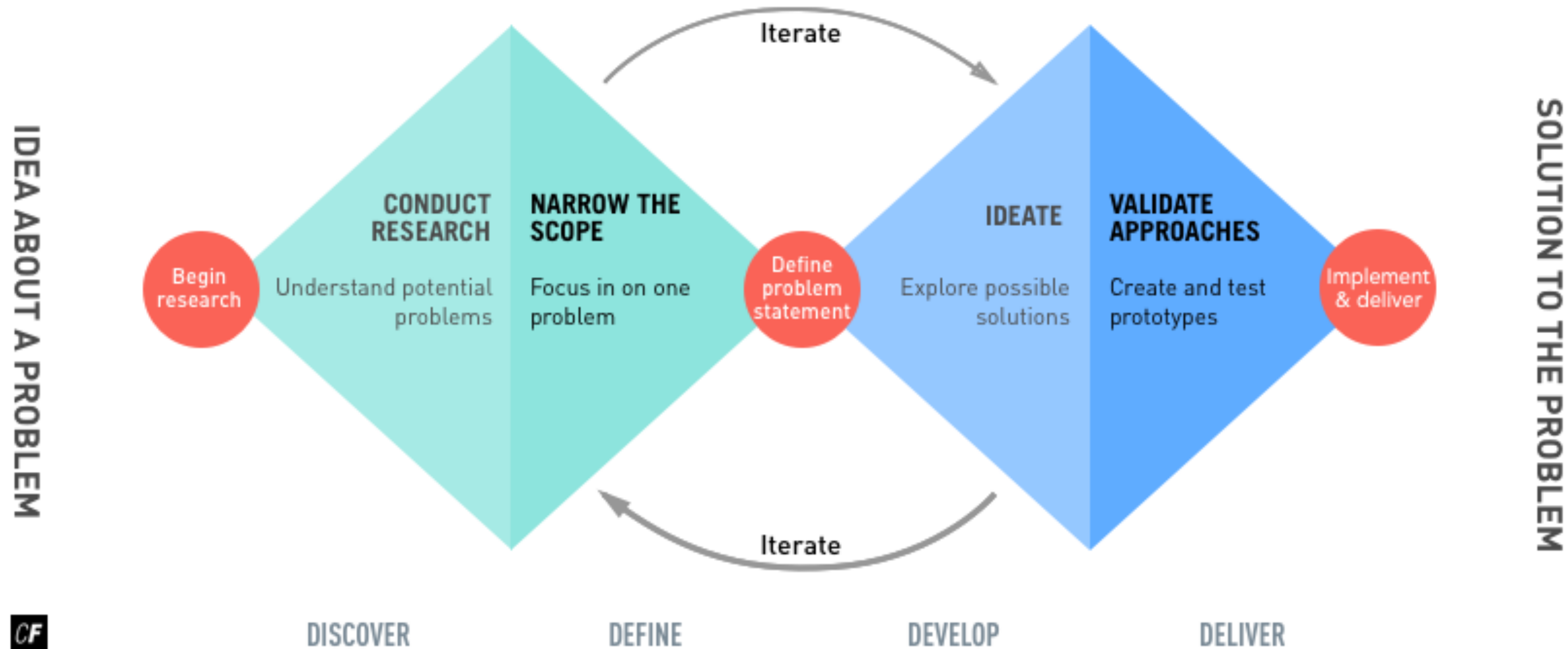


# 1.6: Understanding The Problem

Shaun Kemp

# Using the Double Diamond Strategy



# Potential Problems

<b>Inability to find expert to solve issue. Unable to get question answered</b>	<b>How to differentiate experts in terms of quality and knowledge level?</b>	<b>Video could be a little intrusive and uncomfortable for some</b>	<b>Unhappy with the service/answer provided by expert, money wasted</b>	<b>Time critical questions that require an instant response from our experts</b>
answered	level	some	money wasted	experts

# Problem Statement



***We need an app that connects users with self-selected experts, to solve a specific problem or answer a question - correctly and quickly.***

***To ensure users are satisfied with the service and re-engage with the app, we must offer knowledgeable experts and at a fair price.***

***We will know that are users are happy and satisfied based off positive reviews, high growth and low churn.***



# Possible Solutions

Inability to find expert  
to solve issue. Unable  
to get question  
answered

***If no expert can be found, users can submit their question for free to a Customer Happiness Manager who will match the issue with a suggested expert, or will offer a recorded video response for a set fee.***

# Possible Solutions

How to differentiate  
experts in terms of  
quality and knowledge  
level?

***Experts will be able to list and rank their skills & knowledge on their profile.  
Previous work will reflect on the expert's score, average response time and reviews.  
Each expert will be required to record a video intro on their profile page.***

# Possible Solutions

Video could be a little  
intrusive and  
uncomfortable for  
some

***Although video is the main medium for experts to solve user problems, a regular written message or audio message will also be offered instead.***

# Possible Solutions

Unhappy with the  
service/answer  
provided by expert,  
money wasted

***Users unhappy with responses from their chosen expert (or other issues) will be able to contact a Customer Happiness Manager to review the case and offer mediation. Refunds in credits will be offered to rightful claims.***



# Possible Solutions

Time critical questions  
that require an instant  
response from our  
experts

***Users will be able to see experts who are online now - and can filter experts by average response time. An option for “quick answer within X minutes” will be available when placing an order.***