

IHA Workshop

Session 2: Mobile Designs

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In our last session, participants were given mobile paper prototypes and asked to design a mobile application based on the Role Play exercise. Today, we reflected on our previous conversation and reviewed the paper prototypes in small groups.

Agenda

1. Recap last session
2. Post-It exercise: write down impressions from last exercise and categorize into Thinking / Feeling / Wanting
3. Break into teams of 3 and discuss a feature set that would be useful to the IHAs.
4. Present the paper prototypes to the group and discuss how features might be useful to consider for the mobile app.

“Something new to aid & facilitate remote sales conversations and improve results for both parties.”

Questions to think about:

- What info do I need?
- What info am I capturing?
- How do I use / expect to use information?
- How do I want to capture this information?
- What information can I capture to improve the customer / BBY relationship moving forward?
- What tools or features will help me help my customer?
- Is there an order to my work or is flexibility more important?

Observations / Comments

“Yesterday we had a lot of ideas about what the IHA were thinking / feeling and today we have more thoughts about what the customer wants”

Next Steps

UX will take the findings from this exercise and bring basic prototypes to our third session next week.