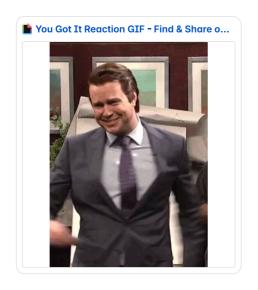
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# Kim-Canan's Capstone Project Home

# DEAR WONDERFUL WHALES AND VISITORS BEYOND



I AM HAPPY
TO WELCOME YOU
ON MY PAGE!



Kim-Canan Borstell

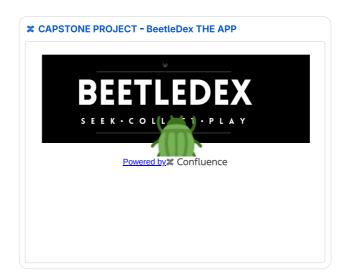
<u>**LinkedIn**</u>

This is a living Space which will grow over time 🚅



# **MISSION FOR**

23 Jun 2025



# Refinement with Prompts

#### Estimation $\mathscr{O}$

- Review the handout Prompt Design for Generative AI:Text Text to understand how to frame effective prompts for ChatGPT.
- Simulate an estimation session by prompting ChatGPT to act as a developer. Provide clear context and technical details for 2-3 selected features from your roadmap.
- Iterate on your prompts to get more realistic, nuanced answers. For example, try different prompt versions like "Act as a senior frontend developer" or "Estimate complexity in story points for feature XYZ"
- Document the prompts you used, including any iterations, in your Confluence space. Include a brief reflection on what seemed realistic or not, and whether refining your prompts helped you get more useful or accurate responses.
- Translate ChatGPT's feedback into estimated effort (eg T-shirt sizing or story points) for each selected feature.

#### Prioritisation @

- Revisit your roadmap items with the estimations in mind, and consider whether any adjustments to scope or sequencing are necessary based on effort levels.
- Choose one prioritization framework covered in Prioritising: Methods (eg RICE, MoSCoW, Kano or Lean matrix).
- Apply the framework to your roadmap features to validate or revise the order of execution.
- Update your Now-Next-Later roadmap if the prioritization results suggest changes.

#### User Stories & PRD @

- Review the User Stories you created in <u>Create User Stories & a PRD for your Capstone Project</u>.
- Add your finalized User Stories into your designated Capstone Jira project. For guidance, refer to Set up User Stories in Jira .
- Continue working on the PRD you started in <u>Create User Stories & a PRD for your Capstone Project</u> and incorporate any new information from this week's deliverables.

Estimation

#### 1. Feature: BeetleShaper

- → Prompt Dialog
  - 1. Hello Chat, wanna do some estimation with me?:)

Act as a developer. Estimate the effort to implement a feature where users can specify a Beetle by shape and colour. I splitted this feature into 5 stories:

a. As a User,

I want to choose between the MAIN SHAPE to identify the type

b. As a User,

I want to refine the actual WIDTH, to refine the type of beetle to

c. As a User,

I want to colour the HEAD,

to only see beetles which have a head in this colour

d. As a User,

I want to colour the SHIELD, to only see beetles which have a Shield in this colour

#### e. As a User I want to colour the Butt,

to only see beetles which have a Butt in this colour

> To estimate the effort for implementing the feature where users can specify a Beetle by shape and colour, we can break down each of the five user stories and consider the complexity, required components, and overall development time. Here's a rough estimate for each story:

#### i. Choosing the MAIN SHAPE:

• Complexity: Medium

• Components: UI for shape selection, backend logic to filter beetles by shape.

• Estimated Effort: 3-5 days ii. Refining the actual WIDTH:

• Complexity: Medium

• Components: UI for width adjustment, backend logic to filter beetles by width.

• Estimated Effort: 3-5 days

iii. Colouring the HEAD:

• Complexity: Low to Medium

• Components: UI for head colour selection, backend filtering for head colour.

• Estimated Effort: 2-4 days

iv. Colouring the SHIELD:

• Complexity: Low to Medium

• Components: UI for shield colour selection, backend filtering for shield colour.

• Estimated Effort: 2-4 days

v. Colouring the Butt:

• Complexity: Low to Medium

• Components: UI for butt colour selection, backend filtering for butt colour.

• Estimated Effort: 2-4 days

Total Estimated Effort: @

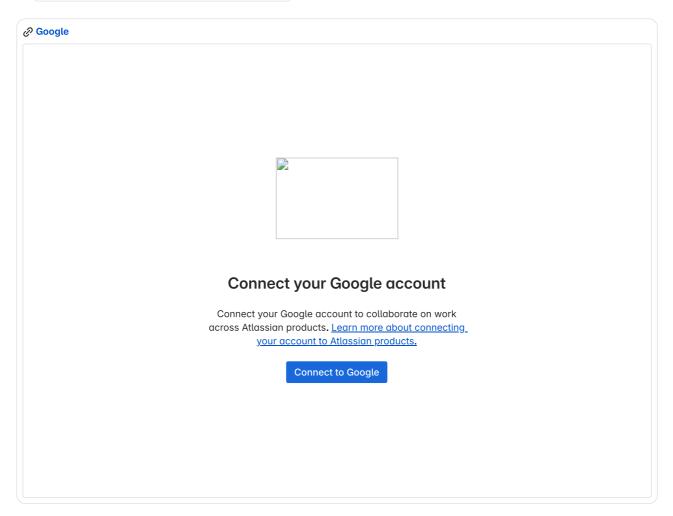
Minimum: 12 daysMaximum: 22 days

This estimation considers the design, implementation, testing, and potential revisions based on user feedback. It's important to account for any unforeseen challenges that may arise during development, as well as possible integration with existing systems or databases.



# **Presentation Training**

Task: 🗖 The AI workspace that works for you. | Notion



# SOURCES

# **BOOTCAMP** @

**PRESENTATIONS VIDEOS** 

COMMING COMMING

# **BOOKS** <sub>@</sub>

FUTURE ORGANISATION AGILE MANAGEMENT USER EXPERIENCE DATA DRIVENESS

Agile Retrospektiven <u>Die Angstfreie Organisation</u> **Mapping Expiriences** 

Swipe to unlock

<u>Gehirn</u>

Nutzen Sie Ihr zweites

Winning Now Winning Later

Summary of never split the <u>difference</u>

Think like a Rocket Scientist

WEB @

FUTURE ORGANISATION AGILE MANAGEMENT USER EXPERIENCE DATA DRIVENESS



# CAPSTONE PROJECT - BeetleDex THE APP

# **CAPSTONE PROJECT/COURSE** @

Culminating collegiate/university educational program

A capstone course, also known as a synthesis and capstone project, senior synthesis, among other terms, is a project that serves as the culminating and usually integrative praxis experience of an educational program mostly found in American-style pedagogy. Although somewhat different from an industry-oriented capstone ... Wikipedia

**MIRO BOARD** 

**JIRA** 

**CAPSTONE BUDDYS** 

@Katsiaryna

@Felipe de la Fuente

# MY CAPSTONE DELIVERABLES @

Weeks	Assignments	Status  DONE NOT DOING	Links
Week 01	Choose your Capstone Project: think of a Product that you want to develop	DONE	CAPSTONE PROJECT - Bee tleDex THE APP  Product Strategy
	Develop your <u>Product Strategy</u> : Incorporate your product vision statement.	DONE	Product Vision
	My Miro Board: create a Product Vision Board for your chosen organisation and product.	DONE	Product Vision
Week 02	Use the Product School template to craft your product strategy.	DONE	Product Strategy
	Conduct market research and address trends and potential opportunities.	DONE	Market Research - Competi tor Analysis - Benchmarking
	Identify your target segment.	DONE	

	Who are your competitors?	DONE	Market Research - Competi
	Portray the Unique Value Proposition and the Unique Selling Proposition your product is offering.	DONE	Product Strategy
	Incorporate your defined OKRs	DONE	<b>⊚</b> OKR
	Include a prioritised list of your product map initiatives. (Roadmap)	DONE	Kim-Canan's Capstone Proj
	Include the trade-offs you are making and what you will not do + TradeOffs	DONE	Challenges & Approach Challenges & Approach
	What are the potential risks you foresee? how would you overcome them?	DONE	Challenges & Approach
	Identify your success indicators.	DONE	<b>№</b> Challenges & Approach
	Optional: Design Thinking		
Week 03	The hypotheses you are building your research on	DONE	<b>⊈</b> Target Audience
	A list of questions to be answered to test the hypotheses.	DONE	<b>⊈</b> Target Audience
	Defined research goals.	DONE	<b>⊈</b> Target Audience
	Cluster the data you need into qualitative and quantitative	DONE	<b>⊈</b> Target Audience
	Create your survey form and share it	DONE	<b>⊈</b> Survey - Internal
	Review the insights you collected and highlight any patterns.	DONE	<b>⊈</b> Survey - Internal
	Categorise the insights by theme (e.g. pain points, user desires)	DONE	<b>⊈</b> Survey - Internal
	Identify and prioritise problems based on how they serve your research goal	DONE	<b>⊈</b> Survey - Internal
	Generate possible solutions for those problems	DONE	<b>⊈</b> Survey - Internal
	List your recommendations	DONE	<b>⊈</b> Survey - Internal
Week 4	Conduct thorough market research and define potential users (utilize the available insights and industry reports that are available online).	DONE	<b>⊈</b> Target Audience
	Capitalise on the interviews you conducted last week.	DONE	<b>⊈</b> Survey - Internal
	Develop User Personas	DONE	
	Create a User Journey Map	DONE	■ User Journey Mapping
	Create a User Flow	DONE	✓ User Flow

	Create a User Story Map	DONE	<b>■</b> Scholer Userstories
	Stakeholders Management:	DONE	Stakeholder Management
	Brainstorm all potential stakeholders for your product.		
	Use the power-interest matrix to categorise your stakeholders	DONE	Stakeholder Management
	Develop a communication plan to keep stakeholders engaged	DONE	Stakeholder Management
	Wireframing <i>∅</i>	DONE	★ https://neuefische-product-ww.atlassian.net/wiki/spaces/KCP/pages/32866354/WIREFRAMES?atlOrigin=eyJpIjoiMmEyZmExYjNlZmE0NDQ10WIyMWY3YzZiOTJiOTM2Y2EiLCJwIjoiYyJ9Request access
	Consider interviewing one or two people and ask them to perform the task and iterate accordingly.		
Week 05	Prototyping <i>⊘</i>	DONE	₱ BeetleDex Prototype
	Usability Testing <i>∅</i>	DONE	
Week 06	Product Roadmap €	DONE	Kim-Canan's Capstone Proj
	Estimation $\mathscr Q$	DONE	Kim-Canan's Capstone Proj
	Prioritisation $\mathscr Q$	DONE	Kim-Canan's Capstone Proj
	Jira €	DONE	Kim-Canan's Capstone Proj
	PRD Ø	DONE	
Week 07	Agile Methodologies - Mock a Scrum or Kanban workflow @	DONE	Kim-Canan's Capstone Proj
	Optional: Mock Retrospective	NOT DOING	
	Plan and document a mock Agile Retrospective for your Capstone Project based on its progress so far. Using the Start-Stop-Continue framework:  1. Identify one process or practice to start doing to improve your workflow.  2. Highlight one existing practice to stop doing due to its inefficiency.  3. Emphasize one successful practice to continue		
	leveraging.		

	Ensure your retrospective ties directly to the principles of delivering value, fostering collaboration, and continuous improvement.  Go with healthy assumptions for this activity, remember this is a mock session. We want to mainly see you showcase how you would set up a retrospective and apply what you learned.		
Week 08	Manifesto ⊘	DONE	Team / Collabo Manifesto
Week 09	OKRs & KPIs Ø	DONE	<b>⊚</b> OKR
	A/B Testing @	DONE	<b>⊈</b> Splitt Test
Week 10	Start preparing your presentation for the introductory session of the capstone project. Imagine you're giving a public product demo or keynote about your project.  Make it engaging, clear and concise.  1. Choose any tool you would like to work with (maybe Miro, Google docs or pitch.com).  2. Choose a format for the intro session to break the ice:  • Icebreaker question round.  • Fun fact sharing.  • Quick team-building activity.  3. Prepare Your Presentation:  • Develop the content of your project presentation.  • Include or link to materials you've previously created (e.g., Miro visualisations, Notion, or Confluence pages).  • Apply your storytelling knowledge to create an engaging and compelling presentation.  4. Practice:  • Prepare a 5-minute presentation summarising your project so far.  • Present it to your buddy and record the session using Zoom.  5. Feedback and Review:  • Exchange feedback with your buddy.  • Review the recording and identify three areas for improvement in your presentation skills.  • Re-record yourself as many times as needed to perfect both your presentation and timing.  Remember: practice makes perfect - the more you rehearse, the better your final delivery will be.		https://www.canva.com/desig n/DAGqOCCx9TI/qNs5faxQB3 ICHGLD8fP1ug/edit
Week 11	Create a Release Plan ∅	DONE	
	Plan Post-Launch Activities and Metrics ${\mathscr O}$		st-Launch
Week 12	Upload the following deliverables into this Google Drive:  • Presentation		<pre>Phttps://drive.google.com/dr ive/folders/1jbFvA0TrKNr6M7o</pre>

- · Case Study
- Confluence Walkthrough
- Optional: Elevator Pitch </aside>

#### Part 1@

#### Finalise your Capstone Project @

Go through the activities of the past weeks and fill any gaps your project might still have. You can find an overview of all previous Capstone activities at <u>Capstone Deliverables Overview</u>.

