



Make meetings the most productive part of the Day



Case study – Decisions mobile app

The Context

Decisions is a Microsoft-awarded solution that powers meeting collaboration, engagement and productivity for users of Microsoft Teams and O365.

Decisions, mainly as a O365 solution, our data shows that recently lots of users are accessing from mobile devices. Our funnel shows that people accessing from mobile app is huge, but the retention rate is very low.

As the teams and web app tends to be slow at times, we feel that a native mobile app could help make their life better. Also, the requirement has been called in lots of clients calls and demos. It was also one of the factor to close some deals.



The Challenge

Develop a lightweight mobile app from scratch which includes all prominent features used by customers and have same end-to-end seamless clean UI experience.

The Objective

Research, strategize and design a feature compact Decisions mobile hybrid app with a focus on:-

- Lightweight – Fast to load
- Similar UI across, no matter which platform they user our app
- Feature prioritization
- Offline data sync functionality

My design approach

1. Empathize

2. Define

3. Ideate

4. Prototype

5. Test

Case study – Decisions mobile app

1. Empathize

2

3

4

5

Lacked understanding in customers wants, needs and expectations.

- ❖ Current frustrations and pain points?
- ❖ What did they really want?
- ❖ What did they really need?

1. Empathize

2

3

4

5

Dived into an intensive 2-week research sprint and collected information using different qualitative and quantitative research techniques.

- ❖ User interviews (10+ interview)
- ❖ Client demos (10+ demos)
- ❖ Customer support tickets
- ❖ HubSpot tickets
- ❖ Power-bi Reports
 - ❖ ~15% weekly active user's user iOS Devices to access Teams Decision app
 - ❖ ~20% users drop within 3sec waiting for app to load
- ❖ Mapped out competitors and SWOT analysis
- ❖ Microsoft appsource reviews

1

2. Define

3

4

5

Started accumulating the information gathered during the empathize stage and then created persona to help keep the efforts human-centered before proceeding to ideation

❖ Frustration and pain points

- Opening teams addons needs to go through lots of steps
- Web app loads very slow
- Lots of features which generally don't use
- Personal app's features are not much optimized mobile app users

❖ Needs and Goals

- Fast performance mobile app with offline capabilities
- App with mobile device specific interactions
- Features which they mostly used
- Multiple tenant switching functionality
- Support for different types of current app users; Organizers, Participants, Guests etc.
- Seamless experience throughout different apps and platform

Case study – Decisions mobile app - Persona



Name: Markus Furchner
Age: 35yrs
Gender: Male
Education: Bachelors
Occupation: Secretary
Marital Status: Married
Location: Hampton, Georgia

Bio

Markus works in an enterprise company and a hardworking and fun-loving person. He has two children and loves to spend time with his family. He is an avid reader and loves to stay on top of latest news and gossips.

He is work obsessed disciplined person and wants to be always organized.

Challenges and Frustration

- Managing lots of meetings in a day is really hard
- Need to use different tools for different tasks
- Get on top of every meetings for briefing
- Accessing historic notes and decisions is tough
- Products are highly dependent on high-speed connections

Goals and Needs

- Boost productivity and bring better results in long run
- Easy way to manage and get prepared for any meetings
- A platform which can manage multiple stuff and stay organized
- A platform with offline syncing capabilities

Personality

- Extrovert
- Active
- Friendly
- Hardworking
- Passionate
- Optimistic

Tech

Internet



Software



Mobile apps



Social Networks



Case study – Decisions mobile app - Persona



Name: Soraya Sarwary
Age: 45yrs
Gender: Female
Education: MBA
Occupation: CEO, Co-founder
Marital Status: Married
Location: Paris, France

Bio

Soraya owns a beauty product wholesale and retail company. She is the mother of three children. She is extremely confident and busy women. She always gives the best of her and knows how to deal with people.

She is visionary woman that needs to get results soon and be rewarded.

Challenges and Frustration

- Prepare and present business performance, expansion plan and growth strategy
- Conflicting inputs of stakeholders
- Prepare a high-level roadmap and discuss with stakeholders
- Decision making process is not optimized and take longer time.
- Document organization

Goals and Needs

- Organize documents and easy sharing access
- Need to know if attendees have come prepared for the meeting
- Ability to take quick decisions
- A platform which can easily accessible anywhere with offline data sync capabilities

Personality

- Outspoken
- Inspiring
- Passionate
- Hardworking
- Dedicated
- Extrovert
- Friendly

