**Focus Group Notes – 1/5/2012**

**Discussion (starts around 57:00)**

**Which tools:**

outlook, google calendar, onenote (for long-range to-do list).

Margot – use outlook, mostly happy. Print out a calendar, can scribble on it. It has to sync.

Use a “mom’s calendar” (wall calendar) – color coded for the different kids. Husband uses outlook.

**Features and scenarios:**

Great feature: resolve conflicts across multiple calendars. Prioritizing across multiple calendars.

Linking with contacts so that you don’t have to enter them again.

It’s ok to input everything but then the app keeps you organized.

Great to track “complicated tasks” like an auction.

Alerts are important – dismiss or snooze. Outlook or google (calendar?) do this well.

Write down stuff when you wake up in the middle of the night. Today I’m up stressed out about it.

Being organized is about “thinking about” (things you have to do), not constantly “thinking of them”.

Save the coupon with the list item.

Traffic routing.

Arranging your day. (time management your day). Geographical awareness.

Figure out that you can do laundry because the kids are on a play date.

**What would make you feel reluctant:**

security

accuracy

can it do what it says?

how do you recommend vendors? Can tradesmen “buy space”?

filtering from the list of recommendations based on attributes.. specials are nice, but is 24-hr service available? (maybe a more important attribute)

Like the “archive” feature – “save this contact or piece of information indefinitely” (but not the whole calendar). Finding things on a calendar that happened 2 years ago is hard.

**Name:**

like it.

Combination of “Fast / Simplify”.

Do you think about “zap it off the list” – as in zap it – it’s gone. (“kinda”).

Zaplify is first or second on the list.

Lightning bolt can have either connotation – good or bad. Stay away from lightning bolt for the logo.

Others: SmartPlannr, MyValet.

**Feedback on Presentation:**

Examples were good.

Takeaways: Connects with facebook / other tools in order to help organize (as opposed to inputting information again).

**Questions:**

Is it one more thing I have to do, or one more thing I get stuff from. Can zaplify just be in the background, monitoring stuff? I don’t want to enter stuff again. I want to work in a “large format” (?). Speech recognition is important. Writing stuff when you’re on the go (or up late at night) is not practical.

There’s a tool called Trip-It which integrates / organizes everything about a trip. (maybe a good affiliate for the “planning trip” scenario?)

**Q/A with Steve/Omri (around 1:19:00)**

Is this another tool that I need to feed data into?

Security of the data: very important – how do you keep it secure. Want to make sure only authorized users can access the data. “is it creepy for us to show you a gutter cleaner if you said you wanted to clean the gutter?” “no”. But I want inlaws to be able to see the schedule.

Why isn’t Outlook just better? E.g. I can’t enter a “family” as a contact. Steve: Associate specific contacts with activities. Outlook recurrence is constrictive.

Templates for some things… like “soccer team”.

Outlook – create a recurring appointment called “to-do list” that comes up once a day and you update with what you’ve already done. (“like a tickler file”).

Spouse collaboration scenario is important – coordinating across calendars.

Color coding comes up a lot when coordinating multiple people and multiple kinds of things.

Facebook – “huge red flag” – don’t be dependent on them.

They have lost trust because of the ad optimization (“what do they do with my data?”)

Posting your rating to FB “unsolicited” is weird, but answering someone else’s question on FB is more common and accepted.

Granting permission to share your rating of a vendor (and showing your friends that opinion) is OK, but don’t post it publicly.

It would be awesome to take a task you’ve already done (homeroom parent) and “pass the context” (workflow and specifics) to someone else.

Templates for various kinds of activities are huge.

Input metaphor - don’t have too many required fields.

Templates:

Run a home business

Insurance records / dr’s records

Groove is a good collaboration tool for groups.

What to do about people who use paper? Picture of coupon (or OCR of a to-do list) is great.

“Geographical optimization” of scheduling out your day comes up again as a great feature.

Other names… “personal assistant” or “MyGuy”.