# Video: Screengrab of your project space in Confluence and/or Jira ${\mathscr O}$

Create a 1.5 - 2.5 minute screen recording of your project space in Confluence and/or Jira to show what you have learned, to display the tools you used or showcase your capstone project.

#### Guidance: @

- use either Quicktime, Mac's pre-installed video software, or the Zoom recording feature
  - of course you can prefer a different software, but please note that coaches might not be able to help you
- give your video file a useful name
- upload your video to the linked Drive folder above
- to find your Zoom video recordings, open your Finder and go to

Documents > Zoom > [Folder of today]

# Review & Refine your Capstone Project @

# Objective @

The final weeks of your Capstone Project are focused on refining your work, filling in gaps, and ensuring your project is structured, well-documented, and ready for submission. This stage mirrors real-world project management, where quality assurance, stakeholder feedback, and final refinements are critical before launch.

#### Approach & Steps *∂*

#### 1. Conduct a Self-Review 🖉

Before receiving feedback from peers or coaches, take time to review your project critically:

iLwFblyYMFLLglB9h Connect
your Google account

- Content Completeness: Ensure all key deliverables are in your Confluence space, Jira board, and supporting materials.
- **Structure & Clarity:** Is your documentation easy to navigate? Would an external reviewer understand your project?
- Consistency & Accuracy: Check for outdated information, broken links, unclear explanations, and inconsistencies in terminology.
- Presentation Readiness: Go through your slides and video script—does it tell a compelling story about your project?

<aside> 👉

**Tip**: Step away from your project for a few hours and return with a fresh perspective. It helps to spot gaps or issues.

</aside>

### 2. Peer Review & Feedback ${\mathscr O}$

Engage in a **structured peer review** process to gather fresh insights:

- Pair up with another student. If possible, pick someone with a different project focus for diverse feedback.
- 2. Use the 'comment' function in Confluence to leave constructive feedback. Focus on clarity, structure, completeness, and potential improvements.
- 3. Review Jira setup & backlog management—does it align with project priorities?
- 4. Give presentation feedback:
  - Does the presentation flow logically?
  - Are the key insights and learning outcomes clearly communicated?
  - Does it stay within the time box?

<aside> 👉

**Tip**: Be specific in your feedback—avoid general comments like "Looks good!" Instead, suggest improvements like "Consider adding a brief summary at the end of your presentation to reinforce key takeaways."

</aside>

#### 3. Refine & Implement Feedback @

- Prioritize key refinements based on feedback.
- Finalize your documentation—structure, clarity, and completeness should be top priorities.

 Practice your presentation. Aim for smooth delivery and clear articulation.

<aside> 👉

**Tip**: Time yourself while rehearsing your presentation to ensure you stay within 5 minutes.

</aside>

#### 4. Final Checks & Submission @

Before submitting, ensure that:

- Your Confluence space is well-structured and includes all deliverables.
- Your Jira board & backlog is all clean and complete.
- Your **presentation and screengrab video** are complete and uploaded to the shared drive.
- You've labeled any items you are skipping (max. 5 items).
- ✓ Your capstone project submission page in Confluence is updated with all necessary links and documents.

<aside> 👉

Tip: If you have time, review your project from the perspective of a hiring manager or external stakeholder—does it showcase your skills, decision-making, and thought process effectively? Or does it feel like a generic, AI-generated output? Ensure that your unique approach, reasoning, and problem-solving abilities are clearly visible in the documentation and presentation.

</aside>

<aside> <img src="/icons/upload\_red.svg" alt="/icons/upload\_red.svg" width="40px" />

Upload the following deliverables into this Google Drive:

- Presentation
- Case Study
- Confluence Walkthrough
- Optional: Elevator Pitch </aside>

# Final Thought @

Your Capstone Project is the culmination of your **Product Management bootcamp journey**—a demonstration of everything you've learned, applied, and refined. Treat it like a real-world project and focus on **quality, clarity, and impact.** 

Good luck with your final refinements, and we look forward to seeing your presentations!		
Case Study $\mathscr O$	DONE	(S) CASESTUDY



PRD - Product Requirements Document

# BeetleDex @

### PokéDex just for Beetles

We want to aim for a playful educational application based on our filter and database to ecourage people to interact with nature and lean to observe and earn knoleadge and awareness.  $\mathscr{O}$ 

# PRD for Ingredient Listing Creation Flow @

Author: Kim-Canan Borstell

Team: Kim-Canan, Kat, Felipi, Leo, Gjorgi, Dino, Felix

Role	Name
Product Manager	Kim-Canan
Engineering Lead	Kat
Designer	Felipi
Approvers / Sign-Off	Christoph (Entologist)

PM Epic: 🎸 KCCP-14: BeetleDex - Beetle Identification Experience TO DO

Status of PRD: Backlog

# 

#### Goals:

- Allow Schoolers to identify beetles through a playful selection through shapes and personal relation.
- Increase interaction/ experience with nature.
- Improve beetle perception.

### **Success Metrics:**

• x% of users logged beetles

.

# Q Overview @

#### What is this feature?

An App developed to reduce the hurdle of perception with nature and beetles, through playful identification, logging, personalization and playing with logged beetles.

#### Why is it needed?

The app inspires exploration of nature, enhances understanding of ecological changes, and encourages community participation in local biodiversity documentation. By merging education and entertainment, it aims to ignite curiosity and raise awareness of biodiversity conservation among students, nature enthusiasts, and entomologists.

— turning a lack of perception into economical change awareness.

# Assumptions @

- 1. Individuals are likely to engage with beetle identification, in case of decreased hurdle.
- 2. Individuals are interested in discovering the surrounding
- 3. Individuals welcome playful opportunities to increase awareness

#### Overall Milestones Status @

Feature	Time Frame	Status
Identification (Shaper)		DOING
Logging (BeetleDex)		DOING
Personalisation (BeetlePet)		DOING
Play (BeetleBeat)		DOING
Engagement Seagle System		NOT STARTED
HandIns / Verification		NOT STARTED
CRM System for Entologist		NOT STARTED
API for different Databases		DOING
Combining Databases		NOT STARTED

Legend: NOT STARTED DOING DONE PLANNED BLOCKED

#### *⊘* **REQUIERMENTS**

Requirement	User Story	Importa	EPIC	Status
		nce		

Database	As a User, I want a large Database to identify my discovered local Beetle.	5	<ul><li></li></ul>	DOING
Identification Tooling	As a User, I want to an easy approach to identify my Beetle	5		DOING
Beetle Profile	As a User, I want to see all needed/ given Information about a Beetle to learn more about its specifics.	4	★ KCCP-14: BeetleDe x - Beetle Identificati on Experience TO DO	DOING
Account	As a User, I want to create have an Account to store my Beetles.	4		DOING
Logging	As a User, I want to log the discovered Beetles to be able to collect, show and play with them.	4		DOING
Personalisation	As a User, I want to ad personal details to the Beetle Profile to build a deeper conncetion to my discovered Beetles	3	⟨→ KCCP-16: BeetleP et TO DO	PLANNED
Gamification	As a User, I want to play with my discovered Beetles	3		PLANNED
Cheering	As a User, I want a strong cheering cheering communication to increase my satisfaction	2		PLANNED

Making Schoolers Aware Of Changing Population Through Playful Beetle Identification App.  $\mathscr O$ 

**Product Vision**  $\mathscr{Q}$ 



#### Seek • log • learn • play

Aim for an innovative Beetle Index app that empowers individuals to identify and document beetles through engaging, gamified learning.



#### **Problem Statement**

In an era where awareness of the importance of biodiversity and insect protection is growing, there is a **lack of interactive and educational tools that engage people**, especially students and nature enthusiasts. The existing gap in **education and playful learning about insects** results in valuable **information about the diversity and ecology of beetles remaining untapped** 

# INDUSTRY ORGANISATION TYPE PROJECT TYPE Education • Entertainment Public Sector • Non-Profit Mobile App • Learning Platform • Educational Institution • Portal



The app inspires exploration of nature, enhances understanding of ecological changes, and encourages community participation in local biodiversity documentation. By merging education and entertainment, it aims to ignite curiosity and raise awareness of biodiversity conservation among students, nature enthusiasts, and entomologists.

# Unique Value Propositions (UVPs) and Unique Selling Propositions (USPs) for BeetleDex ${\mathscr O}$

Unique Value Propositions (UVPs) @

#### 1. Comprehensive Educational Resource:

• BeetleDex serves as a one-stop educational tool that combines detailed information about various beetle species with interactive learning features, making it ideal for students, educators, and nature enthusiasts.

#### 2. Accurate Identification Technology:

• Utilizing advanced machine learning algorithms, BeetleDex offers high accuracy in beetle identification, ensuring reliable and scientifically backed information for users.

#### 3. Engaging User Experience:

• The app incorporates gamification elements, such as achievements and challenges, to enhance user engagement and make learning about beetles fun and interactive.

#### 4. Community and Collaboration:

• BeetleDex fosters a community of users who can share their findings, participate in discussions, and contribute to a collective knowledge base about beetle species.

#### 5. Accessible Learning:

• The app is designed to be user-friendly and accessible, catering to a wide range of age groups and educational backgrounds, making it easy for anyone to learn about beetles.

# Unique Selling Propositions (USPs) @

#### 1. First-Mover Advantage:

• BeetleDex is one of the first educational apps dedicated exclusively to beetle identification, providing a unique niche in the market that sets it apart from general insect identification apps.

#### 2. Expert-Backed Content:

• The information within BeetleDex is curated and verified by entomologists and educational experts, ensuring users receive accurate and trustworthy content.

#### 3. Interactive Learning Features:

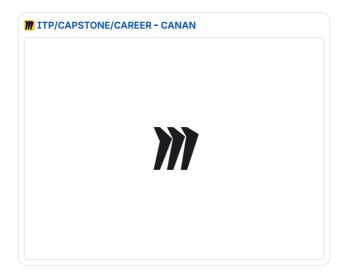
• With interactive quizzes, challenges, and gamified elements, BeetleDex stands out by transforming traditional learning methods into engaging experiences that encourage exploration and discovery.

#### 4. Customizable User Profiles:

• Users can create personalized profiles to track their progress, achievements, and favorite beetle species, enhancing their learning journey and encouraging repeated use of the app.

#### 5. Integration with Educational Institutions:

• BeetleDex actively partners with schools and educational organizations, providing tailored content and resources that align with curriculum standards, making it a valuable tool for educators.





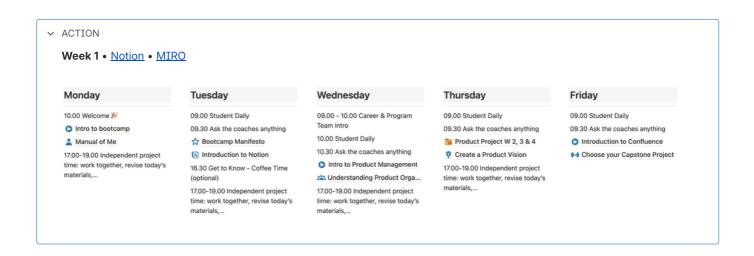
S E E K · C O L L E C T · P L A Y

# **Product Vision**

As @



We want to aim for a playful educational application based on our filter and database to ecourage people to interact with nature and lean to observe and earn knoleadge and awareness.



