

Brief explanation of the idea.

Brief explanation of the idea.

HMW

HMW

HMW

HMW

HMW

on the user

Brief explanation of the idea.

Add sprint name

now

Brief explanation of the idea.

HMW

HMW

HMW

HMW

HMW

Brief explanation of the idea.

HMW

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HMW

HMW

HMW

on the user

IDEA 2

Brief explanation of the idea.

IDEAS

How Might We's - grouped and labelled

Project aims:

Testing priority level:

Create a journey where members and users can personalise the content they see in the health blog.

Team:

**What we know about
our users**

ideas

later

Partner offer

HMW

HMW

to implement

e.g They would like to read
health content on different
topics.

e.g We want to offer more value
to our users and members

IDEA7

Improvement projects

We believe that

_____ **will result**

____ **We will know we have succeeded**
when _____.

We believe that

_____ **will result**

_____ **We will know we have succeeded**

when _____.

IDEA10

Brief explanation of the idea.

IDEA3

We believe that offering personalised content **will result in** more users being engaged in their health. **We will know we have succeeded when** more people sign up to receive personalised email content.

Based on what tests should be run first and what can give us the quickest answers.

next

Page title:

Brief explanation of the idea.

e.g HMW offer the personalised content?

HMW

HMW

HMW

Concepts to test with participants
and current users.

IDEAS

HIGH IN MPACT

We believe that

_____ will result

____ We will know we have succeeded
when _____.

Prototyping & testing

We believe that

_____ **will result**

____ **We will know we have succeeded**
when _____.

Partner offer

Ideas and improvements that will
add value to the experience.

IDEA 6

We believe that

_____will result

____ **We will know we have succeeded**

when _____.

We believe that

_____ **will result**

____ **We will know we have succeeded**

when _____.

HARD

Brief explanation of the idea.

e.g HEALTH BLOG

to implement

IDEAS

IDEA4

Sprint date:

sprint

We believe that

_____will result

____ **We will know we have succeeded**

when _____.

LOW IMPACT

EASY

Length:

Length

HMW

HMW

HMW

HMW

HMW