Compass Productivity Apps: UX Whiteboard Session

Hello Pete!

We are excited to invite you to lead a whiteboard session with a small team here in our Compass office. This is an opportunity to engage with cross-functional partners in a collaborative, relaxed setting. Your role will be to lead the team through a quick ideation process, and leverage their knowledge and skill sets. We want you to have fun and exercise your critical thinking and creative muscles.

How you can be successful during this session:

- Read the below Product Spec
- Ask questions and seek to understand the context
- Set the table on the problem we're trying to solve
- Lead us through a process on how we might solve it
- Showcase thinking on the whiteboard
- Recommend an MVP experience (more info in spec)
- You use your time strategically - it's **90 minutes total**

What we'll do to help you be successful:

- We'll be sure you can start on time - feel free to show up a few minutes early
- We'll provide markers and sticky notes (if you need anything else let us know)
- We'll give you 30 minute time checks throughout the session
- We'll answer any questions you might have - we want you to be successful!

How you can prepare:

If you've never led a whiteboarding session before, that's okay! In order to be best prepared for this session, feel free to review any of these recommended resources:

- [Practical whiteboarding for UX designers](#)
- [5 steps to master whiteboard design challenge](#)

If you have any questions feel free to let us know!

Product Spec

Background

We're a small startup team of several mobile engineers, a product manager, a researcher, and you - our newest product designer!

Context

We're interested in helping animal shelters solve one of their biggest pain points in the pet adoption process: adopted pets "not working out" and being returned to the shelter by their adopters. Unfortunately, 1 in 10 pets are no longer in the adopter's home after four weeks. The top factors for returns have been provided by the shelters:

- Expense of care: food, medical conditions, routine health appts
- Allergies
- Behavior

We think we can solve this pain point with software by facilitating the adoption process. We have partnered with several local shelters, who will provide the inventory and marketing, in exchange for us to build and pilot an iOS app for this purpose.

Personas

Shelters: Animal shelters who facilitate, with required steps, the adoption of pets
Adopters: Anyone, for various reasons, wants to adopt a pet

Problem Statement

[We'd like your help drafting a problem statement that identified the key problem we should solve.]

Success Measures and Goals

- Increase percentage of adopters who inquire about a pet
- Increase percentage of adopters who adopt a pet
- Increase percentage of pets who are still in their adopted homes after four weeks

Constraints / Timelines

We want to go to our beta market in two months so we can leverage the shelters' busiest season. We need your help scoping an MVP experience that we can start building now.