

IXD capstone: Teams for Home “Mass Niche”



University of North Texas
MA in Interaction Design

Nathan Smith
ADES 5460
Fall 2024



HOME IN ON WHAT MATTERS

aka: Reaching customers where they're at

PRESUPPOSITION & HYPOTHESIS:

- Teams for Home (TFH) pre-installed on approximately 1.4 billion devices.
- An untapped “mass niche” market could be unlocked via plugins.



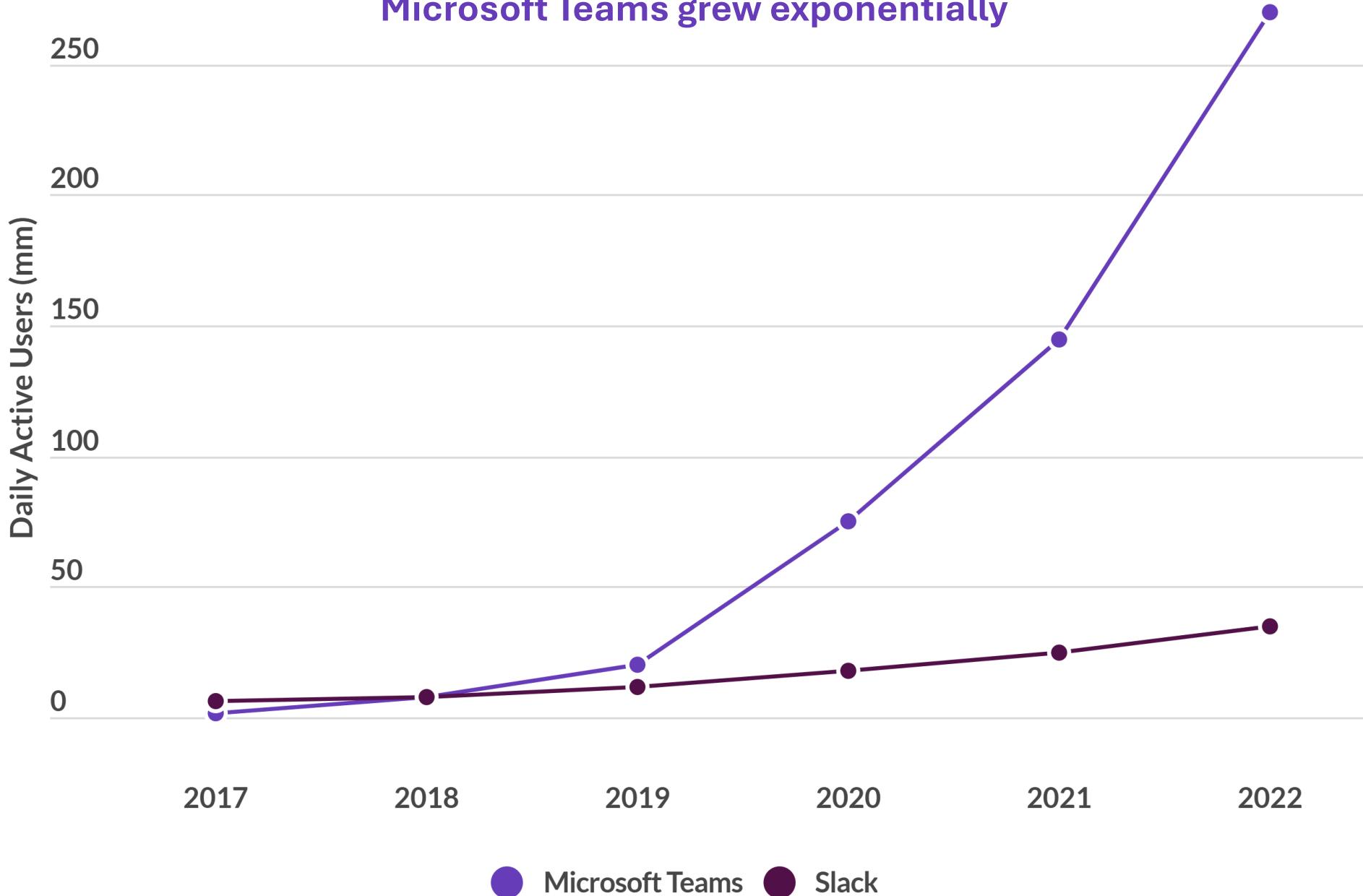
“Dear Microsoft”

In 2016, Slack poked the bear by placing a satirical full-page ad in the New York Times.

Wherein, Slack invited (dared?) Microsoft to compete against them in the chat app space.



Microsoft Teams grew exponentially



Teams now has 320+ million monthly active users.

 Teams for Home comprises a smaller (but significant) subset of that overall user base.

Note: Microsoft has more precise internal TFH metrics, but I cannot share those publicly.

Teams for Home aims to be more casual and approachable

The image displays three screenshots of the Microsoft Teams for Home interface, illustrating its casual and approachable nature through various features and interactions.

Left Screenshot (Chat View): Shows a list of recent chats. Notable entries include:

- Elementary volunteers:** A group chat with a yellow icon. Recent messages show users sharing ideas and welcoming new members.
- Charlotte and Babak:** A 1:1 chat with a couple icon. Recent messages show them welcoming a new PTA volunteer.
- Mona Kane:** A 1:1 chat with a woman icon. Recent messages show her sharing ideas.
- Eric Ishida:** A 1:1 chat with a man icon. Recent messages show him sharing a positive update.
- Marketing leads:** A group chat with a green icon. Recent messages show them discussing a deck.
- Ellis family:** A 1:1 chat with a family icon. Recent messages show them discussing a great idea.
- Daichi Fukuda:** A 1:1 chat with a man icon. Recent messages show him suggesting a new place.
- Will, Kayo, Eric, +4:** A group chat with a group icon. Recent messages show them sharing ideas.
- Danielle Booker:** A 1:1 chat with a woman icon. Recent messages show her asking for a number.
- Babak Shammas:** A 1:1 chat with a man icon. Recent messages show him sharing ideas.