INDUSTRY ORGANISATION TYPE PROJECT TYPE

Education • Entertainment

Public Sector • Non-Profit
• Educational Institution

Mobile App • Learning Platform
• Portal



The app inspires exploration of nature, enhances understanding of ecological changes, and encourages community participation in local biodiversity documentation. By merging education and entertainment, it aims to ignite curiosity and raise awareness of biodiversity conservation among students, nature enthusiasts, and entomologists.



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#### **Product Vision Statement**

Seek • log • learn • play

Aim for an innovative Beetle Index app that empowers individuals to identify and document beetles through engaging, gamified learning.

USP\*s ℯ



Comprehensive
Identification Tools



Community-Driven
Biodiversity Database



Gamified
Learning Experience



Expert Collaboration
Platform

\*Unique Value Proposition



Covers most of the <u>Mindmap</u> mit lerntheoretischen Implikationen im Rahmen der <u>Instruktionspsychologie</u> and also in THE 17 GOALS | Sustainable Development Goal 4 | Department of Economic and Social Affairs .

# **TARGET AUDIANCE** Ø



Associations (bund, Liz...)



Schools and Universities
(Biology)



Enthusiast



Entomologs

# **VOICE OF COSTUMER** @



"We use it in bio class as a module and its more fun than expected. Actually learn more then in regular lessons."

The Students



"As a teacher, I'm always looking for engaging ways to teach my students about biodiversity. My students are excited to share their findings!"

The Teacher



"I've always loved exploring nature, but I often struggled to identify the different beetles I came across. The BeetleFinder feature made it so easy for me to learn about them on the spot"

The Entomologist

"I'm always on the lookout for innovative tools that can enhance both research and public engagement with insects. The Beetle Index app is a remarkable asset!"

# **AUDIANCE NEEDS**

# Engaging Educational Experiences

interactive learning modules that enhance their understanding of insects and ecosystems.

# Empowerment Through Learning $\mathscr O$

Knowledge about beetles and their ecological roles, fostering confidence in their ability to explore and document nature.

# Understanding Ecological Changes $\mathscr O$

The Nature Enthusiast

Resources that facilitate a deeper understanding of ecological changes, their impacts on local biodiversity, and the interconnectedness of ecosystems.

#### Connection with Nature @

Opportunities to engage with and appreciate the surrounding environment, promoting awareness and mindfulness about the natural world.

#### **Documentation of Ecosystems**

Fun tools that enable users to document and share observations of local ecosystems, contributing to community-based conservation efforts.

#### Awareness and Mindfulness @

Features that encourage mindfulness and environmental awareness, helping users to reflect on their relationship with nature and the importance of biodiversity.

#### Understanding of Surroundings @

Insights into the local ecosystem and its components, fostering a greater appreciation for the natural world and encouraging exploration.

# **FEATURE** @

ONGOING

BeetleDetec @

BeetleDex @

BeetleBeat @

Backoffice for Volunteering Search across all families using the following criteria

**STAKEHOLDER:** Legel, **CORE TEAM**: Back- Front End Engenieers, Data Science, Product Design,

#### **DELIVERBLS**

- Adjustment Carrusell
- Unregistered Index (List and BeetleProfile)
- AGB/ Datenschutzt DSGVO

#### Release X

- Photo Registration <u>like</u>>
- Camera Access Request

Dashboard of Founded Beatles (verifyed and unverified laybled) and known/ common Beatles in the Area (and beyond).

**STAKEHOLDER:** Legel, **CORE TEAM:** Back- Front End Engenieers,

#### **DELIVERBLS**

- Social SignUp/In
- Dashboard
- Index
- BeetleProfile ( + new label )
- •
- AGB/ Datenschutzt DSGVO

•

The quatett with all gathered Beatles.
So you can play with your friends. (MVP.)

**STAKEHOLDER:** Legel, **CORE TEAM:** Back- Front End Engenieers,

#### **DELIVERBLS**

- Dashboard
- BeetleDeck
- PlayConcept
- •
- AGB/ Datenschutzt DSGVO
- •

# Experts @

Ensure secure, valuebel, efficiant, easy communication and ticketsystem

**STAKEHOLDER:** Legel, **CORE TEAM:** Back- Front End Engenieers,

#### **DELIVERBLS**

- CRM
- AGB/ Datenschutzt DSGVO

#### **EXPERIENCE GOALS & METRICS**

ONGOING @

#### User Engagement @

- Daily active users and monthly active users
- Average session duration and frequency of app usage
- Engagement rates in features

# Successful Identification:

- % of users successfully identifying beetles (first try).
- Volunteers verifications
- Number of identified/logged beetles

#### Learning Outcomes @

- measured through quizzes or feedback survey
- Feedback on the
   relevance and impact

### User Satisfaction @

- NPS
- Ratings and reviews in app stores.
- Feedback on learning experiences.

**Objective 1:** Successfully develop and launch the BeetleDex app.

 Key Result 1: Complete the app development by the end of Q3, **Objective 2:** Drive user engagement and adoption of the BeetleDex app.

• **Key Result 1:** Achieve at least 2,000 downloads within the first

**Objective 3:** Establish BeetleDex as a recognized educational tool within the target audience.

- ensuring all core features are implemented.
- **Key Result 2:** Achieve a minimum user satisfaction rating of 80% in beta testing feedback.
- Key Result 3: Ensure that at least 90% of beetle identifications are accurate based on testing with a dataset of 1,000 species.
- three months post-launch.
- **Key Result 2:** Maintain an average session duration of 10 minutes per user in the first three months.
- **Key Result 3:** Gather at least 200 user reviews with an average rating of 4 stars or higher within the first three months.
- **Key Result 1:** Partner with at least 5 educational institutions or organizations for promotional collaborations by the end of Q4.
- Key Result 2: Increase social media engagement (likes, shares, comments) by 50% within the first six months after launch.
- Key Result 3: Secure at least 3
  features or articles in educational
  or nature-related publications
  within the first six months.



S E E K · C O L L E C T · P L A Y



# **Product Strategy**

# As \*Käfer (Coleoptera) der deutschen Käferfauna - kerbtier.de

We want to aim for a playful educational application based on our filter and database to ecourage people to interact with nature and lean to observe and earn knoleadge and awareness.  $_{\mathscr{O}}$ 

Added 29 Apr 2025 based on further insights through BeetleDex Prototype

# The Role of Product Strategy in Different Stages of Product Lifecycle $\mathscr Q$

- Introduction Stage: How product strategy shapes initial launch and market entry.
  - The Product introduces itself with your first Beetle and (and seasonal insekt in winter)
  - You can personlise it and it guides you through the App.
- **Growth Stage:** Adapting strategy for scaling and expanding market reach.
- **Maturity Stage:** Strategies for maintaining market position and managing competition.
- **Decline Stage:** Deciding whether to rejuvenate, pivot, or phase out the product.

#### **Continuous Improvement** *⊘*

- Feedback Loops: Establishing mechanisms for regular feedback and iteration.
- Monitoring Market Trends: Keeping the strategy relevant by staying updated on market changes.
  - **Pro tip:** Set a regular reminder to review the strategy

#### Presentation:

**Agility in Strategy:** Being flexible and adaptable to pivot when necessary.

**⊘ TARGET AUDIANCE** 



Associations (bund, Liz...)

(6)

Schools and Universities
(Biology)



Enthusiast



Entomologs

#### DELIGHT AND UNITY



Persona Reut, The Professional (Associations/ Entomologists, We promise You... A handy tool for identification, documation and collaboration on the population in your location.

Persona Kayra, The biology-class pupil We promise You... Innovative interactive learning expirance and gameplay beyond the

P

# **AQUISITION**

Acquisition: of Seeker of Experts 1. Schools 1. Associations 2. Social Advertising 2. manual Akquisition 3. Programms 3. dynamic Retention: 1. BeetleDex 1. Login Data (Seeker Profile) 1.2 Data storage of Users (photos, unlocks) 2.BeetleBase 2.Database of insects (API to existing Database 3.CRM System (as API to professionals) Expansion: 1. BeetleBeat ( Quattet )

Cost Structure:

1. development

2. Infastructure (APIs, CloudServer...)

2. BeetleClub (Exchange and Teams)

3. Beetlelog (filter beetles on map)

3. aquvision

4.

Channels:

Offline Media Online Media Flyer Social Media Sales sheets

Influencer-Marketing

Insekten D Compared to. , which we [Competitor] Legacy Player consider to be a(n) , we are incrementally better when it comes to our Insekt D (BUND) ability to [Competitor] maintain this position Therefore, we must \_ Kerbtier.de Compared to , which we [Competitor] current competitor consider to be a(n) , we are [A] incrementally better when it comes to our Kerbtier.de ability to\_ [Competitor] maintain this position Therefore, we must \_\_\_



Objective 1: Successfully develop and launch the BeetleDex app.

- Key Result 1: Complete the app development by the end of Q3, ensuring all core features are implemented.
- Key Result 2: Achieve a minimum user satisfaction rating of 80% in beta testing feedback.
- Key Result 3: Ensure that at least 90% of beetle identifications are accurate based on testing with a dataset of 1,000 species.

Objective 2: Drive user engagement and adoption of the BeetleDex app.

- Key Result 1: Achieve at least 2,000 downloads within the first three months post-launch.
- Key Result 2: Maintain an average session duration of 10 minutes per user in the first three months.
- Key Result 3: Gather at least 200 user reviews with an average rating of 4 stars or higher within the first three months.

**Objective 3:** Establish BeetleDex as a recognized educational tool within the target audience.

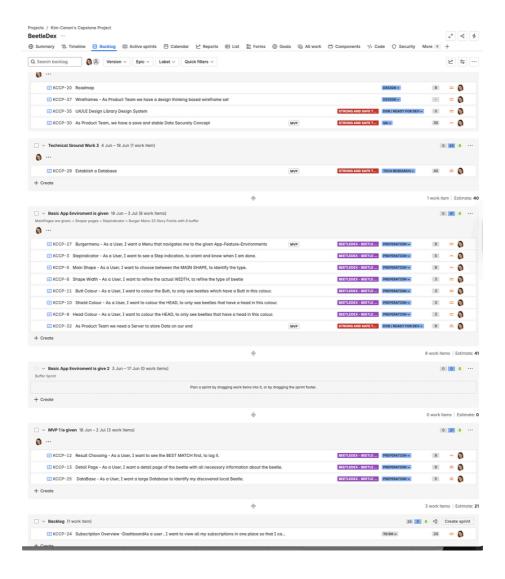
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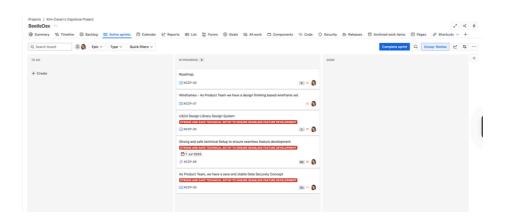






#### Mockup of Sprint or Kanban Board







S E E K · C O

# Team / Collabo Manifesto

# MANTRA @

Happy Teams create innovative Products to satisfy our target audience.



# Team Set Up ${\mathscr O}$

We,

The Cross-Functional BeetleDex-Team, consisting of

Roles	Capabilities	Responsabilitites
Product Management	User Research Stakeholder Managment Risk Management Product Strategy Development Manual Testing Quality Assurance	Prioritization of product features and coordination among stakeholders.
Product Design	UX and Design	user experience and design of the product based on findings
Frontend	<ul><li>Front end development</li><li>Platform engineering</li><li>Automated Testing Quality Assurance</li></ul>	Implementation of the user interface and ensuring user interaction.
Backend	Back end development     Platform engineering     Database administration     Automated Testing Quality Assurance	Development of server-side logic and data management.
Scrum Master	Scrum Methology	Supporting the team in the Scrum process and promoting continuous improvement.

commit ourselves to collaboratively develop innovative and high-quality products.

This manifesto serves as a guide for our collaboration and our commitment to excellence.

#### OUR VISION

We strive to put the needs of our users at the center of all our decisions, providing them with products that are not only functional but also user-friendly and aesthetically pleasing, playful and educative.

#### **OUR VALUES**

Respect Openness/ Curiosity Trust

We value the expertise of each team member and respect diverse perspectives due to expertieses.

How

We aim for non-violent communication Methologies

We foster a culture of openness where everyone can express their ideas and concerns.

We build trust in one another and support each other in our roles.

#### Collaboration Norms @

#### Communication Strategies

We hold regular meetings, including Daily Stand-ups, Sprint Reviews, and Retrospectives. We utilize tools like Slack and Jira for information exchange and tracking progress.

