User Centered Business Canvas

**The Problem**

* Problems & Needs
  + Not able to always get the best “compromise”
  + Concurrency - several people can schedule the Auditoriums in the library - possible to have double booked rooms
  + Central Scheduler - with “assistants” in each building
  + Help with equipment within the room
  + See who is doing what on the scheduler
  + Approval/Denial of Reservation
  + Have to pick a building with EMS
* Existing Solutions
  + Banner
  + EMS → filtering requirements, like Audio/Visual, Telepresence, Webcam, Conference Room, Range of People
  + Outlook conference scheduling
    - Attributes must be put in - sometimes wasn’t put in the right way
  + Google Calendar (each room has a calendar)

**The User**

* User
  + Self-service (for trusted-employees) w/ Admins - Heber
  + Admin/and Assistant Admins within the building
  + Department Costs pay for it
* User Fears
  + **Have a 10 minute window to leave -- people aren’t leaving when they need to**
  + Does the scheduling system let us know what is available?
  + Do we know if something/things are broken??
  + How do we know what is scheduled?? (Losing control)
* Early Adopters
  + Corporate IT department
  + Some buildings (Like the library)
    - Start with one building - then upscale?
  + Staff Members
  + \*\*Try to win over Faculty\*\*
* User Goals
  + Dynamic list of the assets of the conference room
    - Searchable
  + Real-time feedback on the status of the assets within the conference room
  + Give feedback on the status of the assets/ticket can be made

**The Product**

* Solution
  + Real-time notifications
  + Allow retention or release of manager control
  + Geographic search (Nearest room to certain location)
  + Ability to report problems with room or equipment
* Value Proposition
* Acquisition Details
  + Local site - Buy lunch to admins, Posters, Emails, Free Training to the Power Users
  + External site - show low $$, and explain the easy and can be things better for minimal cost
* Revenue Sources
  + Department Costs from College
* Metrics