Tech

Internet



Software



Mobile apps



Social Networks

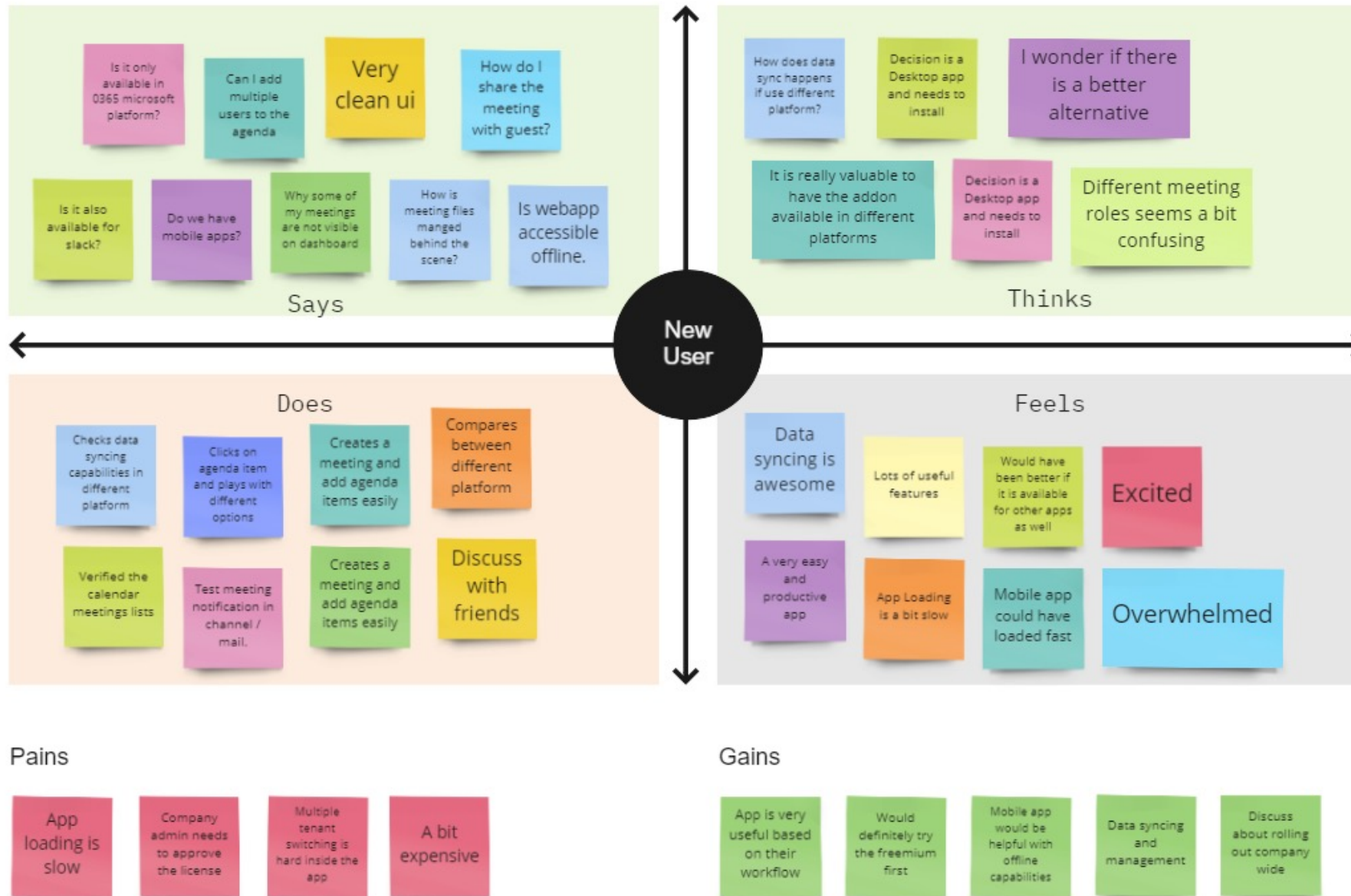


Case study – Decisions mobile app

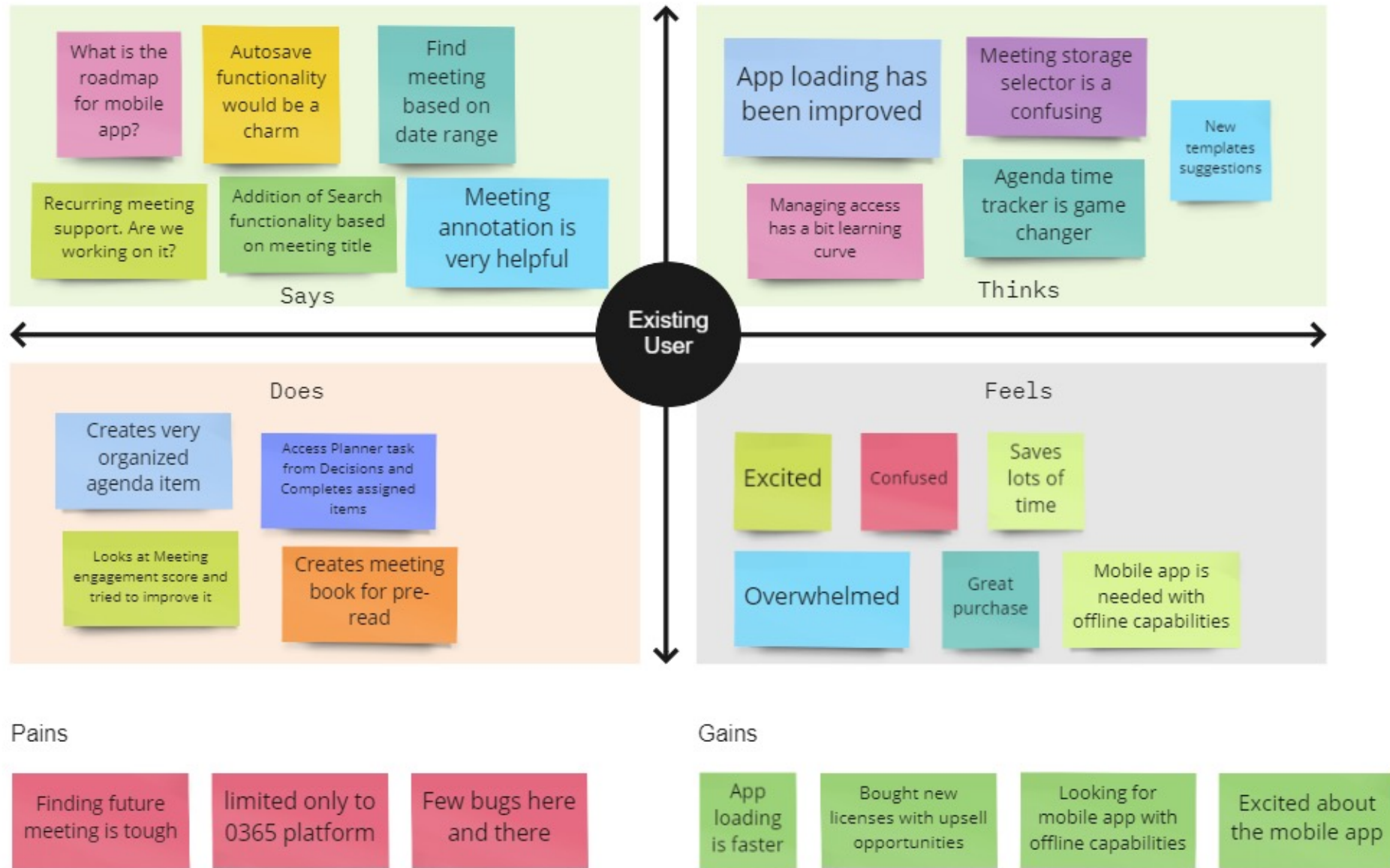
1 2 **3. Ideate** 4 5

Now the problem is apparent, its time to brainstorm ways to address those unmet needs.

Case study – Decisions mobile app – [Empathy map](#) (New user)



Case study – Decisions mobile app – Empathy map (Existing user)