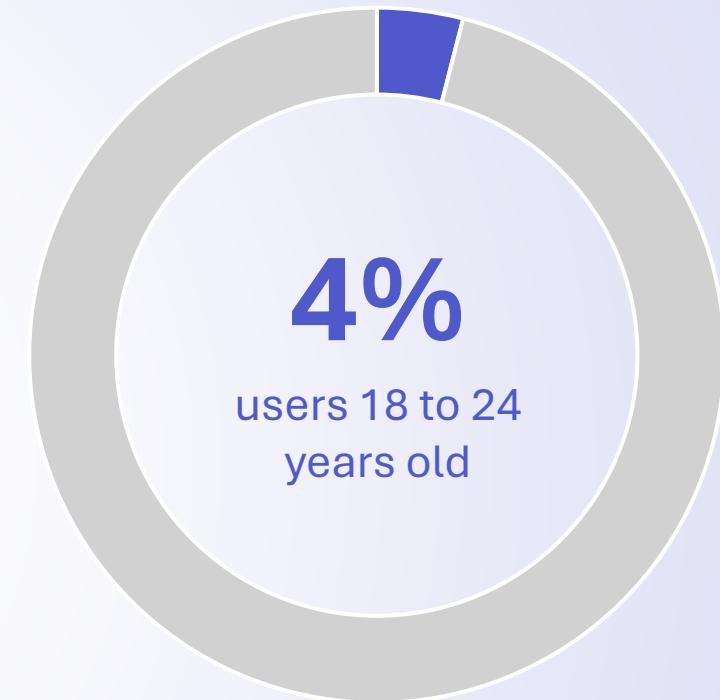
Middle Screenshot (Elementary volunteers Chat): Shows a group chat with a yellow icon. Recent messages include:

- Eric I. (1:20 PM): hear you! It's a balancing act for sure. But I'm impressed with how much we've accomplished already this year. The fundraiser was a big success, and we've been able to allocate funds for some much-needed resources.
- Aadi K. (1:20 PM): Absolutely, that fundraiser was a lot of work, but it paid off.
- Eric I. (5:01 PM): Yes, I've heard nothing but good things! ❤️
- Kayo M. (1:20 PM): The kids seem to love it, and it's made recess much more enjoyable for everyone. ❤️
- Aadi K. (1:20 PM): It's moments like these that remind me why we do what we do. ❤️
- Daichi Fukuda (4:01 PM): Sounds like a plan. It's important to ensure that we're allocating funds in a way that maximizes the benefit for our school. Oh, and speaking of meetings, have we set a date for the next general assembly?

Right Screenshot (Soccer coaches Chat): Shows a group chat with a blue icon. Recent messages include:

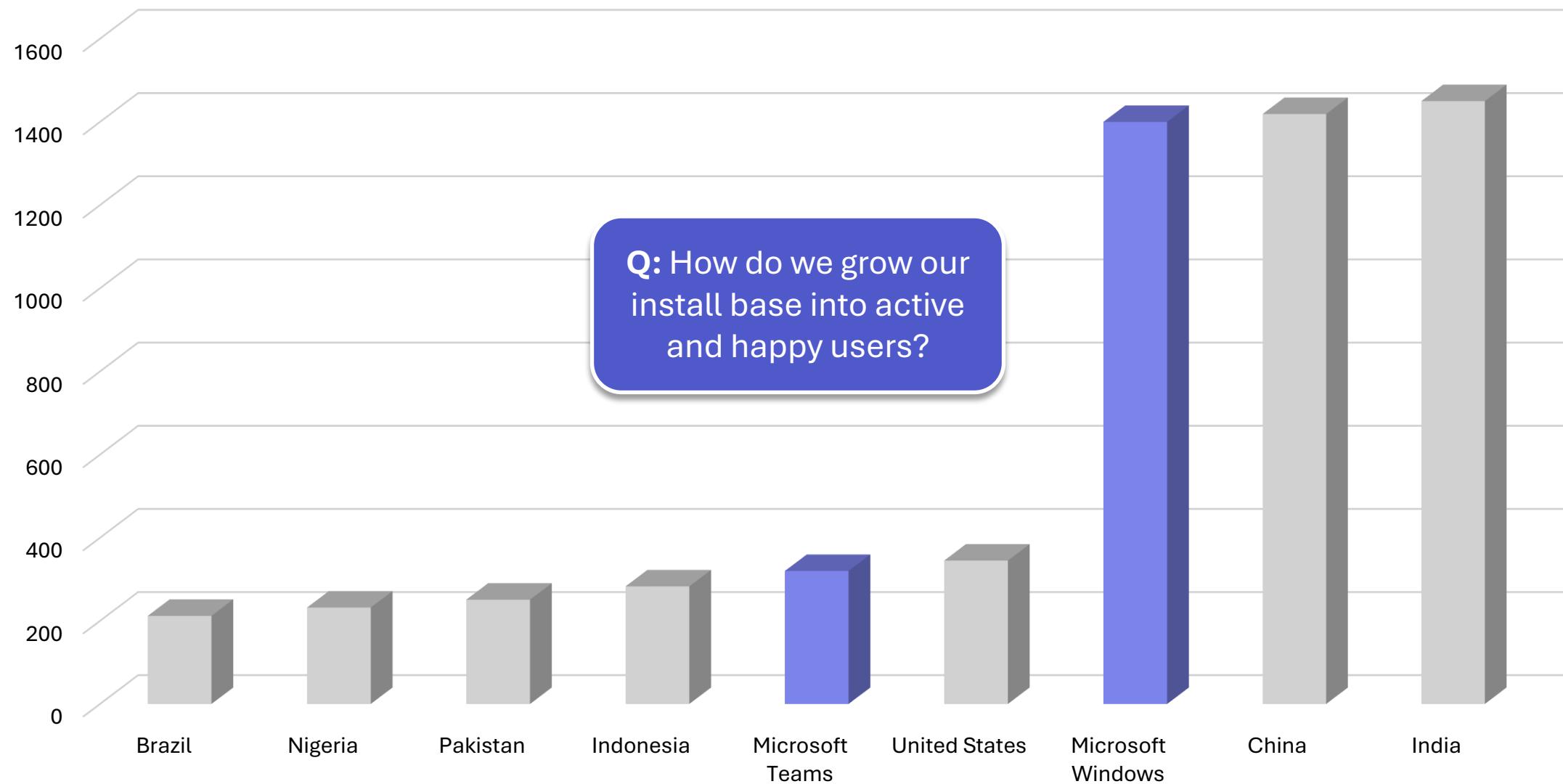
- Karin B. (9:41 AM): What was that FAQ that you mentioned?
- eastsidelittleleague123 (9:41 AM): Here's the latest on info for the upcoming season. 
- Cassandra D. (9:41 AM): Little league FAQ
- Karin B. (9:41 AM): Thanks for sharing this!
- eastsidelittleleague123 (9:41 AM): Today 8:08 AM: Looking forward to the start of this season! 
- Karin B. (9:41 AM): Go Tigers!

Interesting stats: Room to grow?



😎 Translation: Teams is not perceived as a “cool” app.
Not the favorite pick among an emerging workforce.
Google apps and Slack are preferred by startups.

For comparison: Most populous countries (in millions)



Internal initiative: TFH Customer Love

How might we include more table stakes features? Some are currently exclusive to TFW. Others are already offered by competitors.

- Copilot AI
- PowerPoint Live
- All participants: camera off
- All participants: mic mute
- Audio & Video “test call”
- Easier account switching
- Call recording
- Call transcription
- Camera filters
- Live meeting translation
- N-to-many broadcast
- Plugin apps

I conducted qualitative interviews with users of various apps. Primarily: Discord, Slack, Teams.



