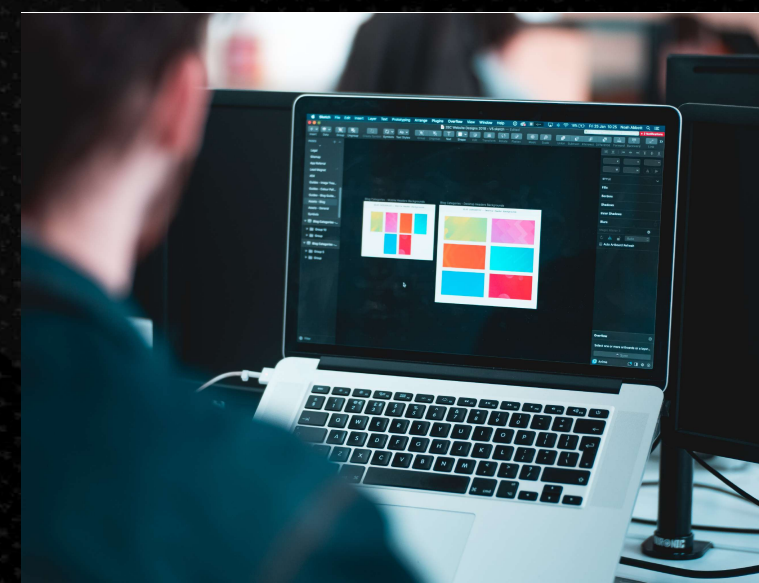
● **IMMERSE**



● **FEATURE IDEATION**



● **PRIORITIZE**



PHASE 02

PROTOTYPE

DESIGN

PROTOTY

REVIEW



PHASE 03

DEFINE

● **USER STORIES**



● **ACCEPTANCE**



● **TECHNICAL**



● **ESTIMATES**

QUESTIONS?



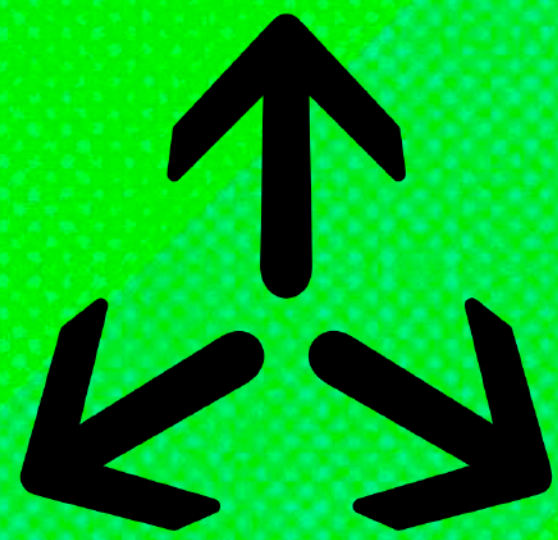
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