Case study – Decisions mobile app – Competitive analysis

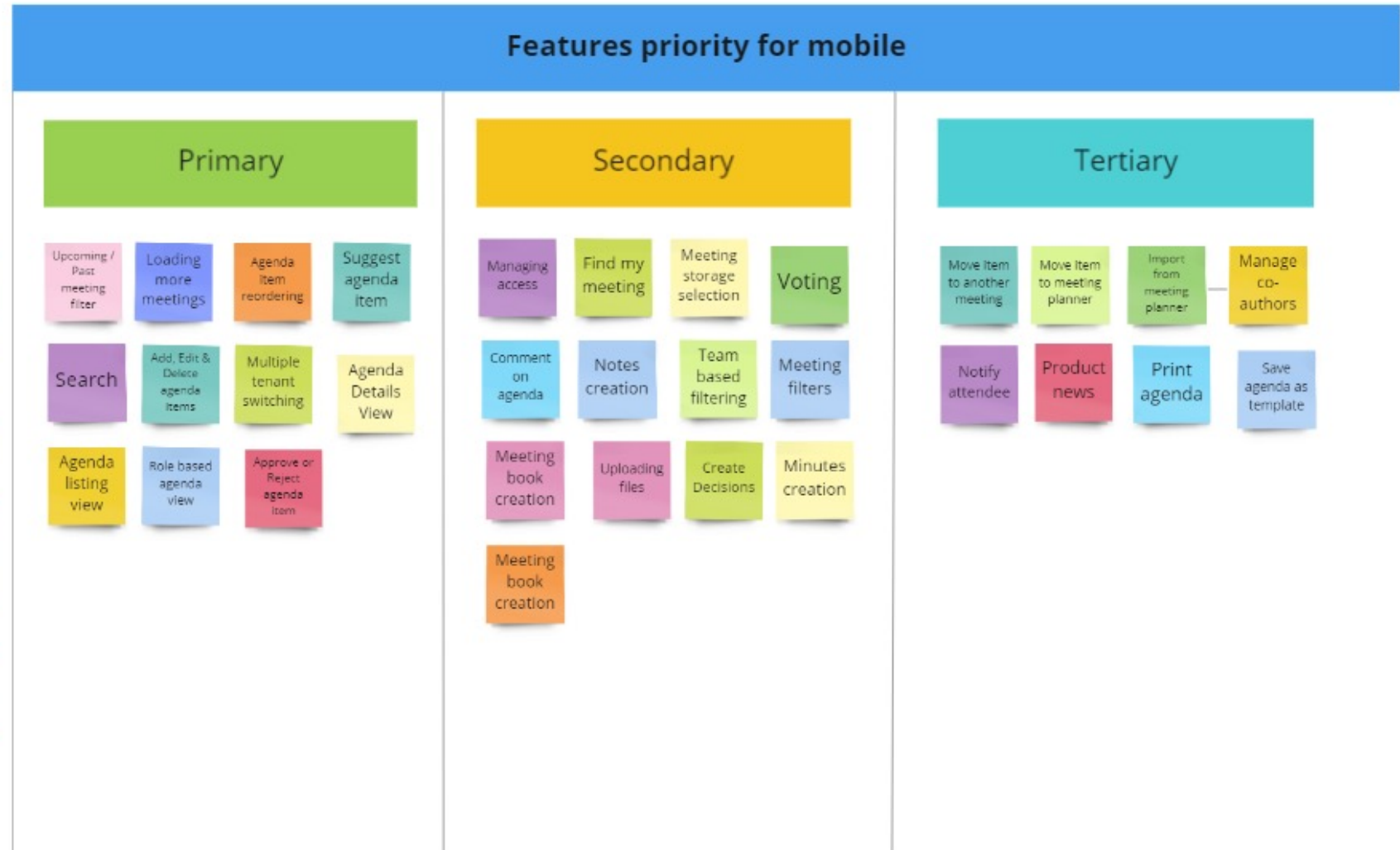


A Name	Market Segment	Meeting Management Features	Deployment Options & Integrations
1 Fellow	Meeting Management 1-on-1 / Status	Collaboration Agenda Collab & Feedback People Feedback Streams External Guests 1-on-1	Slack Asana Jira Google Docs Zapier HRIS
2 Sherpany	Meeting Management Boardmeetings Leadership	Minutes Voting eSignature Annotations Agenda Builder Action items/ tasks Decisions	Microsoft 365
3 Hypercontext (Soapbox)	1-on-1 / Status Meeting Management Microsoft platform	Goals Agenda Builder Minutes Next Steps Meeting Insights Meeting Templates Agenda	Teams Google Calendar Slack Chrome Extension Outlook Google Meet Zapier
4 Stratsys Meetings	Meeting Management Microsoft platform Public Sector	Meeting Insights Agenda Builder Agenda Collab & Feedback Minutes Action items/ tasks	Teams
5 Diligent	Boardmeetings Public Sector Dataroom Leadership		
6 Docket	Meeting Management	Templates Collaboration Agenda Collab & Feedback Agenda Builder Action items/ tasks	Evernote Zoom.us Slack Google Meet Outlook Salesforce Dropbox Hubspot
7 OnBoard (Passageways)	Boardmeetings Meeting Management		Zoom.us
8 Convene (Azeus)	Boardmeetings	Agenda Builder Meeting Book/Pack	
9 Indeqa (Easy2Meet)	Boardmeetings	Agenda Builder Attachments Templates Action items/ tasks Meeting Templates Discuss	Teams Word Microsoft 365
10 Adam.ai	Meeting Management Microsoft platform		Teams Outlook Google Calendar Slack Zoom.us Google Docs
11 Tasks in a Box	Meeting Management Microsoft platform		Teams
12 Hugo	Meeting Management	Reminders Agenda Builder Templates Notes Minutes Collaboration Search Action item	Slack Zoom.us Jira Trello zendesk Hubspot Asana Salesforce Microsoft 365
13 Amazemeet	Meeting Management		Trello Dropbox Zoom.us Outlook Google Docs Zapier
14 Tadum	Meeting Management 1-on-1 / Status		
15 LucidMeetings	Meeting Management Meeting Consultants		
16 AdminControl	Document Management Boardmeetings		
17 Boardeaser			
18 Agreedo			
19 Yoyomeeting	Meeting Management	Agenda Builder Type Time Tracker Action items/ tasks Assign Presenter Decisions Note	Outlook
20 Meetingsense			
21 MeetingBooster (MatchWa...)	Meeting Management	Agenda Builder Minutes Action items/ tasks Meeting Insights Time Tracker Assign Preser	
22 Meetingresult			
23 Avoma	MeetingAI In-meeting Tool Sales AI Transcription	Agenda Builder Templates Meeting Templates Multi-edit notes Notes transcripts Ai-get	Zoom.us Blue/jeans GoToMeeting Google Meet groove Hubspot Teams Salesf

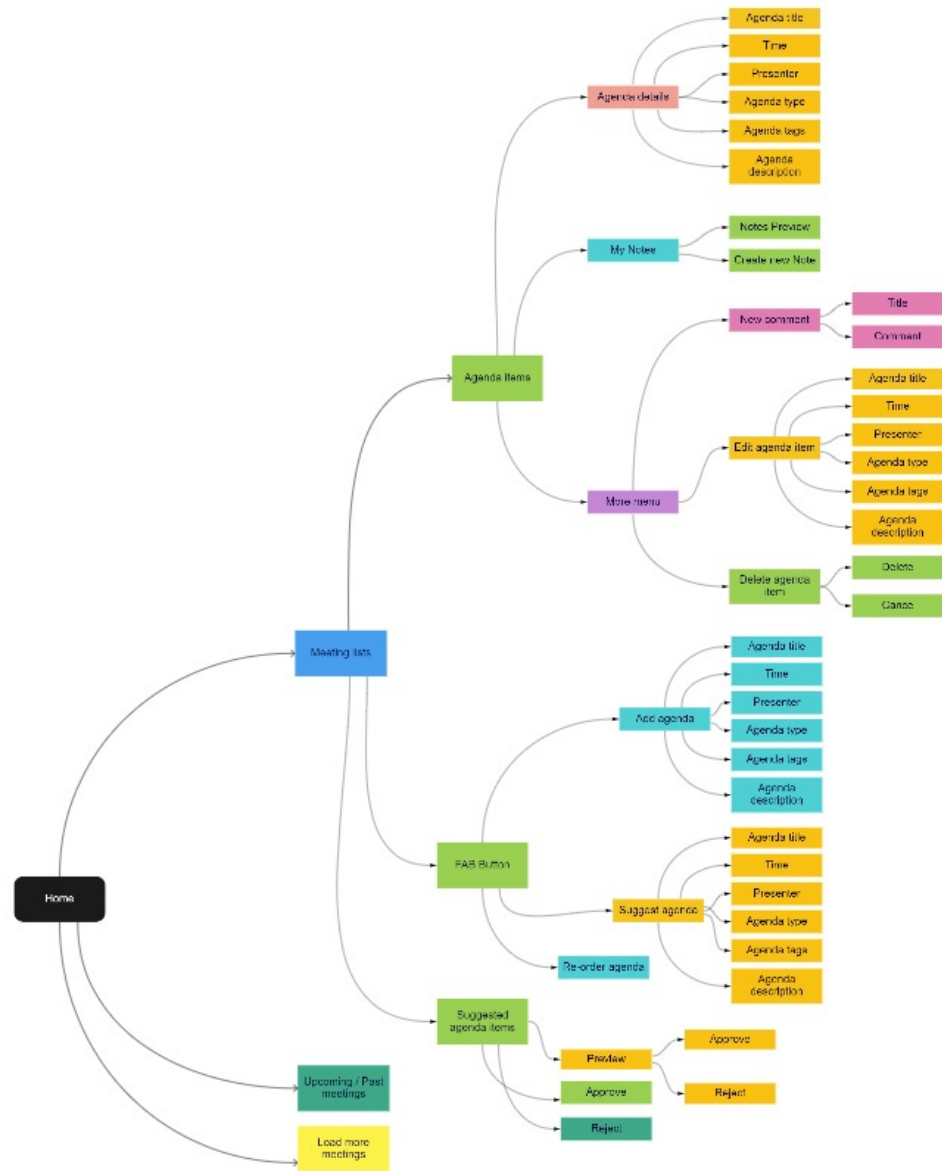
❖ Key findings

- There is not much O365 only platform as of now (Word, Excel, Outlook, OneNote, Teams, Microsoft Planner, etc.)
- Competitors didn't have mobile app

