**Project #2 Module B**

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**Introduction**

**Description**

A hybrid application “MeetingBook” is designed to help staffs of small start-up companies to arrange meetings at shared booths, book a daycare, keep list of contacts of clients and other employees, and manage their schedules. The app’s ultimate goal is to support start-ups’ business to grow and succeed by providing one-stop process in arranging and booking cubicles for meetings, presentations, or other desired purposes. Also, the app allows to enroll a daycare program so that employees can concentrate on their work without concerning about their kids.

Here, we assumed that there is an association of start-up companies and each company is supposed to pay for membership fee. The fee is used to hire meeting booths or cubicles in various places which is close to or easy to access to each office of the company, and daycare programs for working parents. Also, payment for developing, maintaining, and repairing the app is compensated by the association fund, so the app doesn’t have a business model or a revenue stream.

Features:

1. Manage my schedule and interconnect to other calendar apps
2. View the location of cubicles or meetings based on my current geographical location
3. View available cubicles in a map or a table and book one
4. View meetings that are open to public and sign up
5. View announcements about maintenance of cubicles or daycare
6. Contact and enroll a daycare program
7. Manage contact lists
8. Add a new contact scanning a business card
9. Share documents and view them
10. Send meeting invitation messages through text messages and emails based on contacts in the app
11. Send instant messages to clients or other employees through in-app messenger

**Research**

Dear Customer,

We are about to launch a new application that allows you to manage your business schedule, book cubicles for meetings, and keep lists of contacts. The purpose of this survey is to gain your perspectives about your needs in the application.

Below is a link to the online survey. The survey is user-friendly and consisted of 12 questions. We are grateful for your willingness to participate and value your opinion. Our hope is this process will help us develop more refined user experience.

Thank you.

Q1. What is your age?

|  |  |
| --- | --- |
| * Under 18 years old * 20-24 years old * 30-34 years old * 40-44 years old * 50 years old or older | * 18-20 years old * 25-29 years old * 35-39 years old * 45-49 years old |

Q2. What is your gender?

|  |  |
| --- | --- |
| * Male | * Female |

Q3. What is your marital status?

|  |  |
| --- | --- |
| * Single, never married * Common-law partner * Separated | * Married * Divorced * Widowed |

Q4. What is your position in the company?

|  |  |
| --- | --- |
| * Chairman or Vice-chairman * Executive * Assistant Manager | * President or Vice-president * Manager * Staff |

Q5. What is your first impression of the service of the application?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Very Positive | Positive | Neutral | Negative | Very Negative |

Q6. Do you think of it as something you need or don’t need?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Definitely need | Probably need | Neutral | Probably not | Definitely not |

Q7. If the application were available today, how likely would you be to use the application?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Very likely | Likely | Neutral | Not so likely | Not at all likely |

Q8. What do you think most important when you use scheduling applications?

|  |
| --- |
| * Easy to add or edit schedules * Easy to view schedules at one glance * Accurate alerts or alarms * Easy to share schedules with others * Easy to interconnect with other applications * Other |

Q9. What do you think most important when you use contact applications?

* Easy to add or edit contacts
* Easy to group or list contacts
* Easy to interconnect with other applications
* Able to send messages directly in the application
* Other

Q10. What do you think most important when you use booking applications?

* Easy to view all availability
* Easy to add, delete, or manage favorites
* Fewer steps to confirm booking
* Easy to view bookings
* Easy to interconnect with other applications
* Other

Q11. How do you think are you likely to use the features?