Aaron Alexander
Executive Pastor



Ashley Crutcher
Director of UX Strategy



Charles Han
VP of Customer Experience



Jonathan Davis
Gaming Community Organizer



Mundi Morgado
Director & Front-End Architect



Scott Grant
Head of Cybersecurity



Shayna Hodkin
UX Writing Lead



Tim Samoff
Program Director – Gaming & Media

Competitive analysis & perception

-  **Teams** is okay as “second place” for business tasks. Bundled with MS Office. Slack is better for text. Zoom preferred for video.
-  **Slack** is simpler. Mature plugin ecosystem. Strategic missteps by [deleting chat history](#) of non-paying users & forced [AI opt-in](#).
-  **Discord** is fun & quirky. Popular with gamers. Voice chat used while gaming. Alternative to Slack after chat retention changes.

Survey

MEETING APP SENTIMENT

I conducted a [survey](#) with users of communication apps.

Asked respondents:

- If they are familiar with plugins for extensibility.
- How often they attend online meetings.
- Interest level in plugins for communication apps.

12:29

UNIVERSITY OF NORTH TEXAS

Please indicate if you agree with the following statements.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
I enjoy meeting online more than in person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
My time spent in online meetings is productive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Online meeting apps are enjoyable to use.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you have online meetings?

A few times per year

A few times per month

A few times per week

Every day

What do you like **most** about online meetings? Check all that apply.

Collaborating across different time zones

Conveniently meet from anywhere

Meetings can be recorded for later

Please indicate if you agree with the following statements.

I enjoy meeting online more than in person.
Strongly agree

Strongly disagree

Somewhat disagree

Neutral

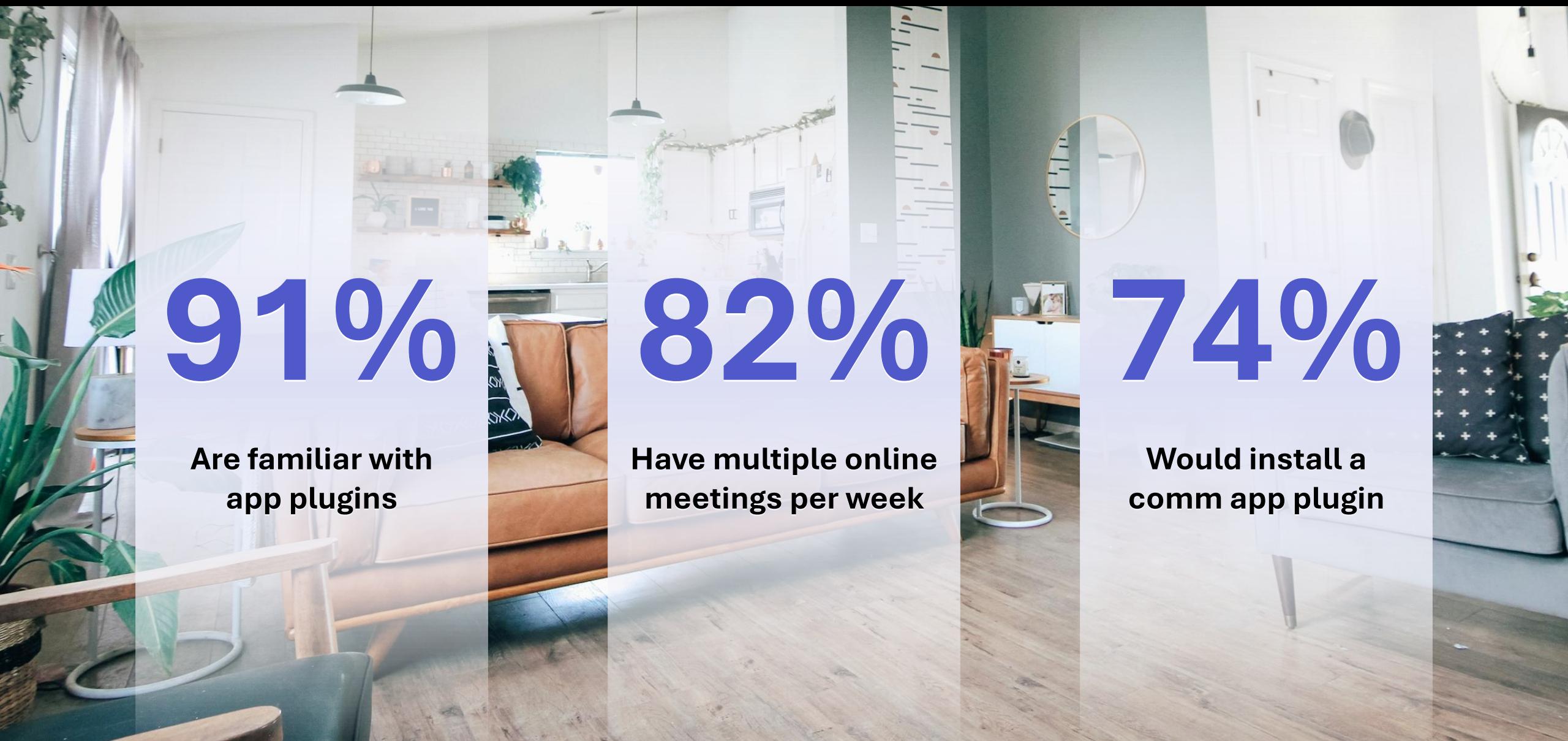
Somewhat agree

Strongly agree

My time spent in online meetings is productive.
Somewhat agree

Online meeting apps are enjoyable to use.

Based on survey responses...



91%

Are familiar with
app plugins

82%

Have multiple online
meetings per week

74%

Would install a
comm app plugin



Revenue streams for plugin authors

- **Freemium:** Provide base functionality for free. Possibly ad supported. Upcharge for more features and/or remove ads.
- **Per user:** Charge a one-time or recurring subscription fee.
- **Per org:** Could bill an organization directly. For example, a large youth sports club with multiple teams. One family potentially has several players enrolled. No 2x charge for two kids.

A small percentage of overall revenue could go to Teams for Home as the platform provider. Perhaps it would be worth a write-off to gain market share. Potential win-win either way.



INDIE PLUGIN HYPE

I spoke with [Casey Baggz](#). He is in the process of building [Nurl](#), an app focused on tabletop RPG gaming.

He has expressed interest in the possibility of Teams for Home having a plugin system.

A Nurl app for TFH would allow gamers to have richer real-time interactions online.

Nurl Group

Get help from Nuro

Manage Character

3.97 GP Update

Features (non-combat)

- Wild Shape** ⓘ
- CIRCLE FORMS**
You can transform into a beast with a CR as high as 3.
- WILD SHAPE IMPROVEMENT**
While using your feature, you can transform into beasts of CR 1 or lower.
- PRIMAL STRIKE**
Your attacks in beast form count as magical for the purpose of overcoming resistance and immunity to nonmagical attacks and damage.

HOME SPELLS FEATURES

You are a Human Druid that speaks Common, Druidic, Halfling, Telepathy (60ft).

You are proficient in Alchemist's Supplies, Herbalism Kit, Land Vehicles.