#### Collaborative Problem Solving

We encourage creative problem-solving approaches through brainstorming sessions and workshops, where all team members actively participate.

#### **Quality and Continuous Improvement**

We commit to delivering a high-quality product by conducting thorough testing and actively seeking user feedback. We learn from our experiences and continuously adapt our processes.

### Agile Ceremonies @

#### Daily Stand Up

- 1-5 min per person
- Standing
- Hole Team

How Do I Feel Today?



What did I work on vesterday? What am I working on today? And what is blocking me?

#### **Discovery Planning**

Product Manager / Product Designer

Time

- Sprintgoal (Outcome)
- Product Backlog Items (PBIs) sorted by importance
- · DOR is clear
- · Capacities of Team are known (vaccation + 25% puffer for blackboxes and and sickness)

- Presentation of Sprint Goal
- Walking through the PBIs
- Brief Estimation ala Fibonacci is given
- Discussion on potential pitfalles and blackboxes
- · Brief Estimastion
- Assinment

#### **Sprint Planning**

Given:

Hole Team

Time

- Sprintgoal (Outcome)
- Product Backlog Items (PBIs) sorted by importance
- Dependencies are clear
- DOD is clear
- Capacities of Team are known (vaccation + 25% puffer for blackboxes and and sickness)

#### Planning

- Presentation of Sprint Goal
- · Walking through the PBIs
- · Brief Estimation ala Fibonacci is given
- Discussion on potential pitfalles and blackboxes
- Re-estimastion

### Planning 2

- Sprint definement based on final estimations
- Assignment

Sprint Goal and PBIs are documented in Jira-Sprint

#### Reviews

#### Hole Team

# Reviews 1

Presenter: Leading Engenieer of Feature

Material: Prototypen. Screenshots, Diagramms

#### Flow:

- Sprint Goal and Acceptance Critera representation
- · Demonstration of Feature / Optimisation
- · Pitfalls, Discussions, Blackboxes
- Constructive Feedback

Time

Scrum Master / Product Manager

#### Reviews 2

· Presenter: Leading Engenieer of Feature

Material: Prototypen. Screenshots, Diagramms

Flow:

# Retro

Time

3h/ month

Hole Team

### Goal:

- · Reflect on the previous sprint
- Identify what went well, what didn't, and what improvements can be made

Can Variate on needs.

- Sprint Goal and Acceptance Critera representation
- Demonstration of Feature
   / Optimisation
- Pitfalls, Discussions,
   Blackboxes
- Constructive Feedback

Documentation

DOR - DISCOVERY TRACK(Kanban)

POOL OF IDEAS 18/199 PREPERATION READY FOR UX ... PRODUCT DESIGN RELADY FOR REYEW TESTING DOR ESTIMATION 1/11

Discover Track swimmlanes

#### PREPERATION DOR

#### Given:

- User Story
- · Business goal
- · Acceptance Criteria
- Brief Technical Requirements
- Tracking plan is drafted
- Testing Strategy for DOR is clear
- Testing Strategy for DOD is clear
- further Material or Sources such as Data, Articles etc

#### PRODUCT DESIGN DOR

#### Given:

- User Story
- · Business goal
- Acceptance Criteria
- Brief Technical Requirements
- Tracking plan is drafted
- further Material or Sources such as Data, Articles etc
- Figma Layouts
- Testing is passed (or/and iterated)
- Figma Components
- Figma Library is up to date

#### DOR DOR

#### Given:

- User Story
- Business goal
- · Acceptance Criteria
- Brief Technical Requirements
- Tracking plan is drafted
- further Material or Sources such as Data, Articles etc
- Figma Layouts MVP (+ Vision)
- Figma Components
- Figma Library is up to date
- Review has been taken place with forntend and or backend engeneer
- brief estimation is given on MVP (+ Vision)

RULE: Designs are not allowed to touch or need to have a reason and commitment with team

### DOD - DELIVERY TRACK (SCRUM)

ESTAMATED SPRINT BACKLOO TECHNICAL DISCOVERY IN DEVELOPMENT OA TESTING LAUCHED

Delivery Track Swimlanes

#### DEVELOPMENT DOD

- Acceptance Criteria solved
- Technical Requierments are given
- Tracking is given
- Documentation is done

#### QA DOD

- Feature passes testing
- Documentation is adjusted and communicated

#### TESTING DOD

- Passing through Testing Strategy ( Optimizly / slow increasing A/B testing)
- Analysis is done
- Documentation is completed

# TWEAK to LAUNCH DOD

- Testing passed or iterated on it till match of metric goals
- Documentation is completed

#### Measuring Success

We define clear KPIs Metrics to assess our progress, including user satisfaction, delivery accuracy, and team cohesion.

#### Call to Action

Every team member is called to actively contribute to achieving our shared goals. Let us work together to foster a positive team culture and realize our vision.

#### Conclusion

We are determined to live and promote the principles of this manifesto in our daily work. Together, we shape the future of our product and our team.n.

# **TEAM PRICIPLES** <sub>@</sub>

#### MVP Mindset

We aim for iterative development of: People, Culture and Product

#### Data Driven Mindset

We are curious and want to know instead of believing.

#### Speeding Up consistencly

We analyse and learn to prevent the blockers

#### **Constant Grow**

We aim for the Growth of individuals and as team for our personal and common Vision

#### **Human Centric**

We aim for the humanity within the Team to empower the individual  $% \left( 1\right) =\left( 1\right) \left( 1\right) \left$ 

#### Customer Centric

We are curiouse about our customer needs in order to make them happy

#### We rolemodel

We want to act as we wanted to be handled.

We aim for a anxcouse free Organisation/ Team Culture to fail forward together in order to develop, Learn and create an innovative Product, individuals love  $\heartsuit$ 

We want to avoid:

What we want to avoid	Risk	why avoiding it	How we aim for it	Methologies	
Unconscious risk assessment	lack of trust lack of empowerment lack of development	to secure trust and development together	generate a trustful environment and	non-violent communication     active asking for constructive feedback     Team Diagnostic Surveys (gathering in 6 month)     Welcome failture in order to growth. – Gather together the how (how did it happend and how it could have been prevented in order to learn out of it together)	

#### Goals:

• using Non-Violent Communication Methodes

why: decrease the anxiety of speaking out,

beeing honest without becoming personal attaking

out of elbow society/ classicism

soft on people hard on fact

data driven explainations

The goal of NVC is not to change other people and their behavior so that they behave the way we would like them to. Rather, it's about building relationships based on honesty and empathy that, as far as possible, meet everyone's needs.

The answer to the question of the cause of violence lies in the way we have learned to think, communicate, and deal with power.

The game I enjoy most is called "Making Life Wonderful." Most people play "Who's Right?" and they don't know there's another game. We can also play "Making Life Wonderful" with people who are used to "Who's Right?" – no one will want to continue playing that if they have a choice.

Dr. Marshall Rosenberg

SEEK · COLLECT · PLAY

# Stakeholder Management

INTEREST / POWER	HIGH POWER	LOW POWER
HIGH INTEREST	<ul><li>Manage Closely</li><li>Engineering</li><li>Product Design</li><li>Product Management</li><li>Admin</li></ul>	<ul><li>Keep Informed</li><li>Social Media Management</li><li>Legal</li><li>C-Level</li></ul>
LOW INTEREST	<ul><li>Keep Satisfied</li><li>Associations</li><li>Influrancer</li><li>User</li></ul>	<ul><li>Monitor</li><li>Database Management</li></ul>

#### **© COMMUNICATION PLAN**

## **Manage Closely**

#### **CHANNELS:**

- E-Mail
- Direct Message: Slack (tbd)
- Ticket System

#### RITUS:

- Daily
- Retro
- Documentation access
- Product Review

## Keep Informed

#### **CHANNELS:**

- E-Mail
- Direct Message: Slack (tbd)
- Ticket System

#### **RITUS:**

- Monthly report
- quarterly meetings
- Documentation access

- Planning 1
- Planning 2

•

## **4** Keep Satisfied

#### **CHANNELS:**

- E-Mail
- Telegram

#### **RITUS:**

• quarterly report

#### Monitor

#### **CHANNELS:**

- E-Mail
- Direct Message: Slack (tbd)
- Ticket System

#### RITUS:

- bi-monthly meetings
- Documentation access



# Market Research - Competitor Analysis - Benchmarking

∨ STORYLINE INSPIRATION FOR GAMIFIACTION Pokemon / POKEDEX aka Pokemon Company App

The Pokémon Company







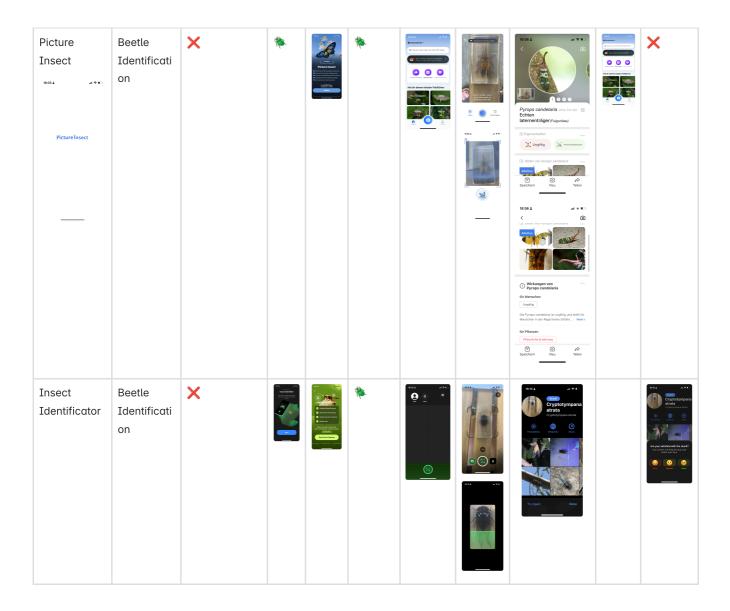






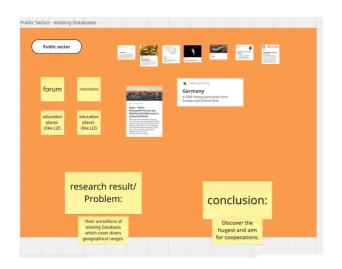


Competitor/ Inspos	Genre	Gamification	Onb oard ing	Plan/ Prici ng/Tr ail/Fr ee	Free Usage s	Getting Started	Identifi cation Loader	Identification	Dash board	USP
Insect Identifier	Beetle Identificati on	×	Company of the compan	3 Plans	*	Fig. 1 and 1	The state of the s	Stag Bottle  Stag Bottle  Lineary States  Conception - Lowerise  Stag Start Al Charl  Stag Start Al Charl  Stag Start Al Charl  The say Design guest  Any sewestional Start Al Charl  Start All Charles  Stag Start All Charl  Any sewestional Start Al Charl  The say Design guest  Start All Charles  Stag Start All Charl  Any sewestional Start Al Charl  The say Design guest  Start All Charles  Start All Charles  Any sewestional Start Al Charl	The second of th	Stage State Lawrence of the Control
Insect identification	Beetle Identificati on	×	×	Note that the second of the se	*	PARAMETER OF THE PARAME	30%  Brancher  B	Treffer gefunden! We note identificate  Formula to tool  Folias stellen  Treffer gefunden! We note in her insets identificate  Formula stellen  Formula stellen	Summer Su	Secretary in a contract of the



## Interesting potential Partners $\mathscr O$











Example of @Felix Gyamfi I want to include here for my project

competitor i have been looking at:





# Risk Managment & Analysis

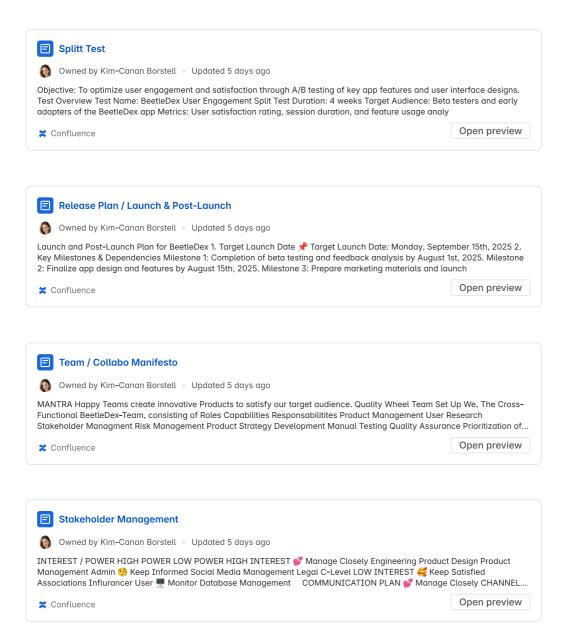
## Technical Risks @

- **Development Challenges:** Potential difficulties in app development, including bugs and integration issues with existing technologies such as Database and filtersystem
- Data Accuracy: Risks related to the accuracy and reliability of beetle identification algorithms.
- Target Audience Engagement: Uncertainty regarding whether the target audience (students, educators, or hobbyists) will engage with the app.
- **Competition:** The possibility of competing educational apps entering the market, which could dilute BeetleDex's unique value proposition.
- Budget Overruns: The risk of exceeding the initial budget due to unforeseen development costs or extended timelines.
- Funding: Challenges in securing sufficient funding to sustain development and marketing efforts.
- Intellectual Property: Risks related to copyright or trademark infringements, particularly concerning the use of images or content.
- Data Privacy: Compliance with data protection regulations, especially if the app collects user data.
- Resource Availability: Potential challenges in securing skilled personnel for development, marketing, and support.
- Project Timeline: Delays in development could impact the overall timeline and launch date of the app.
- Usability Issues: Risks that the app may not be user-friendly, leading to low adoption rates.
- Content Quality: The need for high-quality educational content to ensure user satisfaction and learning outcomes.