1. Book a cubicle

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Definitely likely | Probably likely | Neutral | Probably not | Definitely not |

1. Book a daycare

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Definitely likely | Probably likely | Neutral | Probably not | Definitely not |

1. Sign up for a public meeting

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Definitely likely | Probably likely | Neutral | Probably not | Definitely not |

1. Manage schedule

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Definitely likely | Probably likely | Neutral | Probably not | Definitely not |

1. Manage contact lists

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Definitely likely | Probably likely | Neutral | Probably not | Definitely not |

1. Add new contacts scanning business cards

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Definitely likely | Probably likely | Neutral | Probably not | Definitely not |

1. Send instant messages

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Definitely likely | Probably likely | Neutral | Probably not | Definitely not |

Q12. In your own words, what are the features that you would like to add to the application?

|  |
| --- |
|  |

Q13. In your own words, what are the features that you think the least useful of the application?

|  |
| --- |
|  |

**Technical Issues**

Since this is a hybrid app, there is not so many technical issues compared to apps that support only mobile device or desktop environment. However, “MeetingBook” still has some obstacles that can be an inconvenient experience to users.

The app requires an accurate GPS in a mobile device. As one of the feature is viewing available cubicles based on user’s physical location, the more accurate GPS is, the more comfortable the user manages his booking process. Also, using Wi-Fi signals enhances the accuracy of detecting location.

When the user books cubicle, he needs to input all the information of the meeting, including the purpose, participants, location and time. It means that the user has to deal with all the information in a limited screen if he is using mobile device. Of course the app supports desktop version as well which allows users to book cubicles much easier, however, he might not be able to access to a desktop and might have to book a booth immediately no matter where he is. It can be one solution if the app splits information input form into several pages so that fewer data shows on one screen, but it increases steps of process in mobile environment.

**Personas**

|  |  |
| --- | --- |
| Name | Phil Potter |
| Age | 25 |
| Occupation (if applicable) | Mobile Game Developer |
| Location | Kitchener, ON |
| Interest Level in the App’s Field | Connoisseur |
| Demographics | Professional |
| Computer Skills | Expert computer programmer |
| Motivations and goals with respect to the field (of the app) | * To develop games that fascinates players * To improve himself as a game designer * To build a strong relationship with co-workers |
| Frustrations with respect to the field | * Competing with more professional game developers and publishers * Finding a good work place or meeting space * Balancing between work and self-development |
| Projected interest in the app | * Booking a cubicle at his convenience * Hold or participate seminars or meetings open to public * Manage contact lists |

|  |  |
| --- | --- |
| Name | Julia Jefferse |
| Age | 33 |
| Occupation (if applicable) | Manager of Sales Department |
| Location | Kitchener, ON |
| Interest Level in the App’s Field | Professional |
| Demographics | Professional |
| Computer Skills | Casual (email and social media) |
| Motivations and goals with respect to the field (of the app) | * To find balance between work and life * To move to better neighborhood for her daughter * To manage her time more effectively to spend more time with her daughter |
| Frustrations with respect to the field | * Finding a perfect daycare that allows flexible pickup time * Spending too many time on road * Building a secure relationship with clients |
| Projected interest in the app | * Booking a cubicle for meetings at her convenience * Booking a daycare for her daughter * Manage her meeting schedules |

|  |  |
| --- | --- |
| Name | Ian Young |
| Age | 45 |
| Occupation (if applicable) | CEO of IoT service company |
| Location | Kitchener, ON |
| Interest Level in the App’s Field | Professional |
| Demographics | Professional |
| Computer Skills | IT professional |
| Motivations and goals with respect to the field (of the app) | * To grow his company * To build an environment where staffs can concentrate on their work * To be the best expert in the industry ultimately |
| Frustrations with respect to the field | * Finding that it is getting more overwhelming to manage schedule * Building a strong and trusty brand image * Too busy to learn new technology |
| Projected interest in the app | * Booking a cubicle for meetings with his clients at his convenience * Managing contacts * Managing schedules not only his but also staffs’ * Participate seminars or meetings open to publics |

Persona Calculation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Phil Potter | Julia Jefferse | Ian Young | Weighted Sum |
| Weight (%) | 40 | 30 | 30 |  |
| Weight (0 to 1) | 0.4 | 0.3 | 0.3 |  |
| Book a Cubicle | 5 | 4 | 3 | 4.1 |
| Book a Daycare | 1 | 4 | 1 | 1.9 |
| Sign up a public meeting | 5 | 2 | 4 | 3.8 |
| Manage Schedule | 3 | 4 | 5 | 3.9 |
| Manage Contact List | 4 | 4 | 5 | 4.3 |
| Scan business cards | 3 | 3 | 5 | 3.6 |
| Send instant messages | 4 | 3 | 2 | 3.1 |