Cantrips (Spells cast at will)

- Night Shard** - Instant Hit
60FT RANGE - RADIANT DAMAGE Damage
- Poison Spray** - Enemy makes Con 15
10FT RANGE - POISON DAMAGE Damage
- Primal Savagery**
SELF - ACID DAMAGE Attack Damage

Group Notes - Quick Add

During a short stop in Vallaki, Sonny and Clover discuss the evil witch with the wereravens at Edwin's inn. The group starts questioning whether they should continue until Surina is awoken from a nightmare vision of Mal being tortured by Baba Lasagna. The group sees (possibly an astral projection) of [Charles](#) approach them with limbs and an eye missing, as well as tattered wings, then he poofs.

Supports Markdown

Publish

Roll for...

Ability Check

Choose Ability

+7	+7	+6	+7	+7
Animal Handling	Insight	Nature	Perception	Survival

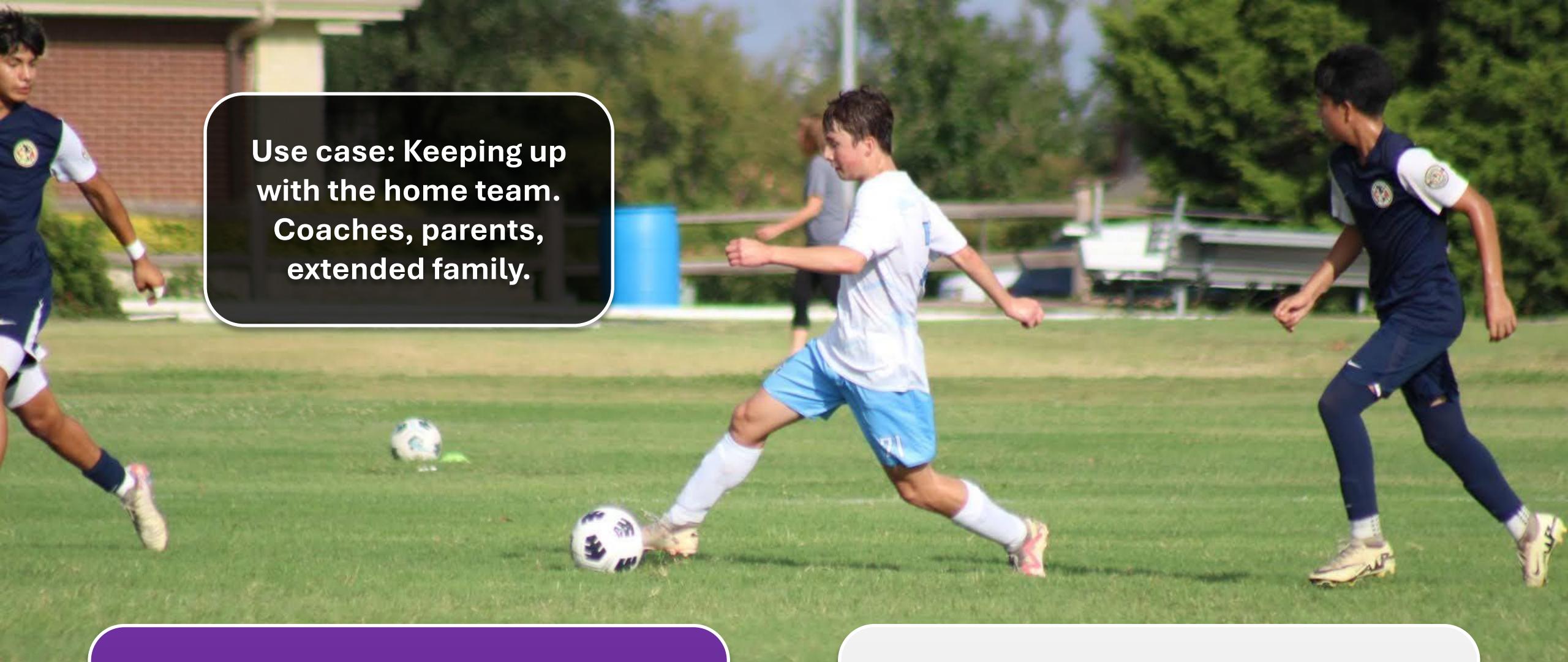
Saving Throws

-1	+1	+6	+7	+3	0
STR	DEX	INT	WIS	CON	CHA

+1 Initiative

General

Ind 15



**Use case: Keeping up
with the home team.
Coaches, parents,
extended family.**

⚽ “Just FYI... Your nephew played great today. Here are a few photos from the soccer game. Miss you!”

💕 “Awesome, thanks! Tell him we are super proud. We look forward to seeing y'all during winter break.”

Chat

Frisco Fusion 08B Chat Shared Photos

Pinned

UNT Welcome Bot 11/12 Wow, that sounds cool. I will take a look.

08 Frisco Fusion 08B 11/12 Thanks for all your support, everyone...

10 Frisco Fusion 10B 11/12 Let's give it our all and make this a great game!

Recent

Coach Donald, Coach Jonas 11/12 Thanks, I appreciate the carpooling help.

Coach Matt, Coach Hector 11/12 Don't forget to fill out the tournament registration.

People you've met with

John Doe 11/12 john.doe@example.com

Jane Smith 11/12 jane.smith@example.org

Michael Johnson 11/12 michael.johnson@example.net

Invite to Teams

Type a message

Frisco Fusion 08B Home Schedule Videos Roster Recruiting

Next-level plans

As you get closer to high school graduation, we will play in more tournaments that allow you to be seen by collegiate scouts. If you aspire to play at the college level, here is a list of regional schools with soccer programs.

We encourage you to think long-term and pick a college or university that aligns with your educational goals. If you have a school in mind, please let the Frisco Fusion coaching staff know. Where applicable, we can help you get in touch with their athletics department.

Note:
The following list is not exhaustive. You may also want to consider [out-of-state](#) schools.

- Men's soccer: Division 1
- Men's soccer: Division 2
- Men's soccer: Division 3

Austin College

School site: [austincollege.edu](#)

Team site: [acros.com](#)

Division: NCAA Division 3

Address: Austin College
900 N Grand Ave
Sherman, TX 75090

Map: [LINK](#)

Midwestern State University

Example: Sports App

It could bring together chat, files, photos, roster, videos, scheduling, recruiting, etc.

Frisco Fusion 10B Home Schedule Videos Roster Recruiting

Upcoming events

Next practice

OCT 17

RSVP: Yes Maybe No

Event: PRACTICE

Start time: Thursday, 10/17/2024, 6:00 PM

Field: 3

Address: B.F. Phillips Community Park
3335 Timber Ridge Drive
Frisco, TX 75034

Map: [LINK](#)

Next game

OCT 26

RSVP: Yes Maybe No

Event: GAME

Opponent: Academia De Futbol Dallas 10B

Start time: Saturday, 10/26/2024, 12:00 PM

Arrival time: 30 minutes early

Uniform: light blue shirt
light blue shorts
light blue socks

Field: K

Frisco Fusion

[FriscoFusionSoccer.com](#)

We focus on constant improvement, teamwork, and skills development. By concentrating on perfecting execution, we believe results will follow.