# Mitigation Strategies @

- Conduct thorough testing during development to minimize bugs and ensure the accuracy of beetle identification.
- Engage with the target audience early through surveys and focus groups to gauge interest and gather feedback.
- Monitor competitors and adapt the app's features to maintain a competitive edge.
- Establish a clear budget and seek diversified funding sources to mitigate financial risks.
- Consult legal experts to navigate intellectual property and data privacy issues.
- Implement user testing to refine usability and gather insights for continuous improvement.

## Further Reads related to that @





E E K • C O L 🛑 C T • P

# **Target Audience**

\* https://neuefische-product-ww.atlassian.net/wiki/spaces/KCP/pages/30671407/TARGET+SURVEY?atlOrigin=eyJpIjoiOTkxOGI 5ZTQxZWMwNDQwN2I0ZmE1NTQ5ZDE5YTAyYjciLCJwIjoiYyJ9 Can't find link

 $\hat{\mathbf{m}}$ 

Associations (bund, Liz...)

**(b)** 

Schools and Universities (Biology)

C

Enthusiast

III

Entomologs

## **OVOICE OF CUSTOMER VISION**



"We use it in bio class as a module and its more fun than expected. Actually learn more then in regular lessons."

The Students



"As a teacher, I'm always looking for engaging ways to teach my students about biodiversity. My students are excited to share their findings!"

The Teacher



"I've always loved exploring nature, but I often struggled to identify the different beetles I came across. The BeetleFinder feature made it so easy for me to learn about them on the spot"

The Nature Enthusiast



"I'm always on the lookout for innovative tools that can enhance both research and public engagement with insects. The Beetle Index app is a remarkable asset!"

The Entomologist

Learning behaviors

# **⊘ SURVEY LEARNINGS**

TODO

# **⊘ INTERVIEW LEARNIGNS**

<u>Preperation in miro</u> wip

Person Question	Lourense 10:30	Felix <del>10:00</del> 11.XX	Dino 12:00	Leo 2.15 walked through my servey ( Gramma, tonality) until 3.30 3:00	Pryia ( we updated each other and have been tiered )  4:00
Learning behaviors	structured, expirance driven	Self motivated, please no pushing	structured, condensed, free usage		
<b>☆</b> Collecting					
perception of nature					
Gamification					

S E E K · C O L LE C T · P L A Y

User Persona

Associations @

(bund, Liz...)

**5** Enthusiast *∂* 

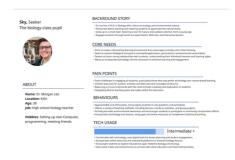
Entomologs @

Schools and Universities @

(Biology Teachers and Students)



♠ BIO STUDENT



**→** BIO TEACHER



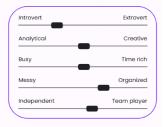
**SENTHUSIAST** 



#### Templates on miro to be seeked

https://www.notion.so/sa-nf-product/User-Personas-1bb08d5874d2810cb8c9d132df15ea3e?pvs=4

# • Keep the persona in the mind of your whole team: • Designers, Developers, Product Owner, Scrum master, etc. • Update your persona when you gather new insights • Limit the amount of personas (3-4 is ideal) • Involve your team in putting the personas together



# **Specific Product Info**

- Experience level | How they interact with the product
- What other products might they be using

Clara is an Art Director for print and digital (...)

She likes the creative work, but does not feel safe in the digital part of her work. Clients expect her to create full websites or apps with an intuitive design. (...) She also researched that UX/UI Design ...

# **Specific Product Info**

#### Frustrations:

"I have to deal with digital projects, but I am not feeling comfortable with them"

"My clients often do not take my work seriously, I am just the girl who knows how to handle the tools"

"I am overwhelmed with the self-learning offers on the web on the topic of UX/UI"





S E E K · C O ECT·PLAY

#### **ENTOMOLOGS**

#### Dr. rer. nat. Elenor, Etno The Entomologist



#### ABOUT

Age: 63 Salary: €61,383 Located: Soest Status: married, two kids Hobbies: Reading, Walkings, Voluntaries

Käferfotos nach Aussehen suchen - kerbtier.de

What bug is this? - Amateur Entomologists' Society (AES)

#### BACKROUND STORY

- Dr. Elenor Schmidt holds a doctorate in natural sciences (Dr. rer. nat.) with a specialization in entomology, focusing on insect behavior and ecology.
  Spent decades researching and teaching about insects, contributing to scientific publications and local educational programs.
  Living in Soest, a town surrounded by nature, she enjoys the balance between her professional life and personal interest.

#### CORE NEEDS

- Aims to continue her research while mentoring young scientists and promoting public awareness of the importance of insects in ecosystems.
   Desires to engage in community outreach programs that educate the public about entomology and insect
- Looks for opportunities to volunteer her expertise in local schools or nature organizations.

#### PAIN POINTS

- Faces challenges in communicating complex scientific concepts about insects to a general audience.
   Wants to combut common misconceptions about insects, which are often viewed negatively.
   Balancing a busy schedule of research, family commitments, and volunteer work can be demanding.

- Passionate and knowledgeable, often sharing insect-related facts and stories with friends, family, and community members.
   Approachable and engaging, enjoys leading workshops and discussions about the significance of insects in the environment.
   Actively listens to others and values their perspectives, fostering a collaborative spirit in her volunteer work.

#### TECH USAGE

# Moderat

- Familiar with digital tools for research, data collection, and communication with other scientists.
   Uses social media to connect with fellow entomologists and share insights about her work and insect conservation efforts.
   Engages in online forums and webinars to stay updated on the latest developments in entomology and related fields.

S E E K · C O



# **BIO STUDENT**

Sky, Seeker The biology-class pupil



#### **ABOUT**

Bergheim, Suburban town near a major city

HOBBIES setting up own Computer programming seeing friends

#### **BACKROUND STORY**

- · Lives with mother and older brother (tech-savvy).
- · Passionate about setting up own Computer

#### PAIN POINTS

- · Limited access · Challenges in managing
- schoolwork, hobbies, and social activities.
- · Lack overall well-being.
- · limited social media time (1 hour a day) 🗲 staying connected with friends.

#### **CORE NEEDS**

- · Aims to enhance skills
- · Seeks good grades to qualify for a university program
- Looks for engaging resources
- · Wants to incorporate more outdoor activities for better physical health.

#### **BEHAVIOURS**

· Proactive in seeking online resources for coding and crafting.

#### **TECH USAGE**

#### native

- Comfortable with technology: uses a smartphone, tablet, and laptop daily.
- Frequently uses educational apps and platforms for coding and crafting.
   Engages with social media, especially Instagram, to follow artists and share creative projects.
   Mindful of online presence due to moderated social media access.

S E E K · C O L t C T · P L A Y

#### **ENTHUSIAST**

Instagram (@insecthaus\_adi)

Persona Fee, The Enthusiast



#### Promise:

We promise You...

Intuitive identification of Beetles and impact into the population of insects in your location.

Alex, Atmo The Entausiast



#### ABOUT

Located: Bergheim Salary: deliver newspapers Status: kid Hobbies: Nature Walks, Design, Reading, Meditation, Photography

#### BACKROUND STORY

- Alex grew up near a small forest, where early experiences fostered a love for nature and the outdoors.
   Now living in the city, they often seek ways to connect with nature amidst urban life.
   Epipoys exploring parks and nature trails on weekends, appreciating the beauty of local floro and fauna.
   Girlfriend likes a Bird-identification App and showing the log of registered birds over the day

#### CORE NEEDS

- Alms to deepen their understanding of the natural world, particularly the insects they encounter during walls.
   Seeks opportunities to learn more about local ecosystems and their importance in urban settings
   Desires to participate in community initiatives that promote green spaces and biodiversity in the city.

#### PAIN POINTS

- Faces challenges finding time to explore nature due to a busy urban lifestyle.
   Wishes there were more accessible resources to learn about insects and their roles in ecosystems.
   Sometimes feels disconnected from nature while living in a bustling city environment.

#### **BEHAVIOURS**

- Curious and open-minded, often asking questions about the plants and insects encountered during walks.
   Enjoys discussing nature with friends and family, sharing discoveries from weekend explorations.
   Participates in local nature walks or workshops when possible to gain more knowledge.

#### TECH USAGE

Intermediate +

- Uses mobile apps for plant and tree identification to learn more about the needs.
   Uses Headspace for meditation

S E E K · C O L E C T · P L A Y

#### **BIO TEACHER**

NOT STARTED

Bio-Teachers Start with Carla

University

Sky, Seeker The biology-class pupil



#### **ABOUT**

Name: Dr. Morgan Lee Location: Köln Age: 38 Job: High school biology teacher

Hobbies: Setting up own Computer, programming, meeting friends

#### BACKROUND STORY

- Dr. Lee has a Ph.D. in Biology with a focus on ecology and environmental science.
   Passionate about teaching and inspiring students to appreciate the natural world.
   Grew up in a small town, fostering a lowe for nature and outdoor activities from a young age.
   Engages students through hands-on experiments, field trips, and interactive lessons.

- Aims to create a stimulating learning environment that encourages curiosity and critical thinking.
   Seeks to connect biological concepts to real-world applications, particularly in environmental conservation.
   Desires to fosters trong relationships with students, understanding their individual interests and learning styles.
   Wants to incorporate technology into the classroom to enhance learning and engagement.

#### PAIN POINTS

CORE NEEDS

- Faces challenges in engaging all students, particularly those who may prefer technology over nature-based learning.
   Limited resources for outdoor activities and field trips due to budget constraints.
   Balancing curriculum demands with the need to foster creativity and exploration in students.
   Navigating diverse learning paces and styles within the classroom.

#### **BEHAVIOURS**

- Approachable and enthusiastic, encouraging students to ask questions and participate.
   Utilizes a variety of teaching methods, including lectures, hands-on activities, and group projects.
   Actively promote environmental awareness and encourages students to participate in community conservation efforts.
   Incorporates technology into lessons, using apps and online resources to complement traditional teaching.

#### TECH USAGE

Intermediate +

- Comfortable with technology, uses digital tools for lesson planning and student engagement.

  Incorporates online resources and interactive platforms to enhance biology lessons.

  Encourages students to explore educational apps related to biology and ecology.

  Uses social media and online forums to connect with other educators and share best practices.



S E E K · C O

# **ASSOCIATIONS**

WIP

email xLIZ

SEEK.COLLECT.PLAY

#### **User Story Map**





S E E K · C O C T · P L A Y

# **User Journey Mapping**

#### **MIRO**

# Logging the first beetle into the BeetleDex

#### Scenario

Sky's new Bio-Teacher came up with a longterm Project:
The "Beetle Explorers" project aims to educate the 7th-grade class about ecosystems, with a particular focus on the importance of biodiversity and insect protection, specifically beetles. Over the next six weeks, students will engage in interactive and hands-on learning activities that highlight the ecological roles of insects, foster appreciation for biodiversity, and encourage playful learning.



