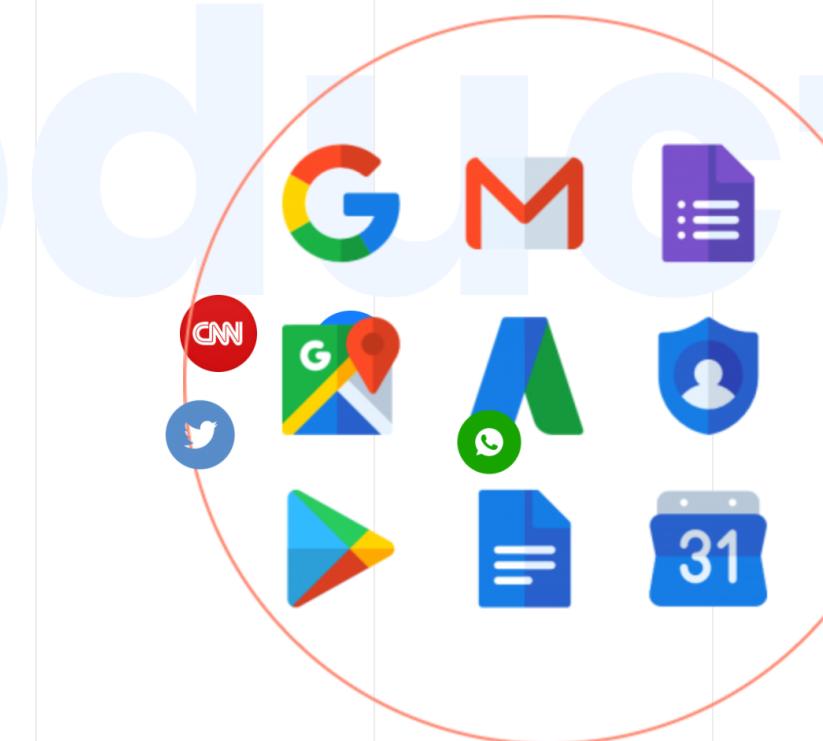


Pro

Embedder Feature

With Embedder by Google, users are able to have all of their important interactions in one centralized location. Leverage the power of Google and The G-Suite

Embedder Activated with Whatsapp



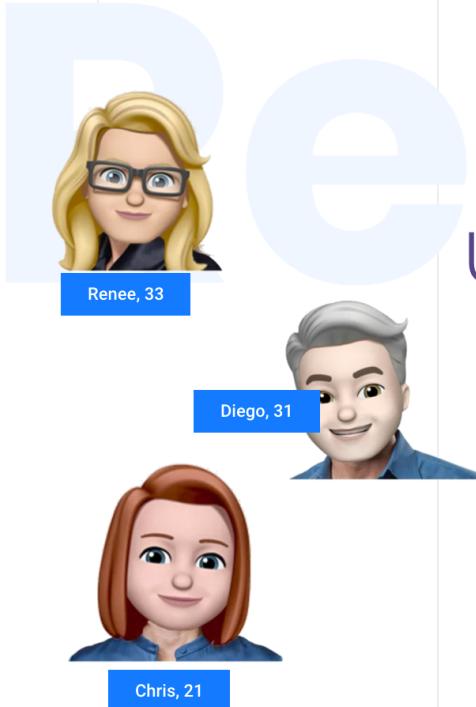


Vincetomar, Lead Instructor

The Task

Explore and discover a solution that will support the holistic student experience. Help bootcamp students with one aspect of Time Management.





