

Mobile App Discovery Script [Team]

Followup questions are indented 😊

Intro

Thank you for meeting with us today, we're hoping to get a better understanding of how, and what tools you use to distribute data within your company.

Roles

- What is your role?
- What tools do you use most to do your job day to day?
- How much time do you spend in Analytics?
- How do you track and communicate the effectiveness of your analytics practice?
Feature use, what is the depth of use of certain platforms

Data Democratization

- How much time do you spend distributing insights from Analytics to others?
- What's preventing the recipients of these insights from self-serving?
- Who are these folks that you distribute insights to and what actions do these insights prompt?
- Do you spend time curating your findings before sending them out?
 - And why?
 - What programs do you use?
 - Permissions?
 - What devices are people viewing these on?
- What types of insights do you share out to other teams?
 - How do you share those?
- Are there metrics that you check everyday (or that others ask about every day)?
 - How do you keep tabs on those to make sure they're tracking the way you want them to?
 - Are there any that you check every hour? (or more often)

Mobile Use Cases

- If Adobe Analytics were to have a mobile app, who would be the first at your company to install it?
- What are some of the use cases you hope a mobile app will help address, how are they handled now?
 - What is it about current methods that isn't working?

Mobile App Wants/Needs

- If we were to offer a mobile app to help you monitor your (data or insert metrics they had perviously mentioned) what would be the first thing you would want to see on that app?
- What would you rely on that app for?
- You've downloaded it from the app store, its called the Adobe Analytics app, you tap to open...
 - What would you expect to see?
 - What would you NEED to be able to do within the app itself, for this app to bring you value?
- Would you want everyone to have the same app, regardless of skill level or job title? (Maybe ask- how would you expect different people in your organization to use this app? How would you expect executives at your company to use this app? How would their app be set up?)
 - Why or why not?
 - If everyone was delivered the exact same app, would this be a deal breaker? (would you use the app at all)
 - Would the app serve to compliment and/or substitute <some of the data-distribution methods and routines they mentioned earlier?

Mobile App Curation

- How would you expect to set this app up? Or get all of your data on the app.
- Specifically what data from Analytics would you want to see in the mobile app?
 - Would this be the same for all of the people or teams you share data with?
- How up to date do you expect this data to be (REAL TIME)
- Where would you expect to control what data is shown on the app?

- Who should be able to do this?
- How long would they be willing to spend curating what was available in the mobile app for others to see?
- How often would they go back and change what they had created?

Wrap Up

- Is there anything you feel like we need to know about that we haven't asked you?