Practices are held twice weekly year-round, with regular seasons in the fall and spring, and additional tournaments during off-season.

About the team

10 The Frisco Fusion 10B team is comprised of boys who were born in 2010 and 2011. They play competitively in the Plano Premier Invitational League.

[comp.pysa.org](#)

SEP 07

RSVP: Yes Maybe No

Event: GAME

Opponent: DKSC Black 10B

Start time: Saturday, 9/7/2024, 8:00 PM

Arrival time: 30 minutes early

Uniform: light blue shirt
light blue shorts
light blue socks

Field: A

Address: Russell Creek Park
3500 McDermott Road
Plano, TX 75025

Map: [LINK](#)

SEP 03

RSVP: Yes Maybe No

Event: PRACTICE

Start time: Tuesday, 9/3/2024, 6:00 PM

Field: 14

Address: Harold Bacchus Community Park
13995 Main Street
Frisco, TX 75034

Plano Fair Grounds 2025 Russell Creek Park 3500 McDermott Road

Location Map

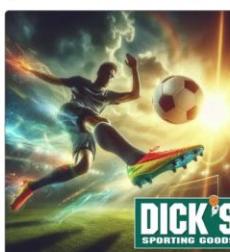
Note: This map is for stadium parking only. Map is valid after Dec. 12, 2023. Parking is limited. Please respect the neighborhood integrity.

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Example: Sports App
It could bring together chat, files, photos, roster, videos, scheduling, recruiting, etc.

Player	Position	Number
Aiden Hall	Forward	6
Alex Smith	Defender	15
Benjamin Walker	Midfield	21
Carter King	Forward	17
Chris Johnson	Midfield	3
Elijah Allen	Defender	20
Ethan Brown	Defender	22
Henry Thomas	Midfield	5



Pinned

 UNT Welcome Bot 11/12 Wow, that sounds cool. I will take a l...

 Frisco Fusion 08B 11/12 Thanks for all your support, everyone...

 Frisco Fusion 10B 11/12 Let's give it our all and make this a g...

Recent

 Coach Donald, Coach Jonas 11/12 Thanks, I appreciate the carpooling h...

 Coach Matt, Coach Hector 11/12 Don't forget to fill out the tourname...

▶ People you've met with

Name

 Video: Examples of soccer jukes

 Video: Manchester City soccer passing

 Video: How to train alone

 Weekend-Warrior-tournament-info.pdf

 Frisco-Fusion-medical-form.pdf

 Frisco-Fusion-player-agreement.pdf

 Map of the tournament fields

 Menu for the water park restaurant

Date shared

10/4/2024 Coach Donald

10/4/2024 Coach Jonas

More events

Next practice

 OCT
17

 RSVP: Yes Maybe No

Event: PRACTICE

Start time: Thursday, 10/17/2024, 7:30 PM

Field: 4

Address: Turner Soccer Complex
5900 Turner Street
The Colony, TX 7505Map: [LINK](#)

Next game

 OCT
27

 RSVP: Yes Maybe No

Event: GAME

Opponent: Steel United 08B

Start time: Sunday, 10/27/2024, 1:00 PM

Arrival time: 30 minutes early

Uniform: white shirt
light blue shorts
white socks

Field: E

Latest photo: "Game plan"



Frisco Fusion

[FriscoFusionSoccer.com](#)

We focus on constant improvement, teamwork, and skills development. By concentrating on perfecting execution, we believe results will follow.

Practices are held twice weekly year-round, with regular seasons in the fall and spring, and additional tournaments during off-season.

About the team

 The Frisco Fusion 08B team is comprised of boys who were born in 2008 and 2009. They play competitively in the Plano Premier Invitational League.

[comp.pysa.org](#)

Giving App [Home](#) [Nonprofits](#) [History](#)

Impactful opportunity awaits



Heart Affecting change

So far this year, you have given to charities and nonprofits that have positively affected the lives of those in need. Thanks to the generosity of people like you, transformative change is happening: throughout the region, country, and on a broader global scale. The only way we can all make a difference collectively is when we believe that individually one person can change the world.

Your top causes:

- [World Vision International](#)
- [Habitat for Humanity](#)
- [SPCA of Texas](#)

Featured causes



Example: Giving App
It could be used to track
one's impact via charitable
and nonprofit donations.

Giving App

Donating to: [American Red Cross](#)

Donation info

Amount * Frequency One-time Monthly

Personal info

First name * Last name *

Email address * Phone number *

Billing info

Address * Address line 2
City * State *
Postal code * Country *

Giving App [Home](#) [Nonprofits](#) [History](#)

Charities & Nonprofits

American Red Cross

Our mission is more than words. We always aim to prevent and relieve suffering with every action. The Red Cross shelters, feeds and provides comfort to people affected by disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families.

[Donate](#) [redcross.org](#)

Amnesty International

Amnesty International is a global movement of more than 10 million people who are committed to creating a future where human rights are enjoyed by everyone. United by our shared humanity, we know that the power to create positive change is within all of us.

[Donate](#) [amnesty.org](#)

Charity Water

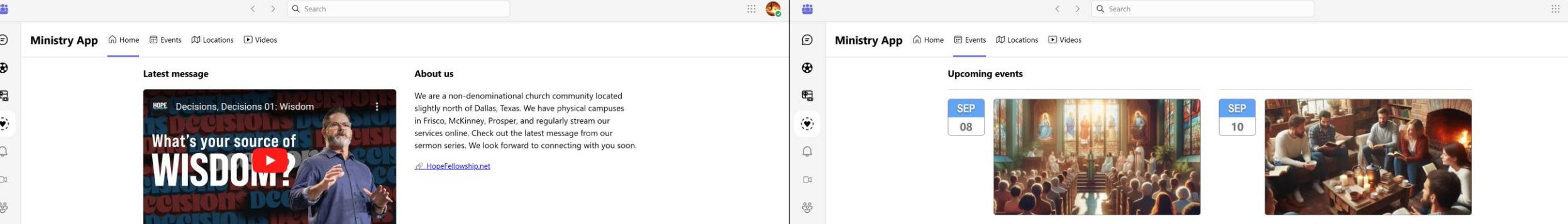
Since charity: water was founded in 2006, we've been chasing one ambitious goal: ending the global water crisis. And while the water crisis is huge, we're optimistic. We know how to solve the problem, and we make progress every day thanks to the help of local partners and generous supporters. If we work together, we believe everyone will have access to life's most basic need within our lifetime.

[Donate](#) [charitywater.org](#)

2024 giving history

Date	Name	Amount
Jan 26, 2024	World Wildlife Fund	\$110.00
Feb 22, 2024	Compassion International	\$130.00
Mar 6, 2024	Open Source Initiative	\$40.00
Apr 17, 2024	Doctors Without Borders	\$60.00
May 17, 2024	Amnesty International	\$30.00
Jun 29, 2024	American Red Cross	\$90.00
Jul 4, 2024	World Vision International	\$200.00
Aug 13, 2024	Charity Water	\$20.00

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Ministry App

Home Events Locations Videos

Latest message

HOPE Decisions, Decisions 01: Wisdom

What's your source of WISDOM?