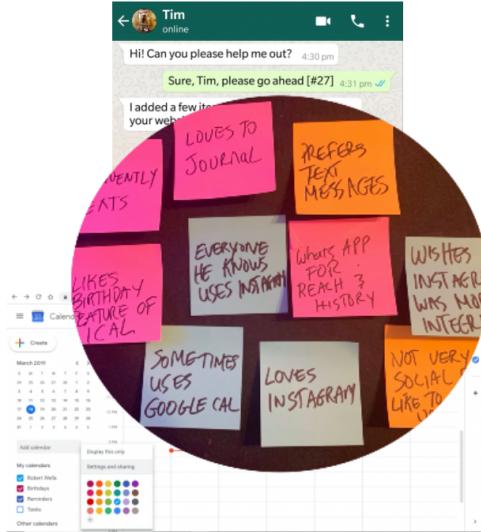
User Interviews

Users were asked two sets of identical questions. Before bootcamp and during bootcamp.

All users mentioned that with the exception of gmail and maps, they rarely used G Suite products outside of bootcamp, but they were all open to utilizing it more if the features were better integrated.

I absolutely love Instagram

I have friends all around the globe, so I use Whatsapp



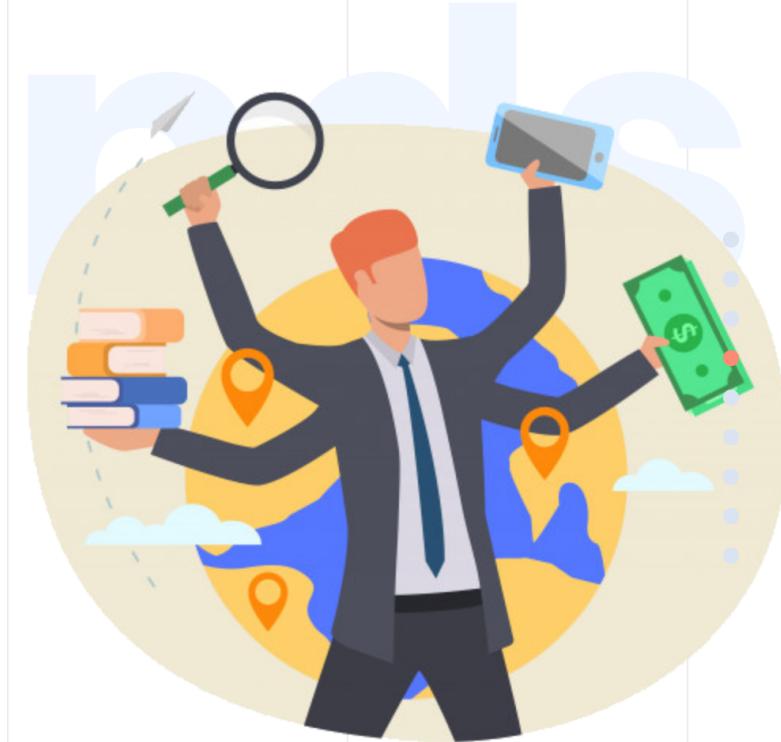
Apps our users use

Trends / Insights

Affinity Mapping

Don't recreate the wheel! Users love their social media and news apps. They just want a super easy way to integrate the apps they use for enjoyment with those that they use for professional activities.

Users were self isolating due to the stress and time commitment of bootcamp, but they still wanted to keep up with the activities of their favorite people.





Stephanie, 27



Goals

Stay abreast of activities in and outside of the classroom. She also wants to better organize her schedule, responsibilities & goals



Needs

A socially integrated app that notifies, schedules and retains engagements and interactions



Pain Points

Has no free time, self isolating, and is laser focused on her bootcamp studies. Hates long planning cycles. She needs to have alerts or she will miss events.





Stephanie, 27

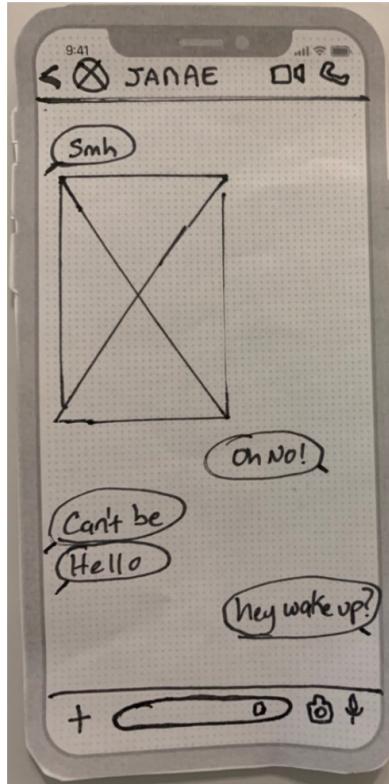
Problem Statement

Students enrolled in intensive bootcamps want an inclusive app that will help them stay engaged, focused, organized & responsible.

