

Brief explanation of the idea.

Brief explanation of the idea.

HMW

HMW

HMW

HMW

HMW

on the user

Brief explanation of the idea.

Adodsprintname

now

Brief explanation of the idea.

HMW

HMW

HMW

HMW

HMW

Brief explanation of the idea.

HMW

HMW

HMW

HMW

HMW

on the user

IDEA 2

Brief explanation of the idea.

IDEAS

IDEAS

How Might We's - grouped and labelled

Project aims:

Testing priority levels:

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

Team:

Team:

What we know about

our users

Later

Partneroffer

HMW

HMW

to [•]implementation

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

IDEA 7

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:

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

IDEAS

HI GHI MM PACTT

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 _____.

Partneroffer

Ideas and improvements that will
add value to the experience.

IDEA6

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. HEALTHY BLOGGER

to implement

IDEAS

IDEAS

IDEA 4

Sprint date:

sprint date:

We believe that

_____ **will result**

___ **We will know we have succeeded**

when _____.

LOWWINMPACTT

EASY

Length:

Length:

HMW

HMW

HMW

HMW

HMW