Mobile apps for impactful change
PUFF STORY

Co-Founder

puff@3sidedcube.com

Sophia ‘Puff’ Story
WE WANT TO CHANGE MILLIONS OF LIVES FOR THE BETTER
BY BUILDING TECH FOR GOOD
TECH IS AGNOSTIC
Saving lives with the world’s first blood tracking app

200k+ APPOINTMENTS BOOKED MONTHLY
THE CHALLENGE

Increase appointment show rate from 52%
Framework to help you determine
THE RIGHT DIGITAL SOLUTION
DELIVERY PROCESS

PHASE 01
PREPARE

PHASE 02
BUILD

PHASE 03
SHIP

DISCOVER & DEFINE

PLAN

DESIGN

SPRINT ZERO

BUILD

TEST

REVIEW

QA

UAT

PRE-FLIGHT

SHIP
THE FRAMEWORK

PHASE 01
DISCOVER

- RESEARCH &
- IMMERSE
- FEATURE IDEATION
- PRIORITIZE

PHASE 02
PROTOTYPE

- DESIGN
- PROTOTYPE
- REVIEW

PHASE 03
DEFINE

- USER STORIES
- ACCEPTANCE
- TECHNICAL
- ESTIMATES
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.
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.

DORIAN
Wants to get clear information to parents.
AGE
36 - 40
LOCATION
Northern UK
DEMOGRAPHIC
A1
PLATFORM
Laptop

ANA
Wants to understand the effectiveness of the platform.
AGE
36 - 40
LOCATION
Northern UK
DEMOGRAPHIC
A1
PLATFORM
Laptop

CHLOE
Wants more information about how to help her child.
AGE
40 - 44
LOCATION
Northern UK
DEMOGRAPHIC
A1
PLATFORM
iOS
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.
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.
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.
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.
PROTOTYPE & TEST CYCLE

DESIGN

PROTOTYPE

USER TEST
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.
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.
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
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.
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.
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.
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

ACTIVITY 01
USER STORIES

ACTIVITY 02
ACCEPTANCE CRITERIA

ACTIVITY 03
TECHNICAL INVESTIGATION

ACTIVITY 04
ESTIMATES

ACTIVITY 05
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.
THE IMPACT

Appointments booked

10 million

BLOOD DONOR APP

THE IMPACT

Appointments booked

10 million
QUESTIONS?
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