After calculating each feature based on weight of each persona, we found out that booking a daycare is the least important feature for the app, and managing contact list is the most important one. It is quite reasonable to take off the daycare feature, as less weighed persona is the only one who would be using it. Below is the refined list of features:

1. Manage my schedule and interconnect to other calendar apps
2. View the location of cubicles or meetings based on my current geographical location
3. View available cubicles in a map or a table and book one
4. View meetings that are open to public and sign up
5. Manage contact lists
6. Add a new contact scanning a business card
7. Share documents and view them
8. Send meeting invitation messages through text messages and emails based on contacts in the app
9. Send instant messages to clients or other employees through in-app messenger

**Use Cases**

1. Book a cubicle on desktop version

|  |  |  |
| --- | --- | --- |
| UC Name | Book a cubicle | |
| Brief Description | User facilitates a meeting and inputs meeting information in desktop version. | |
| Actors | User | |
| Normal Flow of Events | User | System |
|  | 1. inputs time and location that user wants to book a space | 2. displays a list of cubicles with markings on map |
| 3. selects a cubicle | 4. shows information of it with a table of available time |
| 5. selects time on the table. | 6. asks to input brief description of the meeting and participants from user’s contact list |
| 7. inputs information | 8. asks if user confirms |
| 9. confirms | 10. sends invitation message to participants |

Content Plan

* 1. Page: Input time and location
     1. Header
        + Textbox: “Welcome! User name”
        + Tabs (across top)
          - Schedule
          - Book
          - Message
          - Contacts
          - My profile
          - Setting
     2. Main
        + Side bar
          - Cubicle
          - Public Meeting
        + Main
          - Textbox: “Enter information to search available cubicles”
          - Table

Date

Time

Location

Number of attendances

* 1. Page: List of cubicles
     1. Header
        + Textbox: “Welcome! User name”
        + Tabs (across top)
          - Schedule
          - Book
          - Message
          - Contacts
          - My profile
          - Setting
     2. Main
        + Side bar
          - Cubicle
          - Public Meeting
        + Main
          - List of cubicles

Name and address

* + - * + Map
  1. Page: Browsing information of cubicle
     1. Header
        + Textbox: “Welcome! User name”
        + Tabs (across top)
          - Schedule
          - Book
          - Message
          - Contacts
          - My profile
          - Setting
     2. Main
        + Side bar
          - Cubicle
          - Public Meeting
        + Main
          - Title: Cubicle name
          - Table of information

Address

Phone number

Service hours

Number of seats

Facilities

Parking

* + - * + Time table

Textbox: “Select the time you want to book”

Timetable

* 1. Page: Input meeting details
     1. Header
        + Textbox: “Welcome! User name”
        + Tabs (across top)
          - Schedule
          - Book
          - Message
          - Contacts
          - My profile
          - Setting
     2. Main
        + Side bar
          - Cubicle
          - Public Meeting
        + Main
          - Title: Cubicle name
          - Table 1

User information: name, contact, email address

Cubicle information: name, number

Booking time

* + - * + Table 2

Title of meeting

Brief description

Attachment

Participants

* + - * + Buttons

Cancel

Book

Prototypes

|  |
| --- |
| A. Input time and location |
| B. List of cubicles |

|  |
| --- |
| C. Browsing information of cubicle |
| D. Input meeting details |

1. Book a Public Meeting

|  |  |  |
| --- | --- | --- |
| UC Name | Browse public meetings | |
| Brief Description | User browses a list of public meetings, choose one to sign up, and add it to his calendar app. | |
| Actors | User | |
| Normal Flow of Events | User | System |
|  | 1. selects ‘Public Meeting’ tab to browse meetings | 2. asks if user wants to display the list by location or by time |
| 3. selects either location or time | 4. displays the list |
| 5. selects one for viewing details and signing up | 6. shows information of meeting, including time, location, topic, person in charge and etc. |