Case study – Decisions mobile app – [Affinity map](#)



Case study – Decisions mobile app – User flow



Case study – Decisions mobile app – Key findings from ideation phase

1. Mobile app is very important for clients & Business.

- Brand awareness
- Also needed to close the deal
- People tend to use mobile app only for review or to get updated mostly than create

2. Features usage is different people-to-people

3. Multiple tenant switching option is vital due to meeting from different tenants

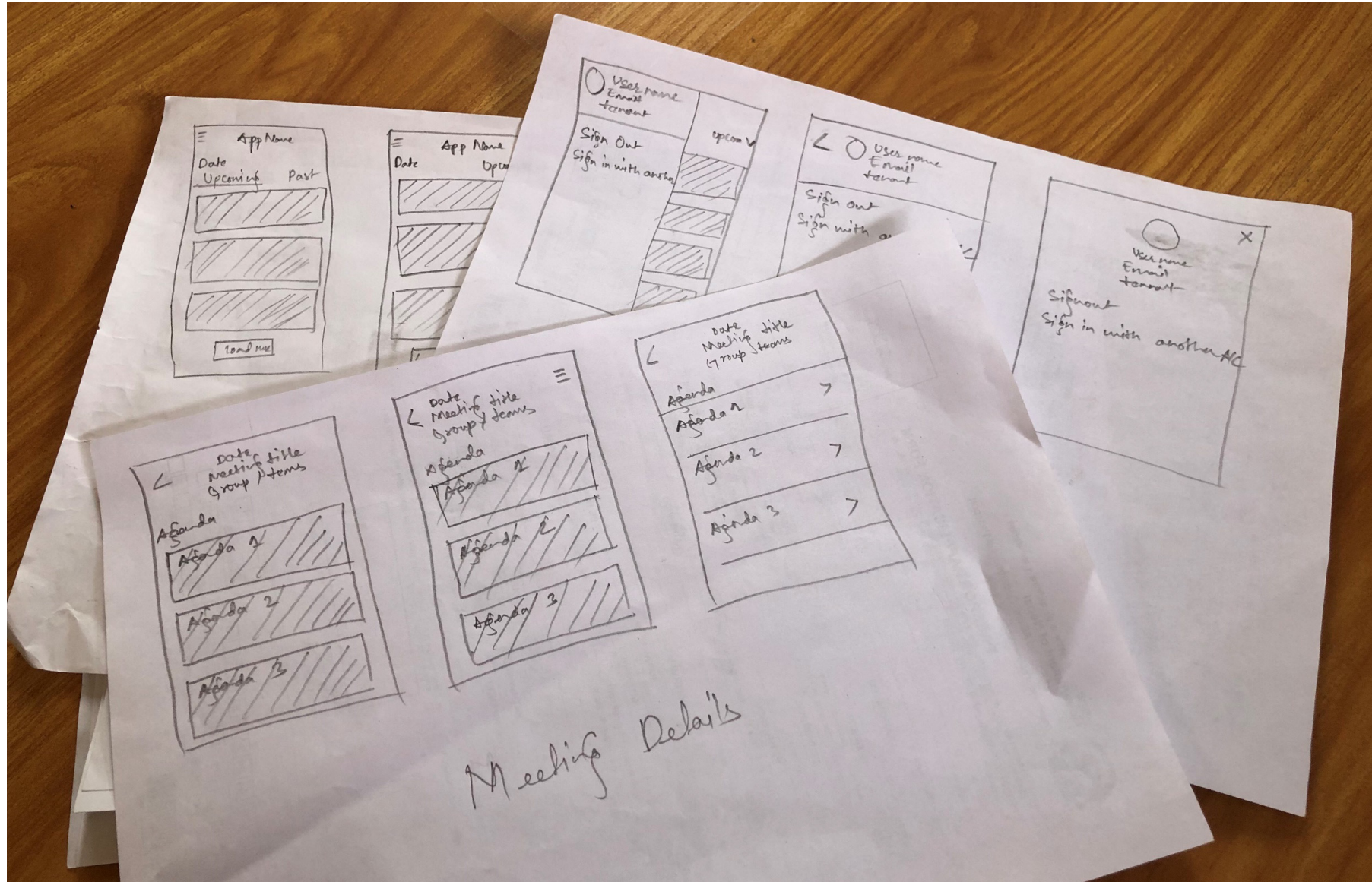
4. No matter which platform users are in, they expect the same seamless experience