**Sky**, Seeker The biology-class pupil

Age: 14

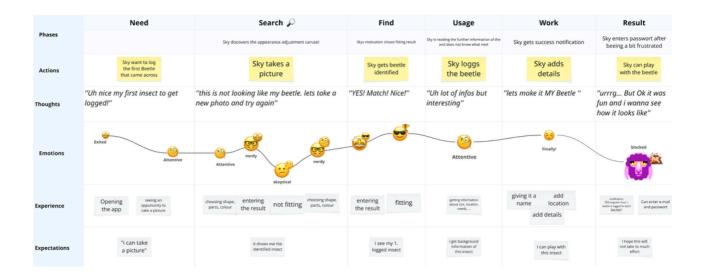
**Located:** Bergheim, Suburban town near a major city **Job:** Kid, deliver newspapers

**Hobbies**: Setting up own Computer, programming, meeting friends

**Sky is 14-year-old** who is balancing school, part-time work delivering newspapers, and spending time with friends. Living in Bergheim, Sky has access to both urban amenities and nearby natural areas. Primarily focused on technology and programming.

**Sky is excited to enrich the "BeetleDex"**, in order to play a mentioned game, which consists a deck of insects that have been logged in the app through identifications.

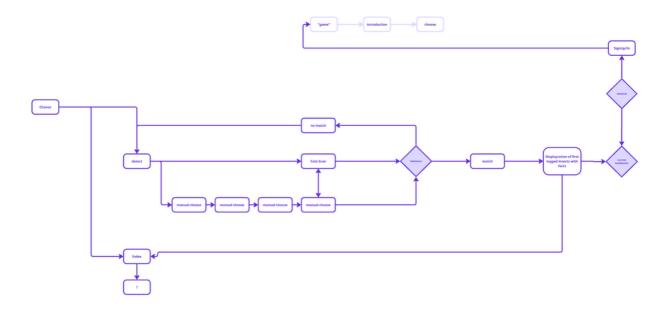
In order to impress friends Sky wants to learn more about the role of insects, especially beetles, in the environment and rock the game.



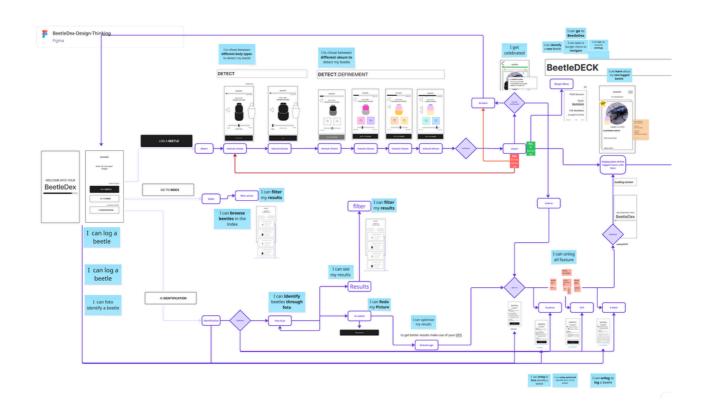
S E E K · C O L C T · P L A Y

User Flow

## **⊘ FLOWDIAGRAM**



**⊘ SCREENDIAGRAM** 





# Interviews - Internal

#### Preperation in miro

Interview Methode:Semi-structured, narrativ

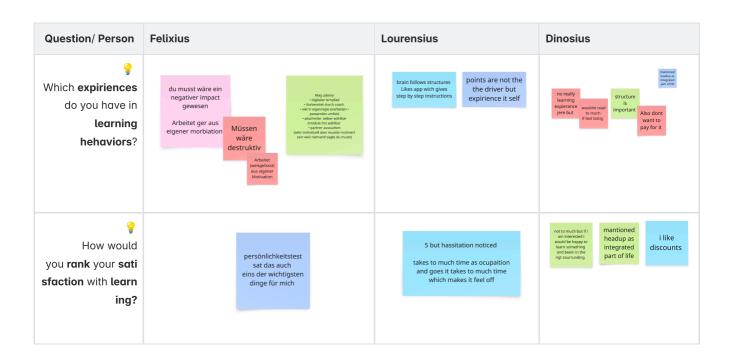
Target Audience: Wonderful Whales (4 3),

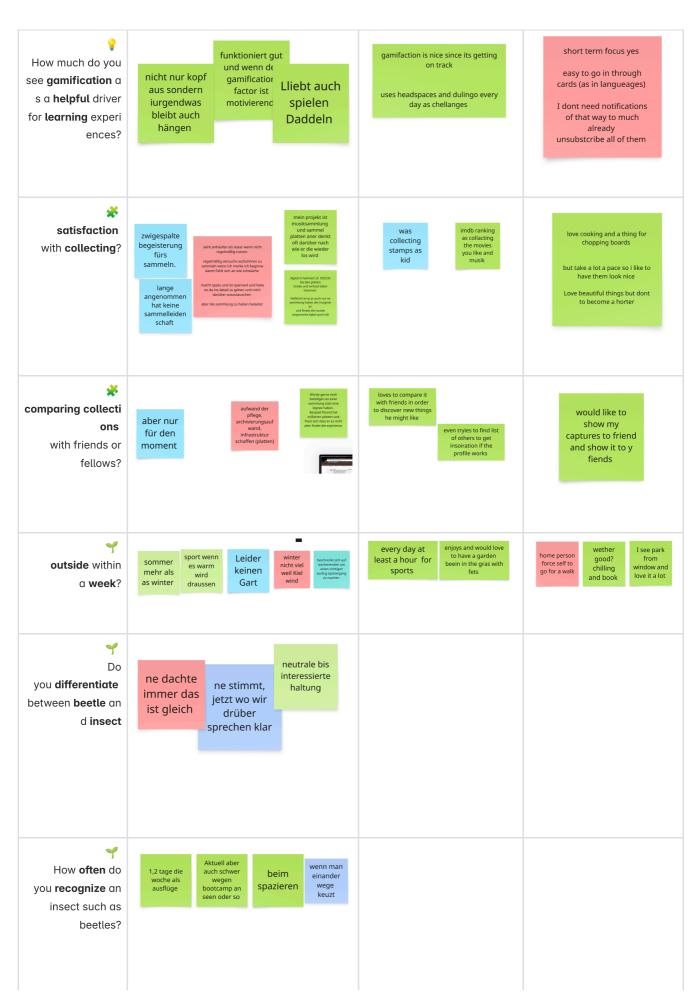
① Duration:

30 min

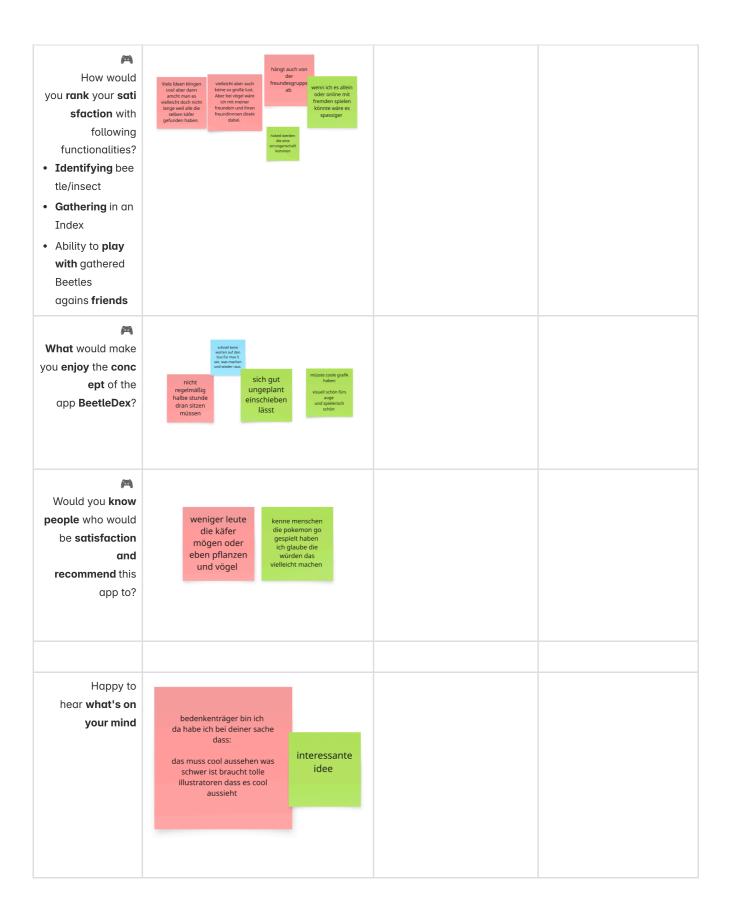
+ Priya of Shiny Sharks

## *⊘* **LEARNINGS**









SEEK · COL LECT · PLAY

Survey - Internal

QUESTIONARY SETUP

Preperation in miro The Setup The Questionary

① Duration:

2-3min

Range:
10

#### Average Scores @

- 1. Gamification Drive for Learning: 4.4
- 2. Likelihood to Recommend BeetleDex: 4.0
- 3. Satisfaction with Playing Games: 3.4
- 4. Satisfaction with Learning New Things: 3.4

LEARNINGS

#### AGE

25-34: (5/10) \* 100 = 50% 35-44: (5/10) \* 100 = 50%

AVERAGE SCORE

4.4
Information Seeking on Phone

AVERAGE SCORE

3.4

Satisfaction with Learning New Things

OUT OF 10 60%

Interest in Collecting

#### Gamification and Learning @

Gamification, or the application of game-like elements in non-game contexts, has proven to be an effective method for enhancing learning. By incorporating elements such as rewards, competitions, or progress indicators, educational content can be made more engaging. In your case, integrating playful aspects into an app focused on beetles could help increase users' interest and motivation to learn.

#### Collecting Behavior @

Collecting is a widespread hobby often associated with positive emotions and social interactions. The survey results suggest that many participants enjoy collecting and are willing to present and compare their collections with others. This could be implemented in the app by allowing users to share their beetle collections or participate in competitions.

#### Social Aspects of Collecting @

The survey indicates that participants enjoy comparing their collections with others. This opens up possibilities for social interactions within the app, such as forums or groups

#### Relationship Between Pokémon and Beetles ${\mathscr Q}$

The idea of viewing beetles as Pokémon could help reduce negative feelings or inhibitions towards insects. By associating them with a popular and positive cultural phenomenon like Pokémon, users may develop a new perspective on beetles. This could be particularly significant for younger audiences who grew up with Pokémon.

#### Interest in Insects and Nature ${\mathscr O}$

Interest in insects and nature is an important theme. Many people have a natural curiosity about the environment, which can be hindered by negative experiences or prejudices against certain species. An app could help foster this interest by providing information about beetles, explaining their significance in the ecosystem, and suggesting practical activities that users can do in their surroundings.

#### Linking Technology and Nature ${\mathscr O}$

Combining technology (e.g., through an app) with nature can help raise awareness of environmental issues. An app that identifies beetles and provides information about them

where users can share their experiences and tips. Such social features could enhance user engagement and create a sense of community.

could not only promote learning but also strengthen engagement in conservation efforts by encouraging users to learn more about biodiversity in their area.

**⊘ SURVEY ANALYSIS** 

• Overall, the survey experience is rated positively, with many scores of 4 and 5.

#### 1. Demographic Data 🖉

#### • Age of Participants:

- o 25-34: 5 participants
- o 35-44: 5 participants

#### Information Seeking on Phone ${\mathscr O}$

The majority of participants rate their information-seeking behavior on their phones as 4 or 5 (on a scale of 1 to 5), indicating a strong interest.

#### Collecting Interests and Satisfaction ${\mathscr O}$

There is a **significant interest in collecting**, and many participants express **positive satisfaction** with their collections (**ratings between 3 and 5**).

Comparing collections with others is also rated positively by the majority.

#### Gamification and Playtime ${\mathscr O}$

Gamification has a significant impact on learning, with many participants rating this as 4 or 5.

Playtime varies, but most participants spend less than 5 hours per week gaming.

#### Satisfaction with Learning New Things ${\mathscr O}$

Satisfaction with learning new things varies, with ratings ranging from 2 to 5. However, most participants are positively inclined.

#### Nature Experiences @

Most participants spend less than 10 hours per week outdoors. Satisfaction with time spent in nature frequently scores between 4 and 5.

Many participants indicate that their **perception of insects has changed positively from childhood to today**.

#### App Idea (BeetleDex) ∅

The idea of an app similar to Pokémon is seen as **appealing by several participants**.

