

RV Hackathon - Meeting Transcriber Product

What?

- [Red Ventures 2016 Hackathon](#)

Topic

- Voice Technology / Natural Language Processing

Product Name Ideas

- Who Says What
- Echo Transcriber
- iscribe
- echo scribe

Why are we doing this?

- Learning opportunity
- Have fun at a Hackathon
- Make a name for Team Luna, and ourselves
- Foster tech in Charlotte community
- Win \$3000
- Make this into a real product

Constraints

- MVP
- Delivery Sept 16-17
- 2 nights of hackathon prep
- 2 days at actual hackathon
- 5 team members
- \$200 in hardware
- Free or low cost tools

Judging categories

- Concept
- Completeness
- Presentation

Decisions

- Amazon Echo (hardware)
- Alexa Skills
- AWS Lambda
- Node / JavaScript

Areas of Responsibility

- **Joe** - organization, research, presentation, RV-designated team lead (contact)
- **Derek** - concepts, aesthetic design, UX, UI
- **Alfonso** - AWS, Lambda, Alexa, Echo
- **Tim** - Lead Node coder
- **Babak** - Supporting Node coder, Data Science
- **Brandon** - Node coder consultant, Language support (as able wont be at hackathon)

Process

Idea

- problem
 - meetings are long and boring
 - I have to remember important points from a meeting
 - People miss meetings, or come late
- solution
 - record who says what
 - meeting members get a transcript afterwards

Pitch

- tell a story
 - Have you been in a meeting when...
- explained in three sentences
 - Ever had a meeting, when you forgot the main points, or missed it all together? (problem)
 - Our app records the meeting, transcribes who says what, and sends out notes. (solution)
 - So meetings become clear, concise, and actionable, and hopefully happen less. (benefit)
- Other benefits
 - saves time
 - aligns the team
 - makes meetings more effective
 - clear followups
 - keep meetings on track

Research

- market
 - demographics?
 - target market?
- ask questions (to help address assumptions)
 - who will buy this?
 - who needs this?
 - do people want this?
 - do people care about this?
 - do people know about this?
 - do they need this app?
 - why do they need it?
 - is this problem already solved?
 - what problem is this solving?
 - do people have a phone to order?
 - do people have a computer to order?
 - is it an iPhone? Or Android? Something else?
 - do they want push notifications?
 - will they sign up, subscribe, or sign in?
 - will they share their personal information?
 - will they download the app?
 - will this become a routine? Or 1-time thing?
 - will they share experience? positive or negative?
 - is the process easy to use?
 - how does the user feel?
 - are people comfortable with their voices getting recorded?
 - is a solution technically feasible?
- research methods
 - why research?
 - validate the idea (not feedback on existing solution)
 - family, friends, coworkers are nice, and supportive
 - real people are critical
 - we make real products, not nice products
 - interviews
 - ask a few pointed questions
 - Have you heard of this?
 - Would you use it?
 - Where would you use this?
 - How much would you spend?
 - Would you pick it up at a gym?
 - What would make you subscribe?
 - surveys
 - google forms, wufoo, survey monkey
 - ask questions to address assumptions
 - eavesdropping / observation

- Competitors
 - Reviews
 - Amazon
 - New articles
- Your high level assumptions
 - user has connected smartphone or tablet
 - user has an Alexa
 - user is comfortable with voice recording
- competition
 - ava.me
 - the team doing a kinect face recognition and voice transcriber

Concepts

- super high level overview of product
- explain it in 3 - 4 steps
- baby wireframe / mockups
- what could it do?
- what could it look like
- aesthetic design considerations

Feedback

- get concept feedback
- get research validation feedback
- get feedback from actual customers / users / stakeholders
- what do people think of the concept?
- ask open ended questions

Product Strategy

- features
 - use this excel template
 - as a USER I want to TASK so that I can BENEFIT
- user stories (excel sheet)
- timing
- scope
- team skills

Wireframe

- create layouts - 3 different ones
- combine
- choose
- A/B testing?

Prototype

- high fidelity wireframe or HTML CSS
- get feedback
- 3 iterations
- 3 choices

Technology Strategy

- tools needed to build
- where to build
- is it doable with team skills? or budget?
- scope - beware scope creep!

Product Management

- make test criteria
- manage task ownership
- manage scrum or regular progress updates

Develop

- build
- iterate
- test
- refactor
- feedback

Test

- meet test criteria?
- document risks and issues
- usability
- exploratory
- sanity
- regression
- load

Release

- versions
- feedback
- iterate

Analyze

- monitor
- feedback
- iterate
- refine
- improve
- add features
- repeat