Case study – Decisions mobile app

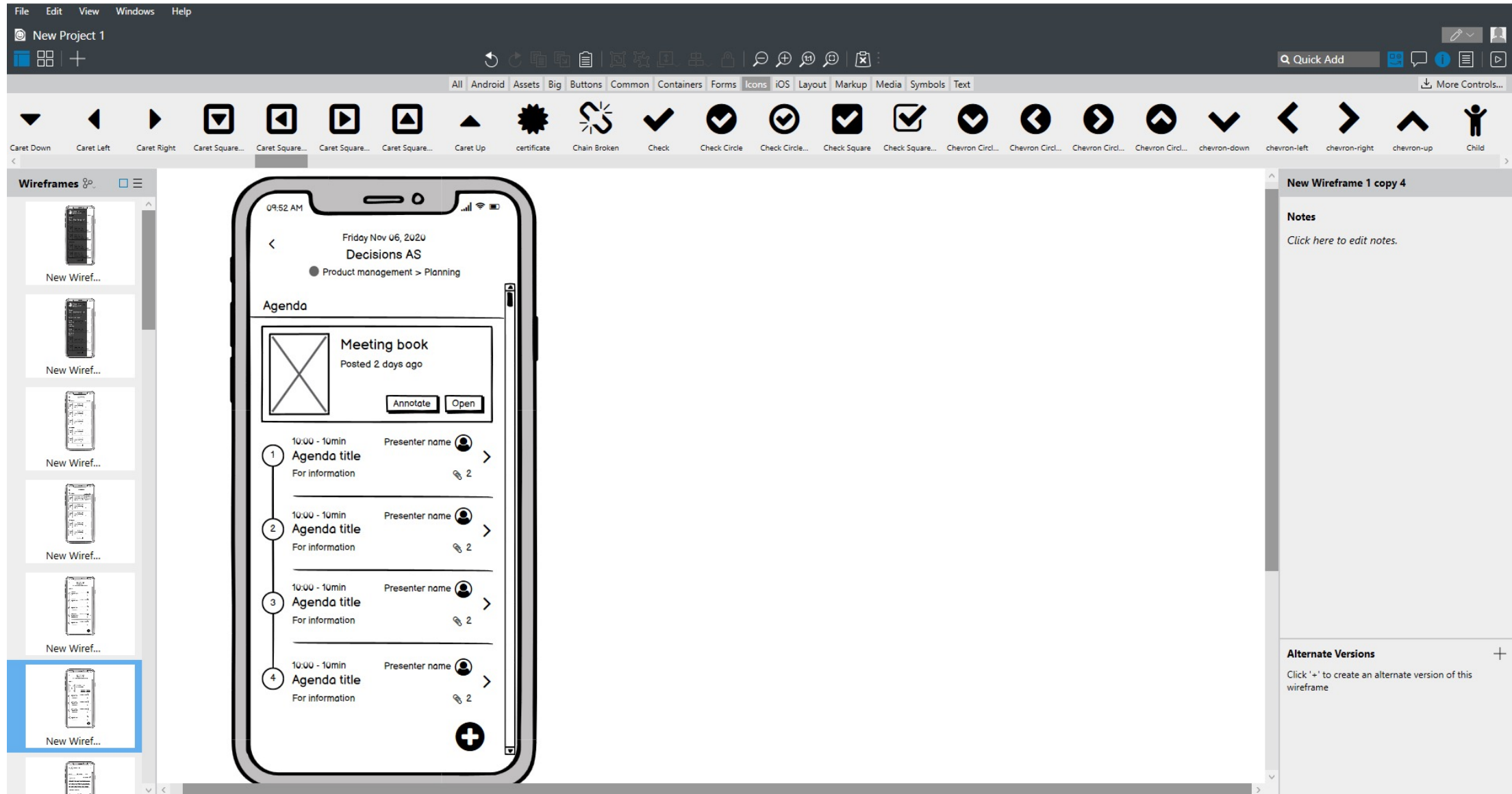
1 2 3 **4. Prototype** 5

It's time to experience! Through trial and error. The goal is to start with a low fidelity version of the app and improve it over time on feedback.

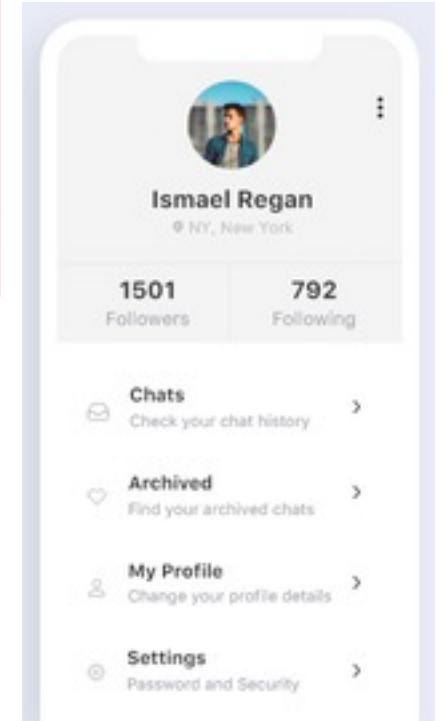
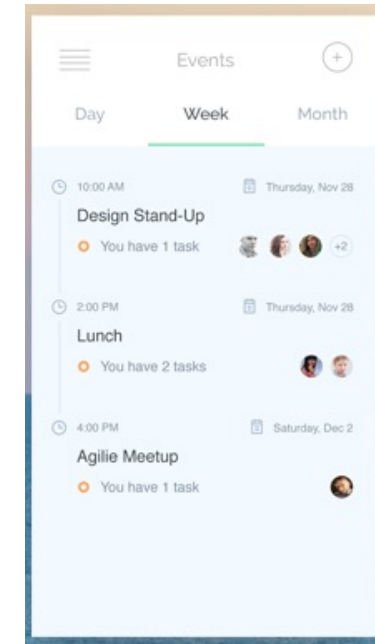
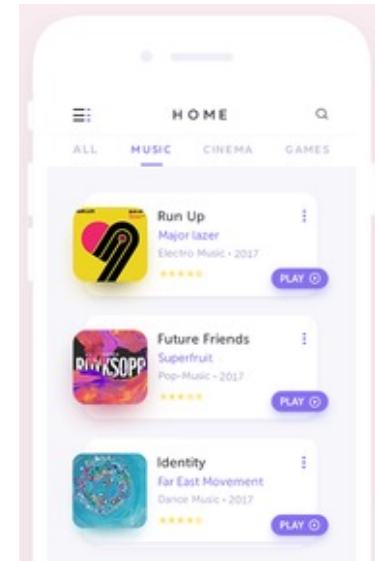
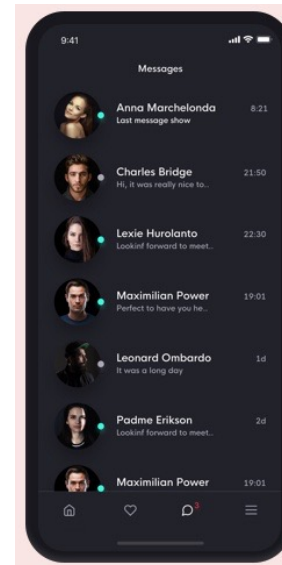
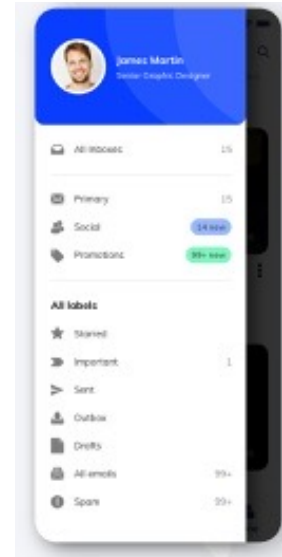
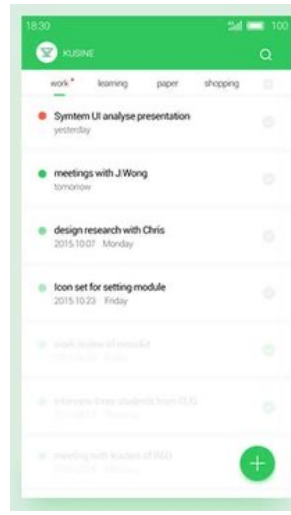
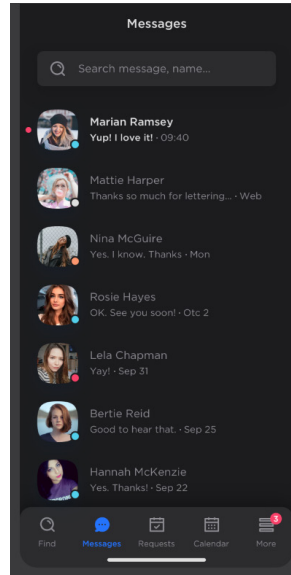
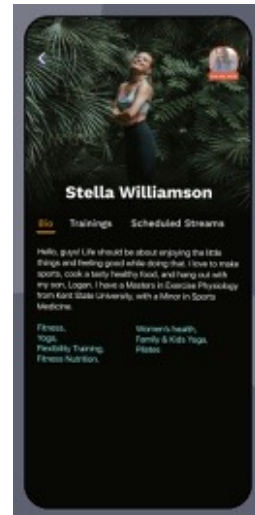
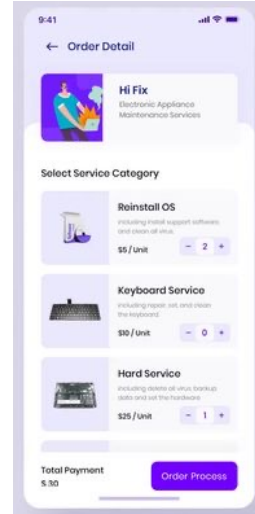
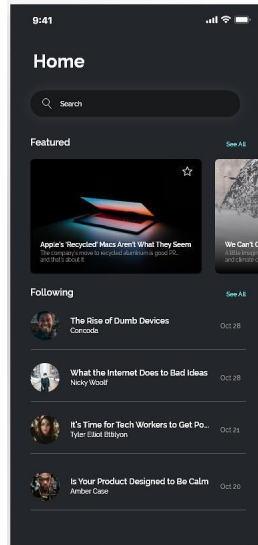
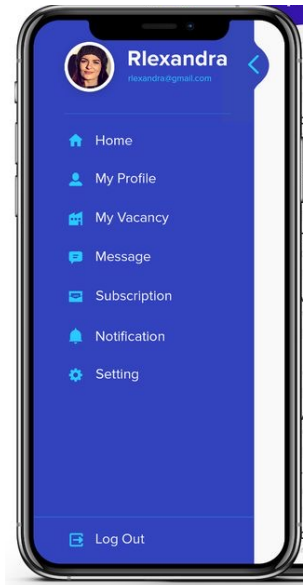
Case study – Decisions mobile app – Paper sketches



