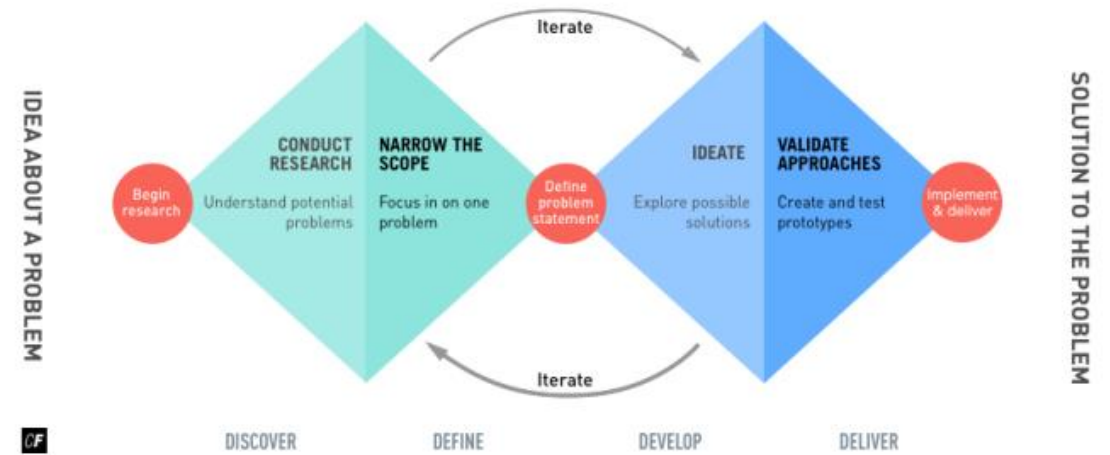


Task 1.6 | UX IMMERSION

Understanding The Problem



Double Diamond Strategy

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

*"An answer is only as good
as the questions"*

IDEA ABOUT A PROBLEM

Begin
research

Understand potential
problems

CONDUCT
RESEARCH

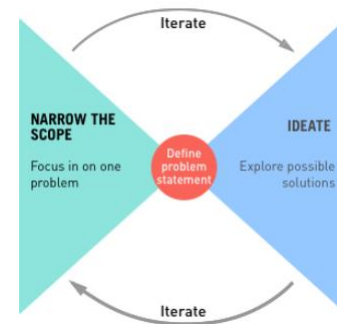
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DISCOVER

*"There are no stupid
questions, only stupid
answers"*

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 & Solution Hypothesis



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.