The majority believe they **know others** who would be interested in such an app, and **willingness to recommend** it is also in the **positive range (ratings between 3 and 5).** 

#### **@ RESEARCH GOALS**

Hypothesis	Research Goals	Research Questions	Survey Questions
Consider beetles as pokemon reduce negative feelings/ inhibition level with insects.	We know the inhibitation level to insekts, beetles and pokemon.	Do people still like Pokemon?	
Using the given concept of PokeDex is an acceptable and contemporary approach	We know if individuals Like learning through playing	do See people a relation between pokemon and beetls?	
Considering the curiousety and playfulness of indivudals as main driver to learn.	We know if individuals Like practical learning/ delve concepts	Why/ what about Do people like Pokemon	
Individuals like to collect and present what they have	We know if individuals love collecting things	does it make a different to the people if they concider beetle as pokemon?	
Databasis would profit if it would be would be enriched through public power	We know why individuals love collecting things	How much do people like Beetles	
		How much do people like insekts	
		do people differenciate between insekts and beetles?	
		Can people still relate to the wold of pokemon?	
		Do people know the pokedex?	
		How do people like learning?	

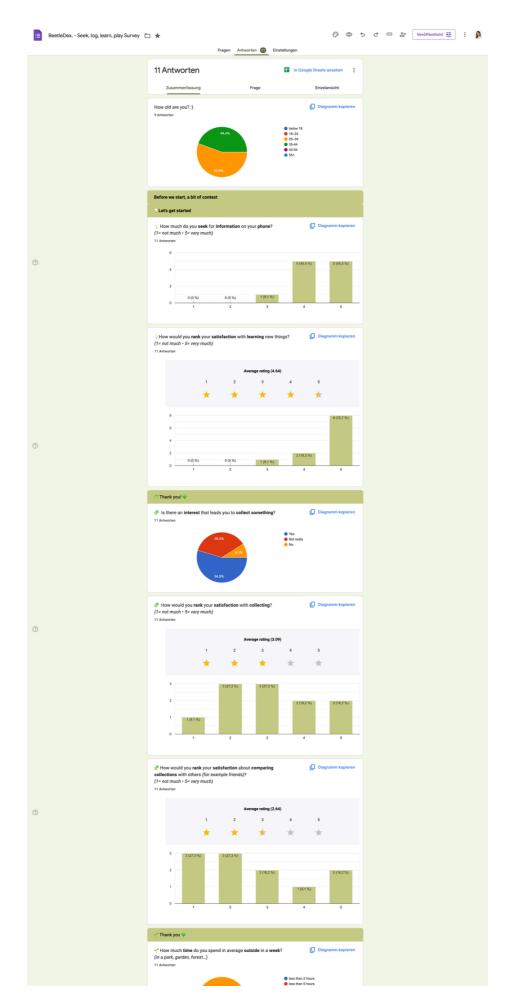
## **@ THE RESULTS**

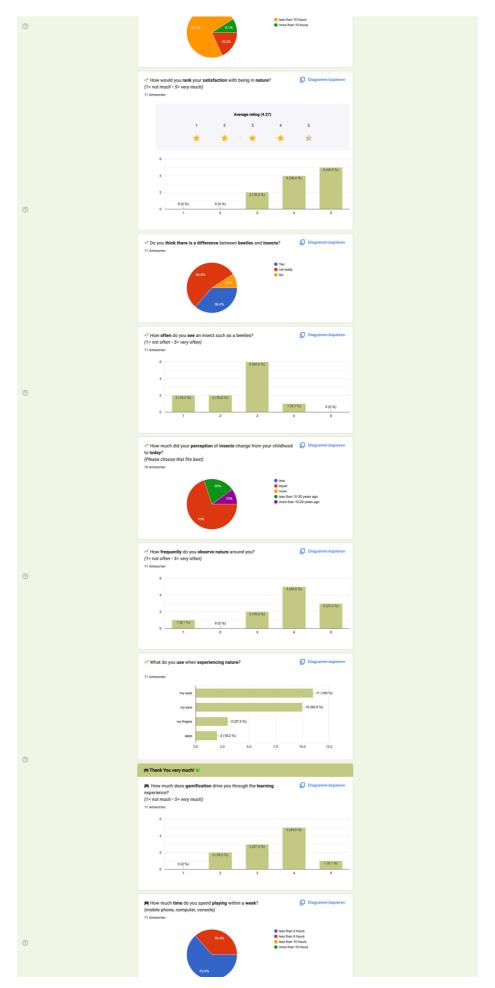
Connect your Google account to collaborate on work across Atlassian products. <u>Learn more about connecting your account to Atlassian products.</u>

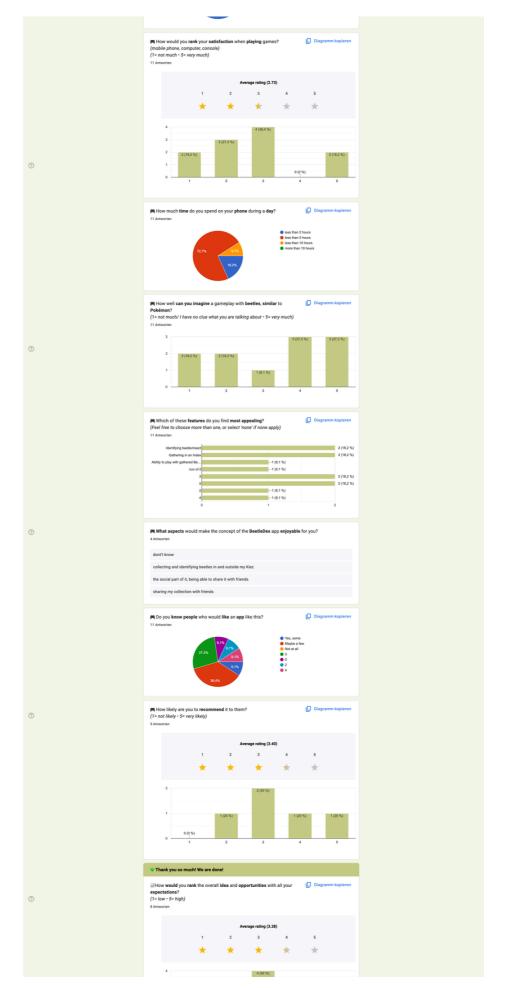
Google

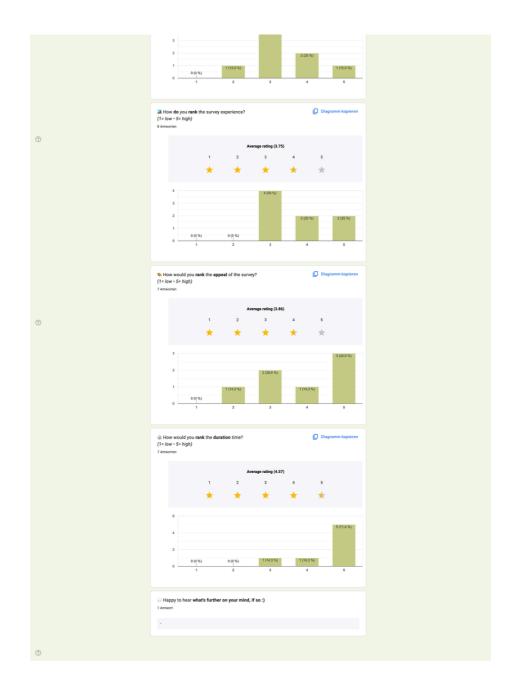
Connect to Google











## **BEETLEDEX**

S E E K · C O L L E C T · P L A Y

#### Prototype

THE PROTOTYPE:

TO USE ON PHONE:

TO USE ON Desktop:

BeetleDex Prototype

403 ERROR

The request could not be satisfied





#### Key Takeaway *∂*

#### User Insights: @

#### 1. User Journey:

- Users prefer to choose their starting point (photo or classification).
- Expect interconnected features that enhance storytelling and playfulness.

#### 2. Engagement Strategies:

- A first Beetle enhances satisfaction and engagement rates.
- Personalization options may boost user retention and satisfaction.
- Challenges related to finding and logging beetles can increase return rates.

#### 3. User Flow and Experience:

- $\circ~$  A self-chosen starting point can improve satisfaction.
- $\circ~$  Enhancing storytelling within the app is crucial for user engagement.
- Playful onboarding experiences, including sidekicks and animations, are desirable.

#### Confirmed Hypotheses: ${\mathscr O}$

- A sidekick feature increases user satisfaction.
- Playful elements (e.g., bouncy effects) enhance user engagement.
- Emotional onboarding is essential for improving user experience and satisfaction.

#### Identified Pain Points: ${\mathscr O}$

- Users desire guidance rather than having to think critically during app interaction.
- The need for a cohesive overarching guide to navigate the app effectively.
- Bugs and typos disrupt user flow and should be resolved.

#### Research and Development Focus: ${\mathscr O}$

- $\bullet\,$  Explore how storytelling can be integrated into app features to enhance overall satisfaction.
- Continue to refine personalization options and ensure seamless user interactions.
- $\bullet \ \ \ \ \text{Conduct evaluations and planning sessions to improve design thinking and future developments.}$

#### Next Steps: *⊘*

- Prioritize fixing identified bugs and enhancing the user interface.
- $\bullet\,$  Develop additional onboarding content to simplify user entry into the app.
- Implement playful features and challenges to engage users effectively.

## BEETLEDEX

S E E K · C O L LANGE T · P L A Y

## Testing-Intern

Participate:

@Leo Foriglio
Time: 15 Min

As a User
I have my first Beetle which I can
personalise.

To increase the emotional bonding with the app.

As a User

I can **Choose if I want to start with** taking a Photo or with Classifying my

Beetle.

As a User

I excpect the **feature to be connected**with each other

#### Overall:

I want to learn how i could may improve the Storytelling and playfulness of the app.

#### Hypothesis:

1. I might need to adjust my Product startingpoint from Product Managment Thinking of an own app to the Product Manager of <a href="https://www.kerbtier.de/">https://www.kerbtier.de/</a> - the App.

Pretending to be part of the Team and doing the App Product Discovery solves the problem about thinking existing filter and data base. This gives me the opportunity to Focus more on User satisfaction and expirence quality.

2. I can lern more about how i could improve the storytelling

Won new Research question:	Aimed Outcome	Insights / new hypothesis	Feature Update 1	Feature Update 2	Feature Update 3	Feature Update 4	Ideation
How can I increase the playful onboarding and concept of the app?	I understand what the app needs to hook my user	Having a first beetle as at the start could increase satisfactio n (working into the metric: first engageme	Having a first beetle	Having the opportunit y to personilize	"finding a beetle and logging it.	Selfchose     n if via     photo or     shaping	

		nt rate and return			
		rate)  • Having the			
		opportunit			
		y to personilize			
		it would			
		might			
		increase			
		the			
		satisfactio			
		n			
		(working			
		into the			
		metric:			
		first			
		engageme			
		nt rate)			
		Challange     s could			
		might			
		improve			
		the return			
		rate and			
		engageme			
		nt rate			
		over time.			
		Might be			
		achivable throught			
		"finding a			
		beetle and			
		logging it.			
		Selfchose			
		n if via			
		photo or			
How can I	I learn more	selfchosen	<ul> <li>elfchosen</li> </ul>		
improve the	about how to	startingpoi	startingpoi		
userflow	make a story	nt with	nt with		
concept?	around the	same	same		
	product	result	result		
		(photo,	(photo,		
		shapes= common	shapes= common		
		result,	result,		
		different	. 5541.,		
		order)			
		might			
		increase			
		the			
		satisfactio			

		n (working into the metric: first engageme nt rate)				
How can I improve the usefullness of the app?	I learn more about how I can Improve my storytelling in the app to increase the playfullness	Having a challange (tonus: a day/{selfc hosen}) to find a beetle related season and location increases bonding (working into metrik: return rate, engageme nt)	Vision: "Find the beetle " (based on GPS and season) bonus points for ensuring savety: Note takebale through what Tags of how to save the animal. Tagging gives result about knowleadge of the beetle  Needed: design thinking evaluation and planning in for the furure			
How can I increase the overall satisfaction with the product?	I learn how Users want to use the app	Having a story in the beginning such as the first own beetle might increase the satisfaction     having the oportunity to personilze the beetle might	first beetle	personalisatio n		

increase
the
satisfactio
n

• having the
beetle as
former
called
sidekick
as My First
might
increase
the user
satisfactio
n

#### Confirmed Hpothesis:

• Having the Beetle as a sidekick increase satisfaction

#### PainPoints

- As a User I dont want to think I want to be guided
- As a User of an playful knowleadge app I expiect it be more playful and adjustable.
- As a User of an playful knowleadge app I miss the overarching guide

#### Won Hypothesis about increasing satisfaction

- App needs a prominent Sidekick to increase satisfaction
- Onboarding contentwise is needed to decrease the hurdle

#### My Major Takeaway:

- 1. I dont tell a story in this app through the features.

