Meeting Transcriber - Validation Research

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Stakeholders

- Alfonso Cabrera (Team Leader)
- Tim Johnson (Engineer)

Background

Alfonso is an advocate for voice and speech recognition technologies. Recently, he expressed interest in utilizing the latest technologies to record and transcribe meetings. He's especially frustrated with unclear action items, poor note-taking, and missing team members who need updates. "It would be nice to get a transcript of the meeting." Alfonso tasked his creative team to investigate a transcriber solution and develop an MVP (minimum viable product)during the upcoming Red Ventures 2016 Hackathon. This product could be used as an internal tool, or pending these research, productized for other creative teams.

Goals

- Investigate the need for a meeting transcriber solution within creative teams.
- Determine if the solution is technically feasible within his team's skill and timeline.

Research Questions

- What pain points exist during meetings for creative teams?
- What technologies do teams use to assist meetings?
- How do teams capture important information in meetings or conference calls?
- How do teams feel about recording meetings?

Methodology

- *User Interviews* - Following a meeting, the interviewer will ask question to individual participants.
- *Surveys* - Targeting pain points, feelings about being recorded, follow up items, and open ended insights.
- *Eavesdropping* - Online articles, business writings, and forums contain plentiful information about meeting pain points that serve as a good basis for research, validation, and design opportunities.

Participants

- Team Leaders (middle managers)
- Team Members (developers, designers, marketers, support reps, project managers)
- In small to medium sized technology or creative companies
- Attend at least 3 meetings per week with 5 or more participants
- Medium to high technical ability

Schedule

- Week 1 - Contextual Inquiry + User Interviews
- Week 2 - Surveys (prior week's insight to guide survey questions)
- Week 3 - Technical Feasibility and Concepts

Unknowns

- General response to "I'm being recorded, better watch what I say"
- If solution is technically possible with team knowledge of voice recognition, AWS, and Amazon Echo