DECISIONS DECISIONS DECISIONS DECISIONS DECISIONS DECISIONS

HopeFellowship.net

About us

We are a non-denominational church community located slightly north of Dallas, Texas. We have physical campuses in Frisco, McKinney, Prosper, and regularly stream our services online. Check out the latest message from our sermon series. We look forward to connecting with you soon.

HopeFellowship.net

Upcoming events

SEP 08

Event: Sunday Worship Service

Date: Sunday, 9/8/2024, 11:00 AM

Description: Join us for a morning worship service with uplifting music and a powerful sermon.

SEP 10

Event: Bible Study Group

Date: Tuesday, 9/10/2024, 6:30 PM

Description: Weekly Bible study to deepen your understanding of the Scriptures.

More events

Upcoming events

SEP 08

Event: Sunday Worship Service

Date: Sunday, 9/8/2024, 11:00 AM

Description: Join us for a morning worship service with uplifting music and a powerful sermon.

SEP 10

Event: Bible Study Group

Date: Tuesday, 9/10/2024, 6:30 PM

Description: Weekly Bible study to deepen your understanding of the Scriptures.

SEP 12

Event: Youth Group Night

Date: Friday, 9/13/2024, 7:00 PM

Description: A fun night for our youth group to hang out, play games, and have a great time.

SEP 14

Event: Community Outreach

Date: Saturday, 9/15/2024, 9:00 AM

Description: Join us for a day of community outreach, serving our neighbors and spreading the love of Christ.

The Ministry App interface is displayed, showing the following content:

- Campuses & Service times:**
 - FRISCO EAST:** Campus, When (Saturday 5:00 PM, Sunday 9:30 AM & 11:15 AM), Where (Hope Fellowship Frisco East, 9950 Rolater Road, Frisco, TX 75035), Map (LINK).
 - FRISCO WEST:** Campus, When (Sunday 9:30 AM & 11:15 AM), Where (Hope Fellowship Frisco West, 309 Main Street, Frisco, TX 75036), Map (LINK).
 - MCKINNEY:** Campus, When (Sunday 9:30 AM & 11:15 AM), Where (Hope Fellowship McKinney, 1702 W. University Drive, McKinney, TX 75069), Map (LINK).
- Ministry App Header:** Home, Events, Locations, Videos.
- Central Text:** "to date about one's home faith congregation."
- Video Thumbnails:**
 - The Bible For Regular People 01: Refuci...** (Thumbnail: Man speaking, video player icon)
 - The Bible For Regular People 02: Rules...** (Thumbnail: Man speaking, video player icon)
 - The Bible For Regular People 03: Renewed...** (Thumbnail: Man speaking, video player icon)
 - The Bible For Regular People 04: Respons...** (Thumbnail: Man speaking, video player icon)
 - Operation 01: The Body of Christ (The Pre...** (Thumbnail: Man speaking, video player icon)
 - Operation 02: The Head and Heart (The H...** (Thumbnail: Man speaking, video player icon)
 - Operation 03: The Hands and Feet (The C...** (Thumbnail: Man speaking, video player icon)
 - Operation 04: The Unified Church...** (Thumbnail: Man speaking, video player icon)
 - 10 Commandments 01: No Other Gods...** (Thumbnail: Man speaking, video player icon)

All recordings

Entry: capstone.sonspring.com 10:37 AM
Exit: capstone.sonspring.com Nov. 27

Duration: 00:16 Clicks: 0 Pages: 1

User ID: 1dpio9w

Windows PC

More details

Entry: capstone.sonspring.com

Exit: capstone.sonspring.com

er: v2.msconnect.microsoft.com

: 03:34 Clicks: 72 Pages: 1

MacOS

8

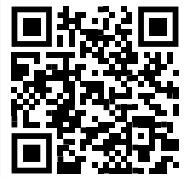
www.ijerpi.org | 10



I gleaned UX insights via Microsoft Clarity

Nathan Smith

nathan@sonspring.com



Demo: Fake Teams app

<https://capstone.sonspring.com>



My résumé

<https://linkedin.com/in/nathan>



APPENDIX

US Army

THIRD-PARTY PLUGIN IDEA

The US Army has struggled in recent years to meet their [quota](#) for new recruits.

Eligible young Americans typically do not have military service on their radar. Dropoff during the recruiting process has also been problematic.

Having a TFH plugin that reaches interested would-be recruits where they are at could help mitigate this.



Slidetackl

INDIE PLUGIN HYPE

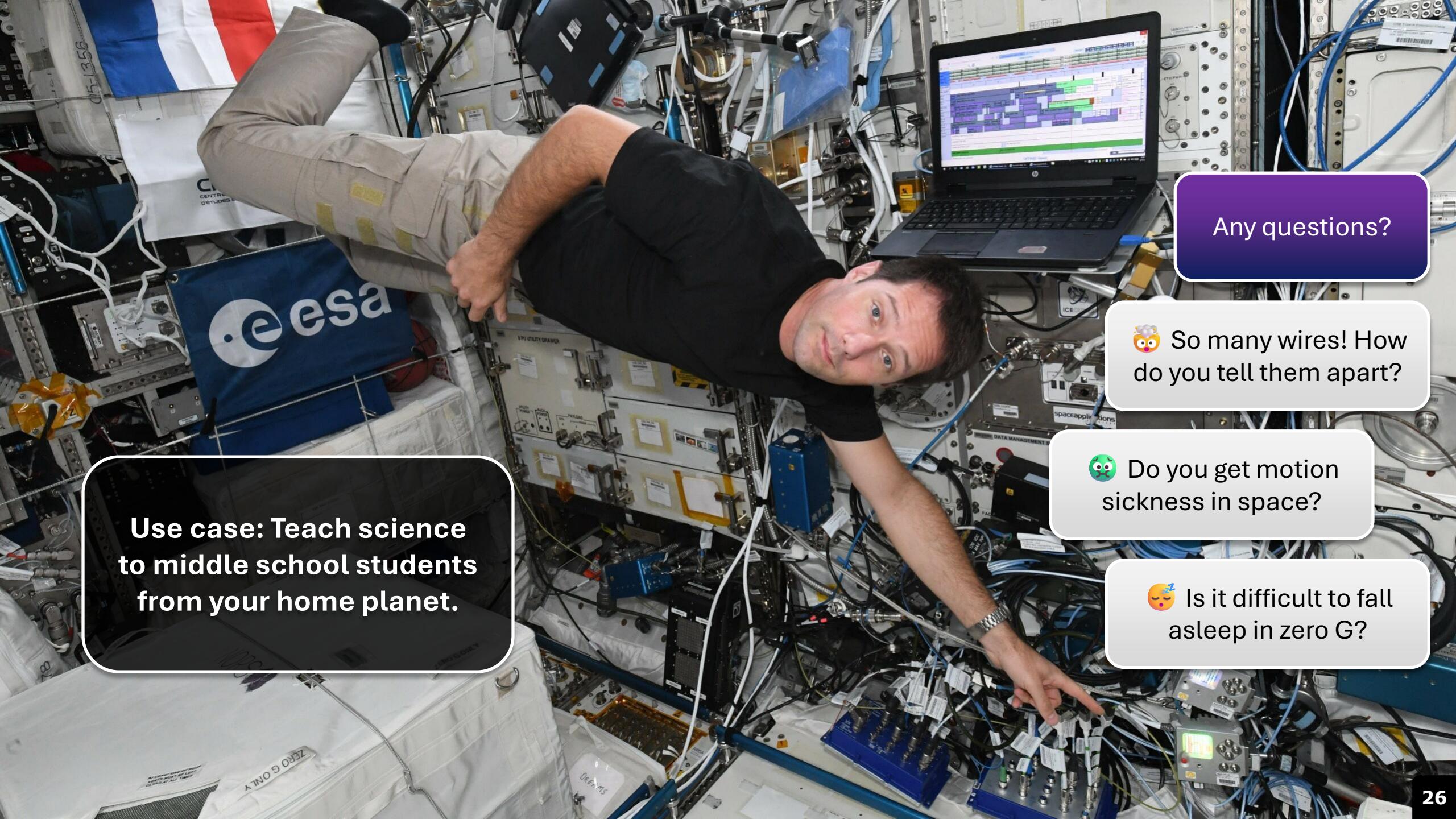
I spoke with [Abel Rios](#). He is in the process of building [Slidetackl](#), an app focused on helping coaches and players improve their soccer tactics.