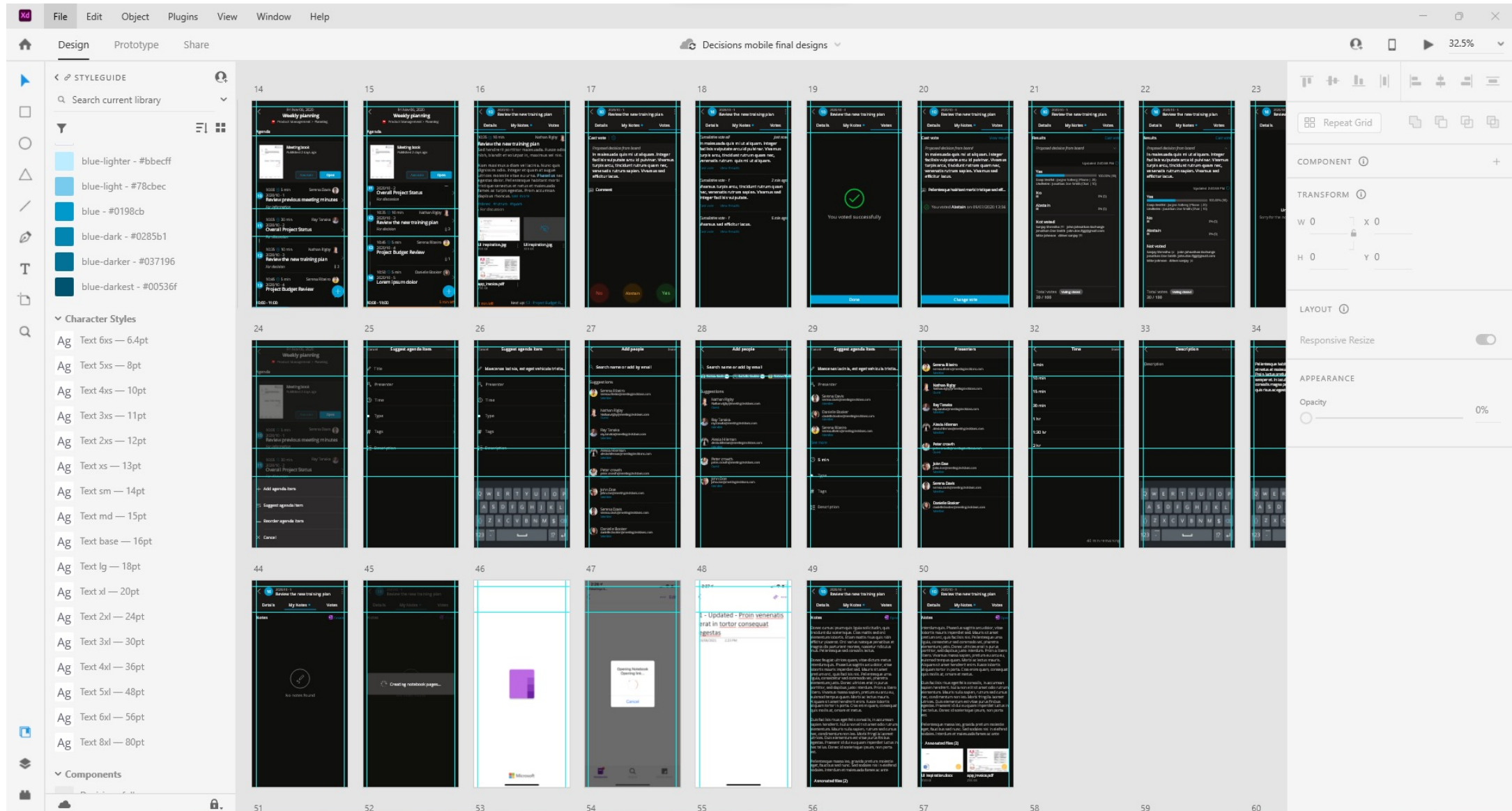
Case study – Decisions mobile app – Lo-fi Wireframe



Case study – Decisions mobile app – Moodboard



Case study – Decisions mobile app – Visual Design (View)



Case study – Decisions mobile app – Prototype ([View](#))



Case study – Decisions mobile app – Usability testing

1. Received positive feedbacks

- How UI is similar to Teams add-on and Web app
- How easy is to navigate through meetings lists, agendas and agenda details.

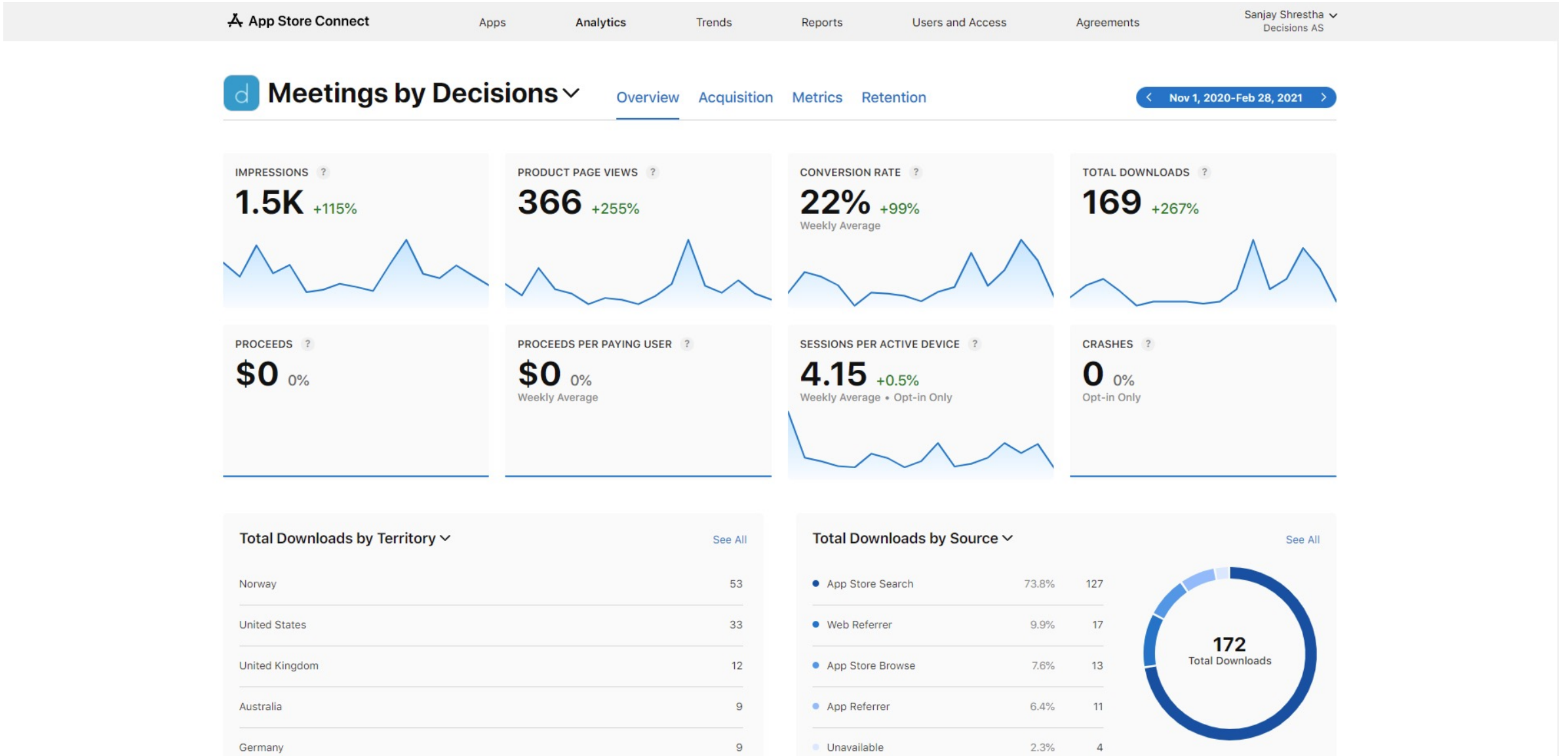
2. Few concerns regarding the features, why it is missing and so, but the plan is to release in an iterative process

