Protocol Meeting 04 / IP5\_Touch- und\_sprachgesteuerte\_Event App

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| Date: | 04.4.2019 |
| Time: | 10:00 – 11:00 |
| Place: | FHNW 5.1A |
| Participants: | Ms. Madlaina Kalunder  Mr. Jens Kaminsky  Mr. Waleed Al-Hubaishi |
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****Agenda Items****

| **1.** | **Presentation of ideation** |
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# Agenda Points

## Presentation of ideation

Mr. Kaminsky presented the different concepts the team has explored.

Afterwards followed a discussion round.

The following points have been highlighted.

* That the voice recognition always requires internet access is an important issue.
* User retention is an important factor and should be considered in the app development.
* A tagging system would be a very strong feature, not only for the app, even for the event organizers themselves so that they have a statistical reference which topics are the members interested in.
* The community aspect could be a strong selling point.

The Following feedback were given by Ms. Kalunder.

1. **Voice Ideas**

#### **Chat With Seea (S**wiss **E**ngineering **E**vent **A**pp**)**

Voice would only work with internet connection, offline text only? Very good because the app is proactive, self-explanatory. This feature would require a tagging system.

* 1. **Event search by voice**

Not intuitive, not proactive and not cool.

* 1. **Add event to calendar**

Is a dissatisfier (expected to work), not cool and would have to be proactive to be usable.

* 1. **When is my next event**

Not useful and already covered by the voice assistant of the device if the client saved the event into app’s default calendar.

* 1. **Follow up questions**

Not useful, not intuitive, a geo button would have the same functionality with better usability.

* 1. **Mascot**

Would it be humanoid or not? (e.g. google assistant three dots) gimmicky and probably not interesting for target audience(sophisticated engineers).

1. **Tagging System**

We need to figure out how is the event page on the platform currently implemented, and if it would be possible to adapt this feature in the future.

* 1. **EvenTINDER & TagSquare**

Cool Ideas but what is the long-term value, as the user retainment still not certain.

Also the number of tags is important it might be a v2.0 feature as the number of events increases, at the end it is an exploration only feature.

* 1. **Community matching**

Really cool, accuracy highly depends on how many events user visits. Good user retention and adds heart to the app.

## Next Steps

A customer meeting will be scheduled to present and discuss the ideation.

The next coaching meeting will be planned accordingly. Important is that now after the exploration phase the team can quickly focus on one direction and flesh out the concept while simultaneously trying to assess the feasibility through small tech trials.