He has expressed interest in the possibility of Teams for Home having a plugin system.

A Slidetackl app for TFH would help clubs to better evaluate their team performance.

The screenshot displays the Slidetackl app's interface. At the top, there is a navigation bar with a search icon, a gear icon, and a 'Username' dropdown. The main area features a player profile for 'Robert Williams' (2012 - Center Forward, Active), with a circular portrait and a summary of 2 Goals, 3 Assists, and 27 Dribbles. Below the profile are three performance cards: 'Goals' (2), 'Assists' (3), and 'Dribbles' (27). The main content area is divided into several sections: a 'Profile' tab (selected), 'Teams', 'Coach Reports', 'Training Reports', and 'Evaluations'. The 'Profile' section shows a table of recent games with columns for Date, Opponent, Position(s), Goals, Assists, Shots, Dribbles, and Passes, each with a 'VIEW' button. To the right of the table is a circular radar chart with axes for Att, Phy, Def, and Psy, showing a diamond shape with values 12, 9, 6, and 11 respectively. At the bottom right is a tactical diagram showing a 4-4-2 formation with player positions marked by circles.

Date	Opponent	Position(s)	Goals	Assists	Shots	Dribbles	Passes
1/3/2023	@ 2012B Renaissance	ST	1	0	8	5	40
1/10/2023	@ 2012B Versys	AML	1	0	5	3	55
1/17/2023	2012B Hot Shots	ST AML	0	1	2	4	30
1/24/2023	@ 2012B BVB	AML CAM	0	0	10	2	45
1/31/2023	2012B FC Dallas	AML	0	0	7	3	60
2/7/2023	@ 2012B FC Dallas	ST	0	2	1	4	35
2/14/2023	2012B Renaissance	ST	0	0	9	6	50



Use case: Teach science to middle school students from your home planet.

Any questions?

🦉 So many wires! How do you tell them apart?

👀 Do you get motion sickness in space?

😴 Is it difficult to fall asleep in zero G?



Use case: Coordinating disaster relief efforts among volunteers.

How are we doing now?

We just got the last of our neighbors out.

👏 Phew. Great job everyone!



**Use case: Enabling prison inmates
to talk to loved ones back home,
without racking up phone bills.**

Key assumptions

The following list of presuppositions must be true for the possibility of success.

1. Microsoft implements a TFH plugin architecture [akin to TFW](#).
2. Third-party vendor partners build TFH plugins. Momentum is self-sustaining.
3. TFH user base continues to grow. Interest in freemium plugins catches on.
4. TFH app performance incrementally improves. Achieves parity with rivals.
5. Profit from paying users is net positive and the endeavor “[pays for itself](#).”

KEY PARTNERSHIPS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
Internal to Microsoft: • Data science • Design • Engineering • Marketing • Product management	<ul style="list-style-type: none"> Co-creation with partners First-party example apps Marketing to raise awareness Plugin API development Pruning spam apps Security Telemetry 	<p>Reach an audience within a key “walled garden” information hub, who thrive on both async and real-time digital communication.</p> <p>Direct applicability to real-world events. Churches, military families, recruitment efforts, self-organized communities, sports teams.</p> <p>Also, there would be a potential network effect of “BYOC: bring your own community.”</p>	<p>Would need to “seed” the idea among established groups.</p> <p>Explain value prop and convince communities to give it a shot.</p> <p>Target potential users for whom real-time communication is important.</p>	<p>I would refer to this as a “mass niche market” for specific use cases.</p> <ul style="list-style-type: none"> If you enjoy meeting online to discuss Dungeons & Dragons, use the new Nurl plugin to make your gaming chat more immersive.
External business partners: • Nurl • Slidetack! • TeamSnap • US Army	KEY RESOURCES <ul style="list-style-type: none"> API documentation Developer relations Desktop app Marketing site Mobile app Web app 	<p>There would be no set requirements or exclusions. New communities would simply need to be acting in good faith.</p> <p>Meaning, fostering a sense of building people up and not centered around negativity or hate topics.</p>	CHANNELS <p>There could be an in-app notification to inform users of the plugin system.</p> <p>We could also advertise in the community: airports, billboards, public transit, sports facilities, conference venues, universities.</p>	<ul style="list-style-type: none"> If you want to get reminders of uniform changes for your son’s or daughter’s club soccer game, use the TeamSnap plugin. <ul style="list-style-type: none"> Ping your recruiter to check on the status of your military application. Connect directly with those who are homebound or living abroad. Set reminders to follow up with people from the congregation. <p>“Just checking in, how was your surgery? Let’s catch up soon.”</p>
Youth sports clubs: • FC Dallas Youth • Frisco Fusion Soccer • Surf Nation Soccer				
Other religious & non-profit orgs.				
COST STRUCTURE	REVENUE STREAMS			
I think this could be done without greatly increasing the overhead of TFH or the broader Teams organization itself. Ideally, it would end up being budget neutral if we pulled it off successfully. Meaning, hopefully it would pay for itself.	<p>Depending on the plugin’s revenue model, this could be a recurring subscription from the organization entity. For example, an entire soccer club pays for access to its premium TFH plugin, to be used by all coaches, parents, and players.</p>			
Users would have access to a variety of freemium plugins, which may offer more functionality for a nominal fee. Or their organization (sports team, etc.) could pay on their behalf.	<p>Or perhaps it could be a multi-sided billing model, where organizations foot most of the bill but there are additional upsells for individual users.</p>			
Perhaps there could be unlimited access to otherwise pay-per-plugin by having a Microsoft 365 individual or family plan subscription. That would incentivize paying annually for Office apps. From there, plugin creators could be paid proportionally based on their monthly active users.	<p>A plugin could potentially have a freemium model, where it costs nothing to use but non-paying members see tasteful advertising. For example, using a football-related TFH plugin could show notifications about limited time sales at sporting goods stores.</p>			

