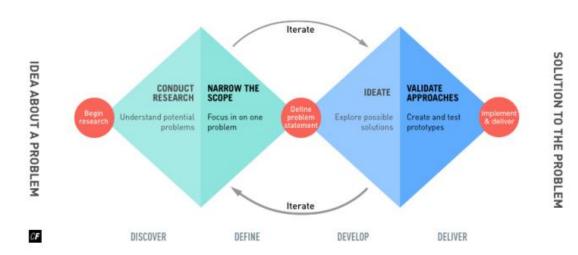
Task 1.6 | UX IMMERSION

# Understanding The Problem



Double Diamond Strategy





DISCOVER

"There are no stupid questions, only stupid answers"

### List of Potential Problems

- Don't know what to ask for exactly in the first place
- Formulate the right questions and find matching category/field
- Get advice on how to ask for what is really needed
- Different nature of questions in business B2B and private B2C
- Find an adequate expert w. superior knowledge/experience
- Lack of trust to pay for random advise for the first few times
- Get an answer near-instantly for when problem occurs
- Manage urgency vs. depth requirements of Q&A
- Have a stable and clear expert connection experience
- Share supporting materials or contextual information
- Leave feedback & review the answer/expert
- Feel to pay an adequate amount for time/answer
- Pay only for successful answers or effort tried
- Have a convenient way to pay
- Have a sense of quality control for experts & responses
- Become an expert yourself instead of paying

## Categories

**Posting Questions** 

**Expert selection** 

Communication Features

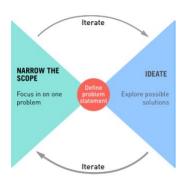
Payment & Checkout process

**Experience Review** 

Become an Expert

## **Problem Statement Formulated**

- Persona "our advice seeking-user in private or business setting"
- Needs a way to near-instantly, ad-hoc and conveniently obtain an adequate answer from an expert on a specific field of question,
- Because she seeks instant expertise over mere online knowledge to solve various day to day problems in ever more complex environments w. fewer subject matter experts
- Proof: We will know this to be true if a large #
   of users post many # questions of # various
   categories (and rate their Q&A experience
   positively)



- Different types of questions with B2C vs. B2B expertise
- Underlying need is the same, get a questions answered with satisfactory results
- Trends supporting the need: fast paced change, fewer subject experts and available technology to bridge this
- Proof of Value: number of questions asked support the proof of a need -> satisfied Q/A the proof of value of our app

## User Flow & Soloution Hypothesis

Payment transparency

Post the right questions

to the right Expert

Video Call & Live Q&A

Payment Review & Rating

Become an Expert

- Convenient inter-face to post question
- Guidance for asking the right question / matching category
- Business or private context of questions
- Rate level of expertise required (deep, shallow)
- Type Quesiton, get proposals; alternatively select categor

- Database with experts and their expertise to be available
- Monitor and show availability for instant or scheduled calls
- User ratings to solve trust issue
- Transparent rates in €/min or €/Q&A

- Average means of todays video call experiences
- Video call, phone call, chat, share documents, share screen
- Connect to multiple users and experts

- Convenient way to pay with available existing tools
- Pay for success
- Pay by free choice
- Pay by fixed rate
- Various rates per various expertise
- First 5 calls for free (trust)
- By by becoming an expert

- Has question been answered?
- Was this helpul?
- How was expert?
- Level of expertise?

- Business success relies on large number of users and experts
- Aggregate supply and demand on App
- Users become experts
- Alternative way of payment
- Inbound marketing chanel

#### **Solution Statements**



#### A possible solution to solve these problems is

- An app or web interfaces that conveniently allows users to post a question, helps them categorize the type of expertise required, and connects them instantly or in a scheduled manner to a matching expert the users trust.
- The app shall provide the user with the required transparency of available experts and give them a choice of which experts to connect to depending on level of expertise, pricing and availability.
- The user shall be connected to the expert via video, chat and audio call interfaces allowing them to exchange on all relevant aspects of the Q&A, including discussion the problem & possible answers but also providing supporting contextual information.
- The user pays for a satisfactory Q&A experience in a transparent or even voluntary fashion via the usual convenient payment channels available (i.e. credit card, paypal and other payment providers) or by existing credit from having been an expert themselves
- The user and expert can rate each other to create a userbase quality assurance throughout the experience that facilitates trust
- The users are recommended to become experts themselves to build credit for future need of
  expertise, to allow users to become experts and generate income for themselves, and to grow
  the expert supply for the business.

