

Max for mobile- Workshop

Please find below the following points as decided in today's workshop.

1. Platform

- The platform in the current scope is Android. For the next phase we can build for iOS and Windows in the same order.
- Native features of the platform must be used.

2. Devices

- The device in current scope is Mobile. For the next phase we can build for Tablet.

3. Technology

- To be decided.

4. Framework

- To be decided.

5. What is the development process you are following?

- The design process akin to Agile will we workshop based with the FEW team.

6. Scope of the project

- To identify new features. The following features were identifiedSome :
 - Login mechanism.
 - Social network login.
 - Corporate authentication.
 - Waking up mechanism.
 - Integration of maps.
 - Change of themes.
 - Animations while bot is speaking.

- Some way to show the bot is recording.
- Image/Tables must be shown in the bot window and not as a pop-up.
- Visual redesign of the app may be done.
- Logo design of the app may be done.
- Personality of the bot will remain same as before which is that of a “Professional & Assistant”.
- Personality of the app may change basis on the client/user type. Haptic or Leena may be doing this. This has to be checked.
- The app should work in multiple languages like English, French, Romanian etc.
- The app should cater to Indian languages as well.
- Amber (created by the startup “INFIDO”) on connect can be studied to see it works differently for different clients.

7. Purpose & Vision of the app. Why this product?

- To give easy access to the users.

8. What prompted redesign?

- Need of today.

9. Define your product from the business point of view.

- It should help the clients with revenue generation and other benefits.
- Channel to reach by client to access information.
- To reach out to human.
- To enable users to complete transactions end to end, quickly.

10. Define your product from the user point of view.

- To rely on a product at the time of need.
- One stop for all information/queries.
- To save time and effort to complete a task.

10. What is your revenue model?

- To be shared.

11. What is your USP?

- Ability of the user to create conversations on his own without having a dependency on the developer.

12. What is the target audience of this product?

- Organisations.
- To design a persona, past research will be referred.

13. What user roles are involved?

- Primary User: Client/Organisation employee.
- Secondary User: Customer Support. (The customer support would preferably use a desktop/web application but it could be explored if they can work through a mobile app).

14. Geographical area and target area?

- Primary: India.
- Secondary: Rest of the world.

15. What would the user want to use on this product? What is their need, interest, goal?

- Natural language capabilities.
- Common interface for different needs.
- Prompt reply.
- Ease of access.
- Don't have to navigate to multiple applications.
- No delays.
- The user will not be lost. He will have something to fallback on.

15. What will users use to do with this app? Tasks, content, features and functionalities?

- Get info on time.
 - Small functions that could be completed in say five steps.
 - Show offers for online shopping.
 - HR needs.
 - Support functions.
 - Helping the client for the service providers.
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16. Any new features to add? Will all features be retained or some will be dropped?

- Refer #6.
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17. What is the primary and secondary task in your application? Is there a categorisation?

- Primary: Should involve in conversations with the client.
 - Secondary:
 - Human fallback/ Customer support.
 - Integrating an existing third party app like WhatsApp.
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18. What feature in the app is most used?

- Text Chat, Upload, Voice in the same order.
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19. Are there any usability issues? Any logs that you can share?

- Following features were discussed:
 - Permissions to mobile app to use the native features (camera, microphone etc.).
 - Using stars to get feedback.
 - Using emojis to get feedback.

20. Who are the competitors of the product? What do you think they are doing good and what do you think they are doing bad?

- Following are the competitors:
 - Haptik
 - Leena.ai
 - Rasa.ai
 - botpress.io
- What competitors are doing bad?
 - Not all are voicer based.
 - They depend on developer to create conversations.
 - Not all are AI based.
- What competitors are doing good?
 - They have memory of the past conversations.
 - Oracle has UI elements that can be dragged and dropped.
 - They have complete ecosystem to cater to users.
 - Good and intuitive user experience.

21. Any design guidelines to be followed?

- No design guidelines specified.
- Use full screen to maximise usage of real estate. Don't use borders etc. around the chatbot.

22. User Interviews.

- Previous research to be referred.

23. Stakeholder Map