  But I need to tell a story through the features, to increase the overall satisfaction of the usage.
- 2. There are bugs and typos which freeze the flow

#### filter:

#Iow do you want to filter beetles?
#location {gps tracking}(legal:requested)
#rarity (n/a)
#size {concidered database https://www.kerbtier.de/ }
#colour {concidered database https://www.kerbtier.de/ }
#singleorgroupe (n/a)

#month {concidered database https://www.kerbtier.de/ }

#### Matix

## Needs to be adjutsted by:

P

» neue fische SPICED

## **Three-Point Estimation**

**Definition:** An estimation method using three scenarios: Optimistic (O), Pessimistic (P), and Most Likely (M).

#### How it Works:

- Optimistic (O): Best-case scenario, assuming everything goes smoothly; minimum effort or time required.
- Pessimistic (P): Worst-case scenario, accounting for major challenges; maximum effort or time required.
- Most Likely (M): Realistic scenario, based on current understanding; expected effort or time under normal conditions.

Feature	Effort	Impac t	Importa nce	Now/Next/Lat	Status
✓ Shield (typo here)	1	5	5	NOW	DONE
✓ Adjust Strategy to increase workload  ✓ Product is a new feature of the existing website and database of  ✓ Käferfotos nach Aussehen su chen - kerbtier.de   Training mystatus (Out 10)  Pretending this would be the starting position  Sident the problems of a product manuface  Product manuface  Adjust Strategy to increase  Frequency  Freq	4	5	5	NOW	DONE
☐ <b>Start with the head</b> after baseshape	1	5	4	NOW	
☐ bug: Wire Problem index wires to foto	2	5	4	NOW	
☐ Show <b>1 Result</b> at the AI Feature	1	4	4	NOW	
☐ Short introduction in the feature and Beetles	4	5	4	NEXT	
☐ Logging the beetle after foto	2	4	4	NEXT	
☐ Taking the picture and says new beetle	2	4	4	NEXT	
□ Show: "Discovered - See in BeetleDex" and "not discovered	3	4	4	NEXT	

yet"					
□ Show clearer Visuals of the shapes	3	4	4	NEXT	
☐ you get one beetle	4	4	3	NEXT	
☐ Show wings	4	3	3	LATER	

#### **Feature Findings:**

#### Index - BeetleDex €

Found through the process

liked the opportunity to swipe between the Detail Pages of the beetles

#### Shaper - BeetleDetec

- X didnt understood the shapes
- Found through the process

#### AI Foto

- ▼ Found through the process
- **X** unsatisfyed
- X Beetle Deck
- X not implementented yet

#### Notes:

- results are not understood
- confused 🙄
- Index understööd
- X Wire Problem

How is the bodyshape of the beetle

- Showsing through the shape to see how the shape changes
- needs Introduction why we have two major body shape
- ② I dont know... whats the Shield (typo here) does not understnd the shape
- Start with Head
- Needs the introduction to the shapes
- Understood the detection to be done
- Foto AI >1 result for one picture
- FINDING THE BEETLE YOU HAVE IN YOU DECK you get one beetle
- only about the one you catch and you can insert that is this that and that
- taking the picture and says new beetle
- Wings or not

# BEETLEDEX

S E E K · C O L A C T · P L A Y

## Testing - Extern

#### Participate:

She, calm, likes nice little things, dreamy, 25-33y, cologne, has a garden

**Time**: 15 Min - 27 Apr 2025



As a User

As a User

As a User

I like to to get emotional involved.

I can play around with bouncy effects

I need more onboarding

Research Goals:	Aimed Outcome
Is my App Playful and Enganing?	I understand if a sidekick and bouncy effects increase satisfaction
Is my userflow concept woking?	I understand what people expect vs expirience with the product prototype
What do Users Need?	I learn what people wish and wonder about
How can I increase the overall satisfaction with my product?	I learn how Users want to use the app

#### **Onfirmed Hpothesis:**

- Having the Beetle as a sidekick increase satisfaction
- Playful animations such as the **bouncy effect increase satisfaction**

#### 1 Wonder

- When can I find which Beetles?
- Can I log where I found a beetle?
- Can I and discover where I found which beetles?

#### PainPoints

• I need a lower entry into this topic



## (S) Won Hypothesis about increasing satisfaction

- Emotionally onboarding
- Onboarding contentwise
- Lower entry into the topic needed



S E E K · C O L I

CT.PIAY

## Splitt Test

Objective: To optimize user engagement and satisfaction through A/B testing of key app features and user interface designs.

#### Test Overview €

- Test Name: BeetleDex User Engagement Split Test
- Duration: 4 weeks
- Target Audience: Beta testers and early adopters of the BeetleDex app
- Metrics: User satisfaction rating, session duration, and feature usage analytics

#### **Test Variations** $\mathscr O$

#### 1. Variation A: Original Design

• Maintain the current app interface and features as they are.

#### 2. Variation B: Enhanced Design

- Implement a redesigned user interface with improved navigation and interactive features.
- Introduce gamification elements, such as achievements and rewards for beetle identification.

#### Hypothesis *𝒞*

Users will engage more with the app and report higher satisfaction levels with the enhanced design due to better usability and interactive features.

#### Test Steps *∅*

#### 1. Define Goals:

 $\circ~$  Determine success criteria based on user satisfaction ratings and average session duration.

#### 2. Select User Segments:

• Randomly assign beta testers into two groups: Group A (Variation A) and Group B (Variation B).

#### 3. Implement Variations:

• Prepare both versions of the app with respective designs and features.

#### 4. Launch the Split Test:

• Release both variations to the assigned user groups simultaneously.

#### 5. Monitor and Collect Data:

• Track user interactions, session duration, and feedback through in-app surveys and analytics tools.

#### 6. Analyze Results:

• After the test period, compare metrics from both variations to assess which design leads to higher user satisfaction and engagement.

#### 7. Make Decisions:

• Based on the results, decide whether to implement the enhanced design for all users or iterate further based on feedback.

#### **Expected Outcomes** $\mathscr O$

- Identify which design leads to improved user engagement and satisfaction.
- Gather insights on user preferences regarding interface and features, guiding future development.

#### Follow-Up Actions @

- Implement the winning variation based on the test results.
- Continue to monitor user feedback post-launch and iterate on features as necessary.



## Release Plan / Launch & Post-Launch

#### Launch and Post-Launch Plan for BeetleDex @

- 1. Target Launch Date 🖉
- 📌 Target Launch Date: Monday, September 15th, 2025

#### 2. Key Milestones & Dependencies $\mathscr O$

- Milestone 1: Completion of beta testing and feedback analysis by August 1st, 2025.
- Milestone 2: Finalize app design and features by August 15th, 2025.
- Milestone 3: Prepare marketing materials and launch strategy by September 1st, 2025.
- Milestone 4: Launch BeetleDex on app stores by September 15th, 2025.

#### 3. Key Activities - Pre-Launch

- Conduct final user acceptance testing.
- Finalize marketing campaign, including social media teasers and press releases.
- Ensure all app store requirements and documentation are complete.
- Set up analytics tools to monitor user engagement post-launch.

#### Stakeholders & Roles 🖉

#### **Keep Satisfied**

- Engineering Team: Ensure all technical aspects are ready for launch.
- Product Design Team: Finalize UI/UX elements.

#### **Keep Informed**

- Social Media Management: Prepare for promotional activities.
- Legal Team: Review compliance and intellectual property concerns.

#### **Release Communication Plan**

- Internal Communication:
  - Schedule a team meeting to review the launch plan and responsibilities.
  - Provide regular updates via email and project management tools (e.g., Jira, Slack).

#### • External Communication:

- Announce the launch date on social media and through email newsletters.
- Prepare a press release detailing the app's features, educational value, and availability.

#### Rollout Strategy &

- Soft Launch: Introduce BeetleDex to a select group of users for initial feedback.
- Full Launch: Officially release the app to the public with a marketing push across social media, educational platforms, and through partnerships with institutions.

#### 5. Risk Mitigation Plan 🖉

- Technical Risks: Conduct thorough testing and have a dedicated team ready to address any bugs immediately post-launch.
- Market Risks: Monitor user engagement metrics closely and be prepared to adjust marketing strategies based on feedback.
- Financial Risks: Keep a contingency budget available for unexpected expenses.
- Legal Risks: Ensure all intellectual property issues are resolved before launch.

#### 6. Go/No-Go Readiness Criteria 🖉

#### Definition of Ready (DoR) – Before Launch

- User stories in "As a [persona]..." format
- Acceptance Criteria mapped to tests
- Figma designs final and signed off
- Dependencies resolved and documented
- Sprint estimates reviewed and accurate
- Demo slides/screens ready

#### Definition of Done (DoD) – At Launch

- Code committed, peer-reviewed, and on staging
- Unit + integration tests pass
- QA sign-off on all core flows
- No critical bugs in issue tracker
- Onboarding guide, FAQ, and seller how-to live
- Jira tasks closed, launch page updated

#### 📢 Post-Launch Activities 🖉

- Monitor user feedback and app performance metrics for the first three months.
- Conduct a post-launch review meeting to analyze user engagement and satisfaction.
- Implement updates and improvements based on user feedback and analytics data.
- Maintain ongoing communication with stakeholders about app performance and user insights.



#### **CASESTUDY**

Case Study: BeetleDex App Launch @

#### **Background**

BeetleDex is an innovative educational app designed to engage users in the identification and exploration of beetles. Developed by a dedicated team of product managers, developers, and educational consultants, the app aims to combine learning with interactive gameplay, allowing users to identify, catalog, and play with various beetle species.

#### Objective

The primary objective of the BeetleDex project was to create a user-friendly, scientifically accurate educational tool that would encourage learning about beetles while ensuring high levels of user engagement. Key goals included achieving a user satisfaction rating of at least 80% during beta testing, attaining 90% accuracy in beetle identification, and generating 2,000 downloads within the first three months post-launch.

#### **Development Process**

#### 1. Research and Planning:

- o Conducted market research to identify target audiences, which included students, educators, and nature enthusiasts.
- Engaged with potential users through surveys and focus groups to gather insights on desired features.

#### 2. Design and Development:

- Collaborated with product designers to create an intuitive UI/UX, conducting iterative testing to refine the user experience.
- Utilized machine learning algorithms for accurate beetle identification, training the model on a dataset of over 1,000 species.

#### 3. Testing Phase:

- Launched a beta version of BeetleDex to a select group of users for feedback.
- Incorporated user feedback to improve the app's functionality and address any usability issues.

#### Launch Strategy

- Target Launch Date: September 15, 2025
- Pre-Launch Activities:
  - $\circ~$  Finalized marketing materials, including social media campaigns and press releases.
  - Engaged with educational institutions for promotional partnerships.

#### • Rollout Strategy:

• Implemented a soft launch to gather initial feedback before the full public release.

• Launched the app across major app stores with a marketing push to maximize visibility.

#### **Post-Launch Evaluation**

#### 1. Performance Metrics:

- Achieved over 2,500 downloads within the first three months.
- User satisfaction rating averaged 85% based on feedback surveys.
- Beetle identification accuracy reached 92%, exceeding initial goals.

#### 2. User Engagement:

- o Average session duration was recorded at 12 minutes, indicating strong user interaction with the app.
- Engaged users reported enjoying the gamified elements, which encouraged repeated use and exploration.

#### 3. Feedback and Improvements:

- o Conducted a post-launch review to analyze user feedback and performance metrics.
- o Implemented updates to address minor bugs and enhance user experience based on user suggestions.

#### **Lessons Learned**

- **User Engagement is Key:** Early engagement with potential users during the development phase significantly contributed to the app's success, as features were tailored to meet their needs.
- **Iterative Design Matters:** Continuous testing and iteration throughout the development process helped identify and resolve issues before launch, leading to a smoother launch experience.
- Effective Marketing Strategies: A well-planned marketing strategy that included partnerships with educational institutions and social media outreach played a crucial role in achieving download targets.

#### Conclusion

The BeetleDex app successfully launched as a leading educational tool for beetle identification, achieving its objectives and exceeding user expectations. This case study highlights the importance of user-centered design, thorough testing, and strategic marketing in the development and launch of a successful educational app. Moving forward, the BeetleDex team will continue to gather user feedback and implement updates to ensure sustained engagement and educational impact.