Content Plan

* 1. Page: Displaying public meetings
     1. Header
        + Title: Public Meetings
        + Search window
     2. Main
        + Dropdown menu (“Sort by”)
          - Location
          - Time
        + List of public meetings
          - Topic
          - Location (Cubicle)
          - Time
          - Date
     3. Tabs (across bottom)
        + Schedule
        + Book
        + Message
        + Contacts
  2. Page: Showing information of the meeting
     1. Header
        + Back button
        + Title: Topic of the meeting
     2. Main
        + Table of information
          - Topic
          - Location (Cubicle)
          - Time
          - Date
          - Information of the host
          - Description
          - Attachment
          - Attachment download icon
        + Sign up button
     3. Tabs (across bottom)
        + Schedule
        + Book
        + Message
        + Contacts

Prototypes

|  |  |
| --- | --- |
| A. Displaying public meetings | B. Showing information of meeting |

1. Add a new contact scanning a business card

|  |  |  |
| --- | --- | --- |
| UC Name | Add a new contact scanning a business card | |
| Brief Description | User scans a business card with the phone camera, app reads the information on it, and add a new contact. | |
| Actors | User | |
| Normal Flow of Events | User | System |
|  | 1. selects to add a new contacts from business card | 2. turns on camera and asks to place the card inside the angle |
| 3. holds the camera until app reads it | 4. captures it and asks if the information it read is correct |
| 5. confirms all information is correct | 6. saves |

Content Plan

* 1. Page: List of contacts
     1. Header
        + Title: Contacts
        + Add button
        + Search window
     2. Main
        + User’s profile
          - Name
          - Company
          - Phone number
          - Email
        + List of contacts
          - Names
     3. Tabs (across bottom)
        + Schedule
        + Book
        + Message
        + Contacts
  2. Page: Turning on camera to scan
     1. Header
        + Back button
     2. Main
        + Camera with a yellow frame in the center
        + Text: “Add business card. Position the card in the frame”
        + Button: “Enter contact manually”
     3. Tabs (across bottom, icons)
        + Schedule
        + Book
        + Message
        + Contacts
  3. Page: Scanning a business card
     1. Header
        + Back button
     2. Main
        + Camera with a yellow frame in the center
        + Business card in the frame
        + Text: “Capturing…”
     3. Tabs (across bottom, icons)
        + Schedule
        + Book
        + Message
        + Contacts
  4. Page: Showing contact details
     1. Header
        + Back button
        + Save button
     2. Main
        + Title: Contact Details
        + Subtitle: Verify contact information
        + Table of contact detail
          - Name
          - Company
          - Phone number 1
          - Phone number 2
          - Email
          - Address
          - Homepage
        + Save button
     3. Tabs (across bottom, icons)
        + Schedule
        + Book
        + Message
        + Contacts

Prototypes

|  |  |
| --- | --- |
| A. List of contacts | B. Turning on camera to scan |
| C. Capturing a business card | D. Showing contact details |

**Entities**

|  |  |  |
| --- | --- | --- |
| EMPLOYEE |  | COMPANY |
| User ID  User Name  Name of company  Company address  Employee number  Phone number  Email address |  | Name of company  Company address  Company contact  Person of charge  List of employees  (names and numbers)  List of clients |

|  |  |  |
| --- | --- | --- |
| EMPLOYEE |  | MEETING |
| User ID  User Name  Name of company  Company address  Employee number  Phone number  Email address |  | Facilitator  (User name and company)  Cubicle address  Meeting time  Meeting topic and description  Participants (User names) |

|  |  |  |
| --- | --- | --- |
| MEETING |  | CUBICLE |
| Facilitator  (User name and company)  Cubicle address  Meeting time  Meeting topic and description  Participants (User names) |  | Cubicle address  Service hours  Maximum number of people  Facilities  Rental fee |

**Conclusion**