Case study – Decisions mobile app

1 2 3 4 **5. test**

We have everything to go live and test our solutions in front of real users and see how they get on.

Case study – Decisions mobile app – Report (First 3 months)



Case study – Decisions mobile app – Test results of 3 months

1. Data based on power-bi report

- iOS app count = 150+
- Android app installation = 30+

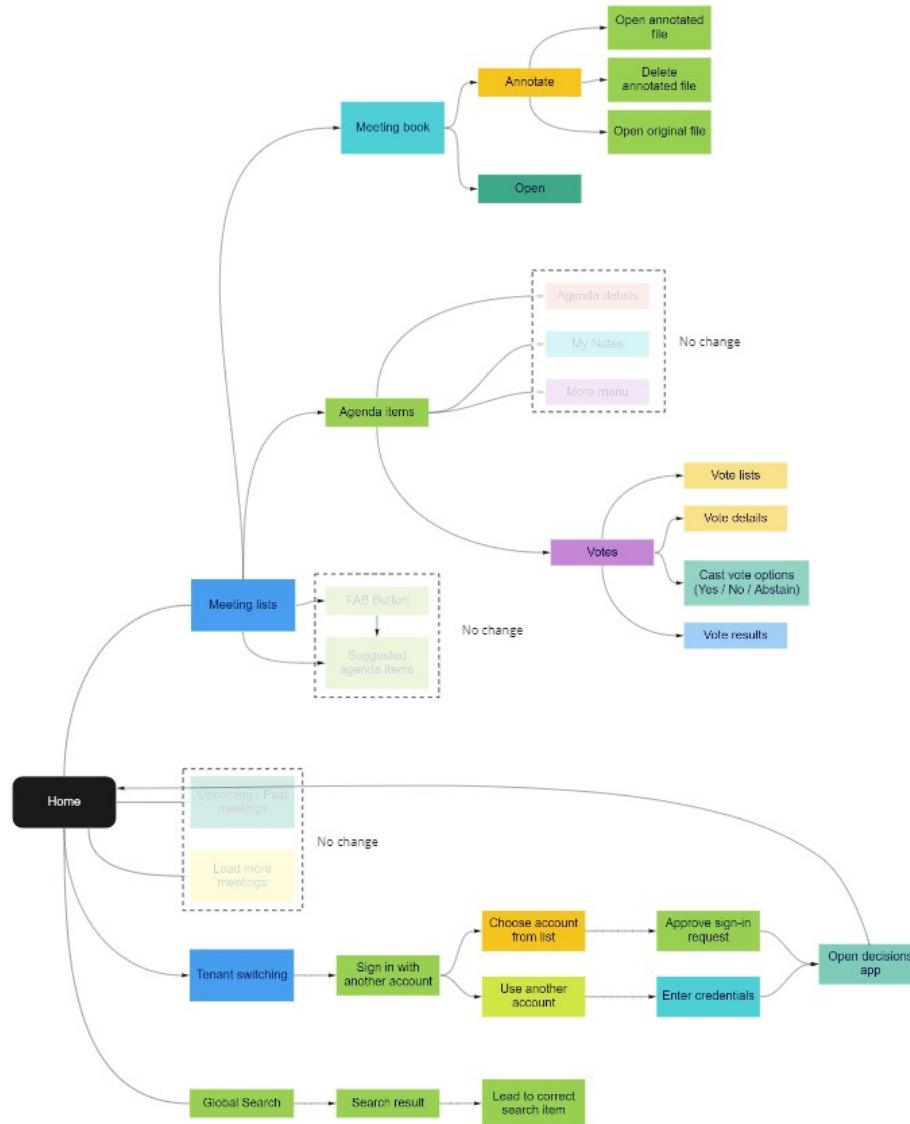
2. Features requests

- Search
- Meeting book annotation
- Multiple tenant switching option
- Voting
- Agenda item timer