Stephanie has limited time and is overwhelmed by the rigor of her bootcamp, however, she would like to be able to quickly schedule events, prioritize her day, or stay up to date with her friends and activities outside of bootcamp.

How might we help her find integrative solutions that will work for both her bootcamp program and personal life?



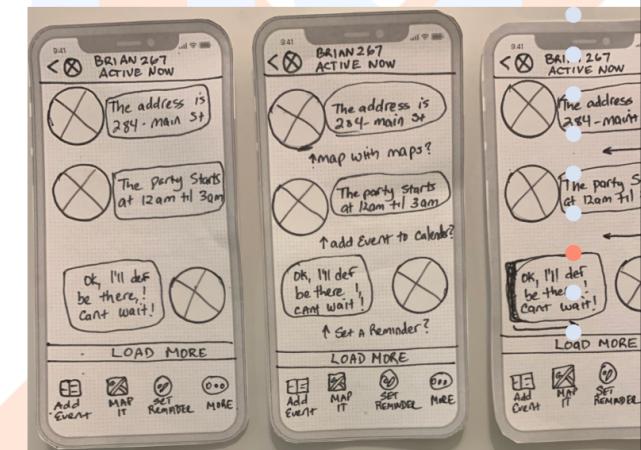


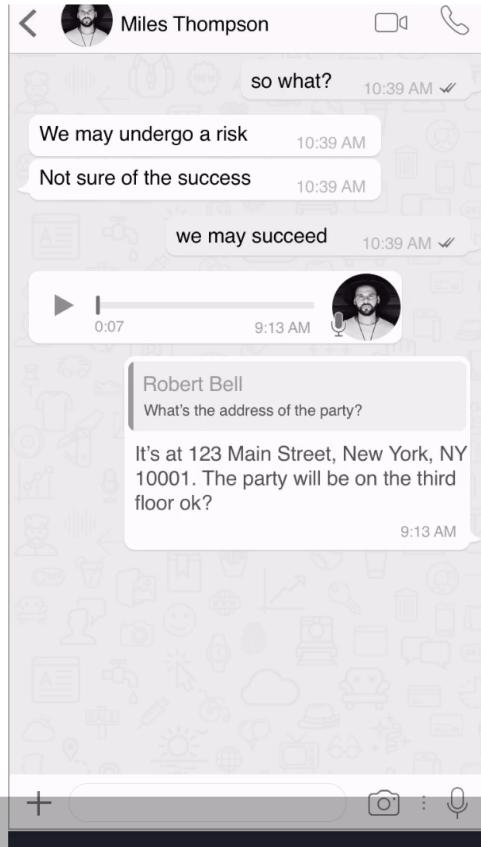
Prototyping & Testing

3 Stages of testing (Low-Fidelity, Mid-Fidelity & Click-through).

User loved how easy the app was to navigate and minimal steps involved as demonstrated by their 4.5/5 stars feedback.

Hiccups - Users who had experience with Whatsapp were a little unsure as to which method they should use to get to the export screen as well as which method to activate internal google apps - Swipe, touch or pop-up





Tasks

Scenarios & Tasks

There were two Scenarios with corresponding tasks presented to 3 users during the mid-fidelity click through.

The first task had users find an interaction in their fav app, whatsapp and then embed that conversation into the G-Suite

Task two asked users to map a party's location directly from the app. All user successfully completed these tasks (3/3) and noted the ease and intuitiveness of the app.



Next Step

Next Steps

- Build out integration with top 25 apps
- Iterate
- Iterate