Who-What-Wow style pitch

- [Parents of youth athletes] will be [automatically prompted to coordinate carpooling] by [AI calculating home address proximity]. Location shared after opt-in from both parties.
- Sheet music can be [live edited] by [multiple musicians] working on [different continents].
- [Nonprofit volunteers] can mobilize [disaster relief efforts] through [simultaneously updating areas of influence on a shared map]. Think real-time Figma, for neighborhoods and cities.
- It takes less than 10 seconds for [ISS astronauts] to [sync files] from [their home computer].
- [Coaches of sports teams] will be [automatically alerted to event conditions] by [AI integration with weather and schedule data feeds]. This will update calendar details accordingly.

Steve Blank style pitch: “We help [X] do [Y] by doing [Z].”

- We help [youth sports coaches] [schedule practices and games] via [AI calendar integration].
- We help [US Army recruiters] [give virtual tours to students] by [streaming via a mobile app].
- We help [home-bound seniors] [stay in touch with loved ones] with [easy photo sharing].
- We help [incarcerated individuals] [talk to family] through [regularly recurring meetings].
- We help [mental health doctors] [meet virtually with patients] using [impromptu audio calls].

Mad Libs style pitch

- Our [AI sports trainer] helps [student athletes] who want to [safely maximize performance] by [planning] [healthy meals] and [creating] [training regimens], which is unlike [traditional fitness apps].
- Our [AI sports analyst] helps [coaches and players] who want to [dissect game footage] by [identifying] [key mistakes] and [suggesting] [specific improvements], which is unlike [reviewing hours of video].
- Our [AI equipment procurement] helps [business owners] who want to [make purchasing decisions] by [comparing] [vendors] and [uncovering] [cost savings], which is unlike [basic accounting apps].
- Our [AI academic counselor] helps [prospective students] who want to [evaluate colleges] by [identifying] [scholarships] and [aligning] [extracurriculars], which is unlike [sifting through school catalogs].
- Our [data science app] helps [software developers] who want to [demystify telemetry] by [extracting] [pattern matching] and [interpreting] [large data sets], which is unlike [comparing manual queries].



North Star | Opportunities, Keys to Success, and Risks

Capstone Vision | Vision for the future of the product (based on current research)

Opportunities & the “Why”	Keys to Success	Risks & Roadblocks
<p><i>Current state & environmental factors supporting the vision</i></p> <ol style="list-style-type: none">1. Competitors like Slack have made strategic missteps with pricing & data retention.2. The project can scale with the number of new TFH users, as well as reaching critical mass of interested plugin app developers.3. Word of mouth can potentially be crucial here, via a viral network effect. Especially for things like casual gaming.4. TFH has a unique overlap of functionality, whereas other “best in class” apps only do one or two things well. If TFH can execute consistently, it can gain market share.5. Tech opportunity to make TFH a “hub” with many popular “spokes” of the wheel.	<p><i>What you “have to believe” to win</i></p> <ol style="list-style-type: none">1. TFH has to gradually (or rapidly?) improve over time. TFW and TFH have a reputation for being somewhat clunky to use.2. The business must deem building a plugin architecture for TFH to be a strategic worthwhile endeavor.3. The core product and the plugins must both be compelling enough that they will be “sticky” with consumers, who have other options.4. Metrics that matter will be MAU/DAU and an uptick in either revenue share from plugin creators, or premium TFH subscriptions.	<p><i>What may prevent reaching the vision</i></p> <ol style="list-style-type: none">1. If we don’t get the execution right, and/or TFH and TFW continue to become more difficult to use over time, due to PC resource usage.2. We are unable to have comparable ports of plugins on mobile platforms, which may leave non-desktop users feeling left out.3. A competitor such as Discord or Slack pushes more into a real-time “meeting” space, winning over would-be users.4. Google unifies their Workspace offering into an omni-app which also offers a plugin architecture.5. “If you build it, they will come” does not pan out. TFH launches a plugin architecture, but no third-party plugin vendors seem to care.



North Star | Aspirational Strategy Plan

Current Pain Points: Competitor solutions:	WE BUILD THE NOW 6 months	WE PLAN THE NEW 1 to 2 years	WE IMAGINE THE NEXT 3-5 years	STRATEGIC OBJECTIVE 2030+ aspirational
<ul style="list-style-type: none">Communication apps all seem to be lacking in one way or another.Third-party apps (TeamSnap, etc.) have temporal chat that is not searchable.TFH itself works pretty well but cannot currently be extended.	<ul style="list-style-type: none">Slack offers a robust plugin platform, but it tends to be more productivity oriented. Chat bots that ping after task completion, etc.Discord is voice focused and does not tend to have rich functionality within the app itself.Zoom is great for video calls, but not much else. The chat evaporates if you forget to save it.	<ul style="list-style-type: none">Create a TFH plugin architecture in the near term.Begin seeding the future “app store” with vendors who are interested in early access.Encourage Microsoft employees to use “hackathon” time to create proofs of concept.Build example prototype Sports App (name TBD) app for youth soccer organizations.Begin to tinker with monetization. Subscription fee, ad supported, paid for by org (soccer team), etc.	<ul style="list-style-type: none">Soft launch to members of the TFH “Insiders” NDA community. Get feedback, squash bugs, etc.Encourage dogfooding of plugins by Microsoft employees, garner internal feedback as well.Have a “friends and family” release, with a few polished plugins for the debut.TFH Copilot integration with plugins, to help summarize content, offer tips, etc.Continue revenue payouts to early plugin creators.	<ul style="list-style-type: none">Make some plugins interoperable with both TFH and TFW, where the functionality makes sense.Have an annual showcase of the best plugins that year.Continue to explore ways in which AI can be helpful, offered as an API “service” that a plugin can consume.Possibly integrate popular plugin functionality back into TFH itself. Use that to inform TFW development.

CURRENT LANDSCAPE

CAPSTONE HORIZON

MULTI-YEAR ASPIRATIONAL HORIZONS



North Star Vision | Future Quotes from Your Customers

My recruiter kept me informed, every step of the way. Hooah!
— US Army soldier

Tabletop gaming is so much fun, even when we're apart.
— RPG player

I was able to spot ways that I could improve my game.
— Student athlete

I give player things to work on during the off season.
— Soccer coach

I'm able to easily talk with recruits about the process.
— US Army recruiter

Carpooling is easy with the proximity suggestions.
— Soccer parent

The Year is
2030



fin.

<https://youtu.be/HhU4oE5Ob-M>