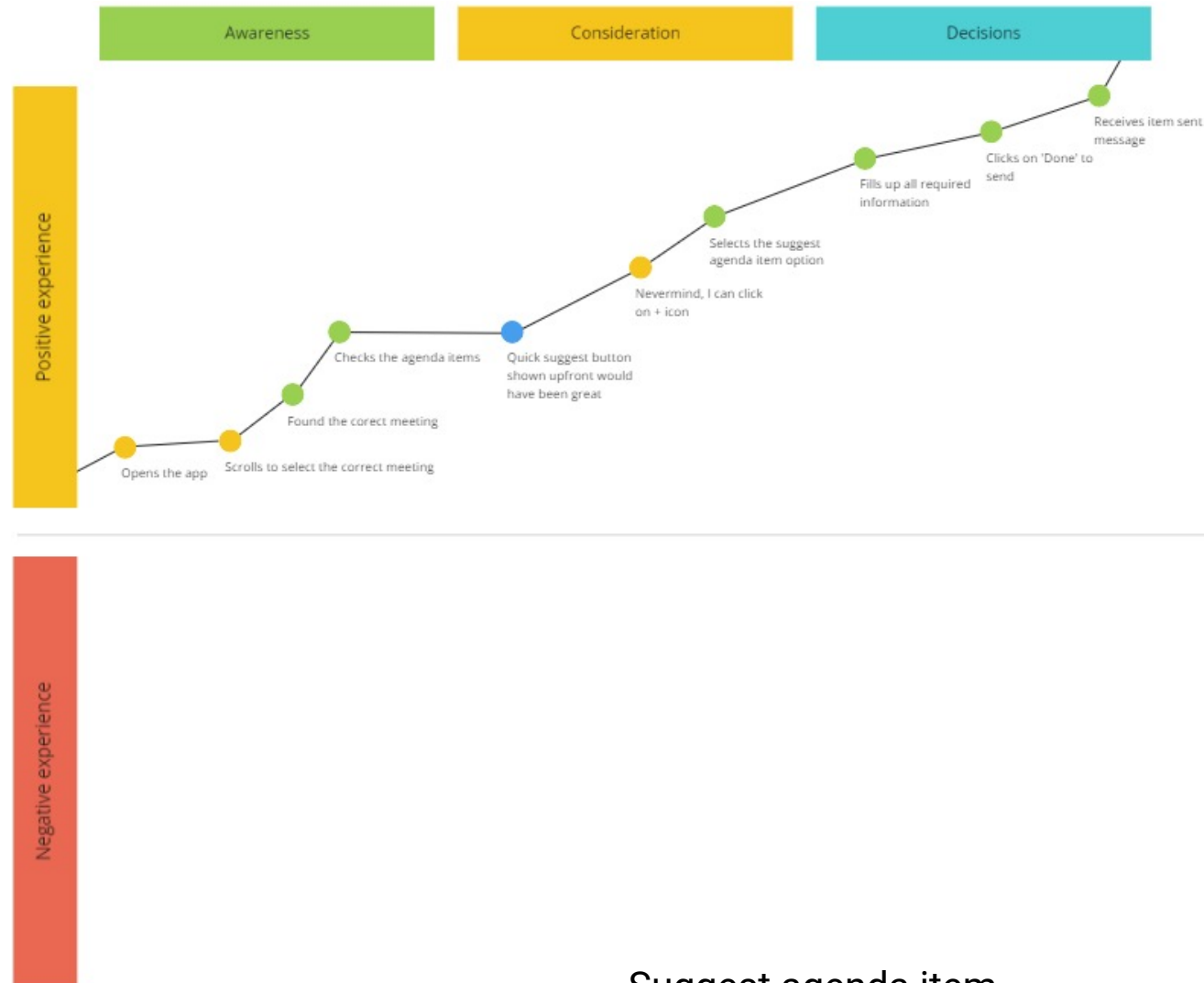
3. Concerns

- Why some of my meetings are not visible in app [Business logic – Won't show Draft meetings]
- Can we create a fresh meeting from mobile app itself [We cannot due to business logic]
- Multiple tenant switching is important

Case study – Decisions mobile app – User flow (Updated)



Case study – Decisions mobile app – Customer Journey Mapping



Suggest agenda item

Case study – Decisions mobile app – Post release feedbacks

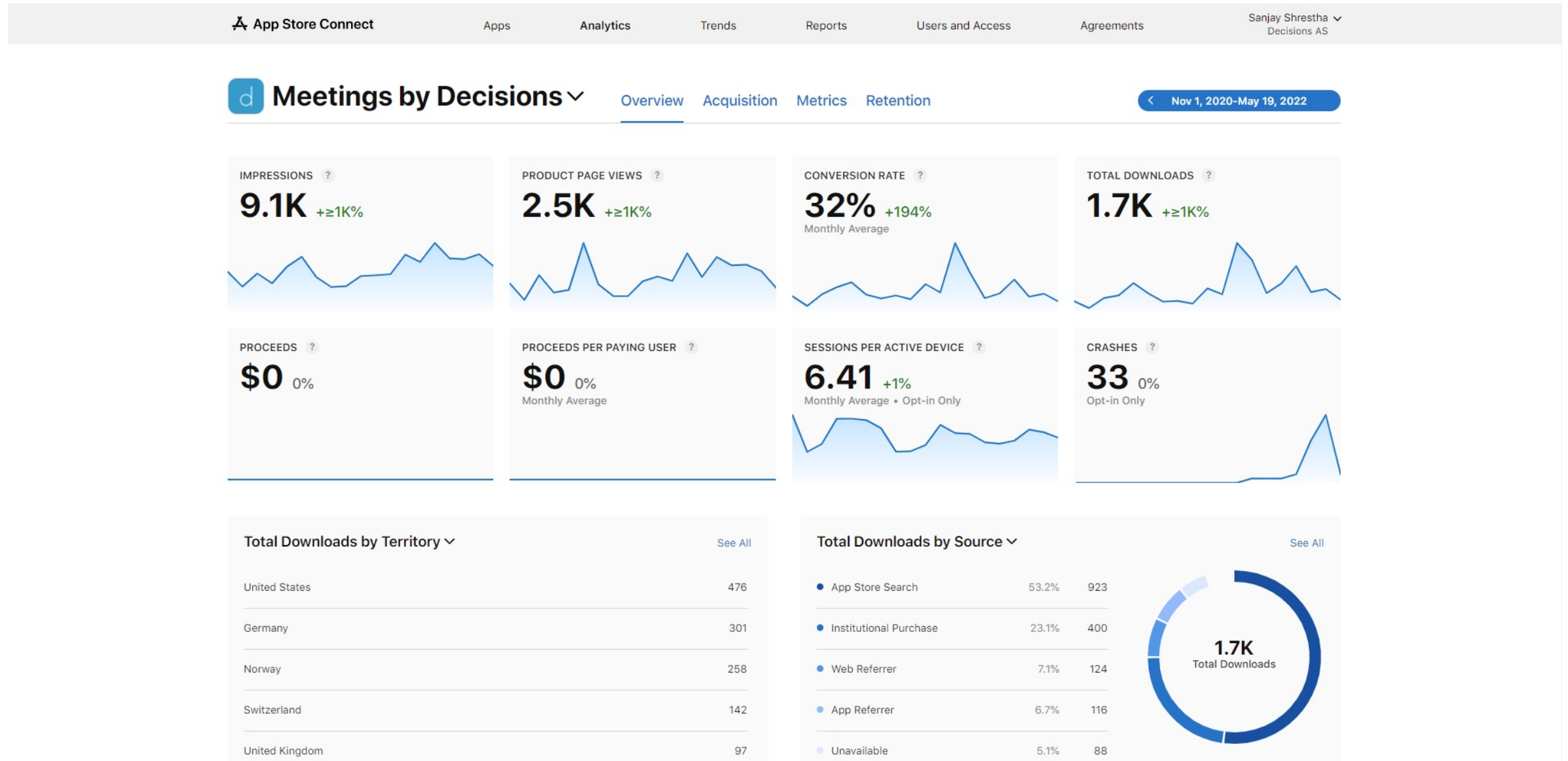
1. Features requests

- Push notification

2. Feedback

- Loved agenda timer functionality. Helps to finish the meeting on time
- Multiple tenant switching works great as expected
- Meeting book syncing from mobile to Teams/Web app and vice-versa is smooth and perfect

Case study – Decisions mobile app – Report (20 May '22) (Since release)



Case study – Decisions mobile app – Report (20 May '22) (Since release)

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Redeem
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My Play activity
Parent Guide

Decisions is an award-winning solution for Teams and Office 365. With Decisions, users improve collaboration, engagement and productivity with an agenda builder, time tracker, secure voting, minutes templates, task management and more.

WHAT'S NEW

- Ability to apply previous annotations to new Meeting Book
- Bug fixes and improvements

ADDITIONAL INFORMATION

Updated	Size	Installs
May 9, 2022	291M	500+
Current Version	Requires Android	Content Rating
1.9.4	6.0 and up	Rated for 3+ Learn more
Permissions	Report	Offered By
View details	Flag as inappropriate	Decisions AS
Developer		
Visit website		
support@meetingdecisions.com		
Privacy Policy		

Memorigi: To-Do
Memorigi
Organize and plan your life with Memorigi todo list, calendar, and reminder
★★★★★

MeisterTask - Ta
MeisterLabs
Manage your tasks, to do lists and workflow efficiently. Alone or in a
★★★★★

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