
Designing search-based apps

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About me

I'm a Singaporean (the “little red dot”).

I'm a designer (problem-solver, doer, tinkerer)

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Agenda

- About search
- About SBA
- Practice example
 - Business objectives
 - Job stories
 - Content modelling
 - Search interfaces
 - Measurement



On search

Many shades of search

Web search

Site search

Database search

...

Expertise search

e-Discovery

Patent search

Social media search

...



Udo Kruschwitz and Charlie Hull (2017),
"Searching the Enterprise"

State of search

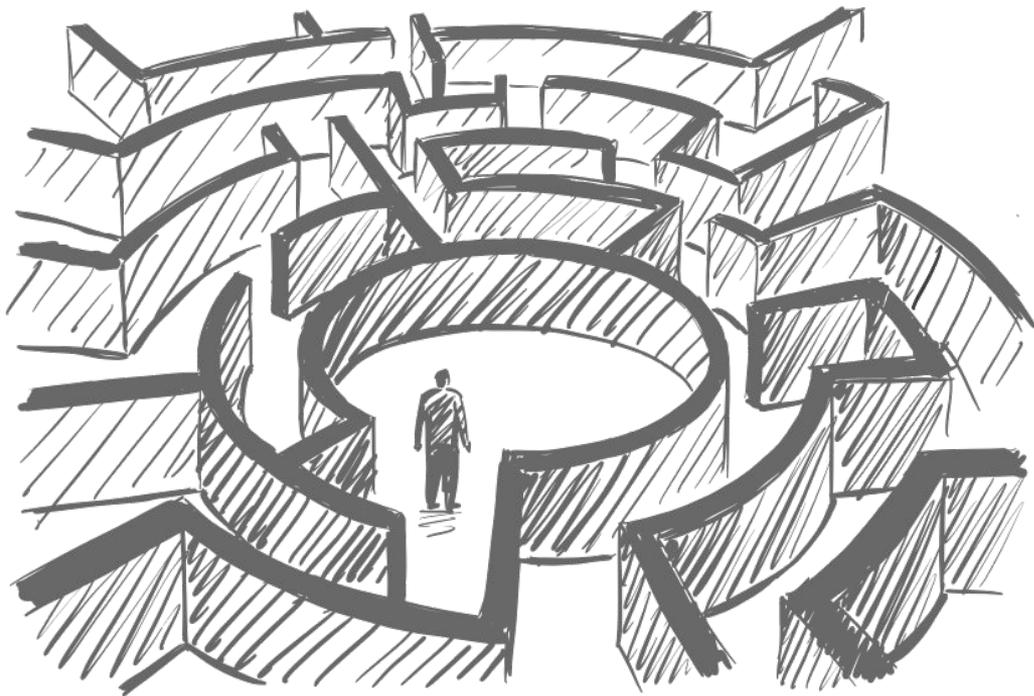
Snake oil allegations

Lack of real-world wins

Confusing landscape

Too darn difficult

[Your experience here...]



Search-based apps, Infoapps, cognitive apps...

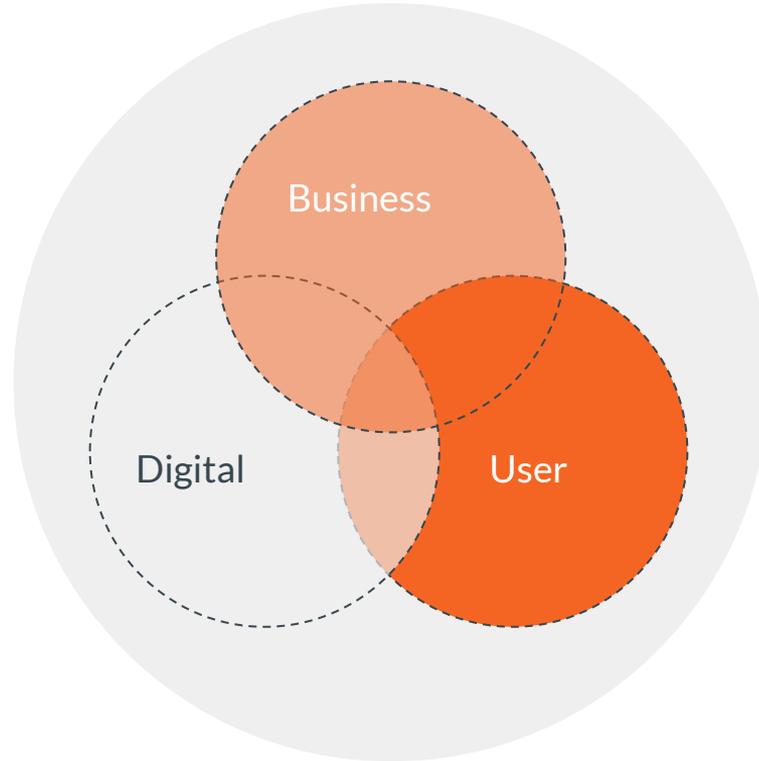
[2010] It uses a search engine, so it is a **search-based app**

[2014] But it's not just a search engine, we have text analytics as well, so it must be an **Infoapp**

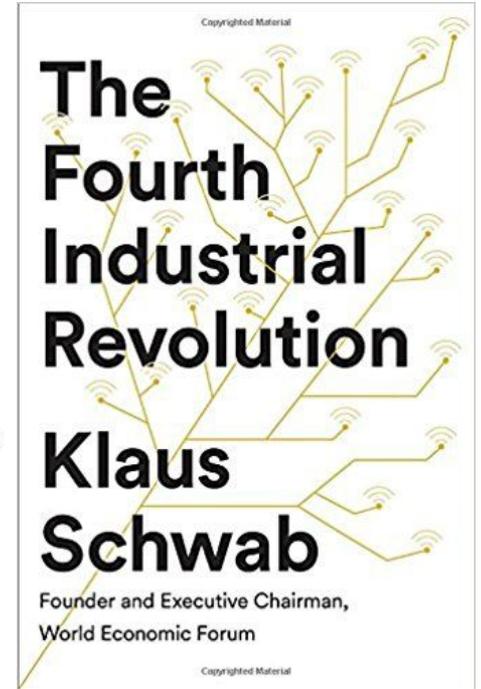
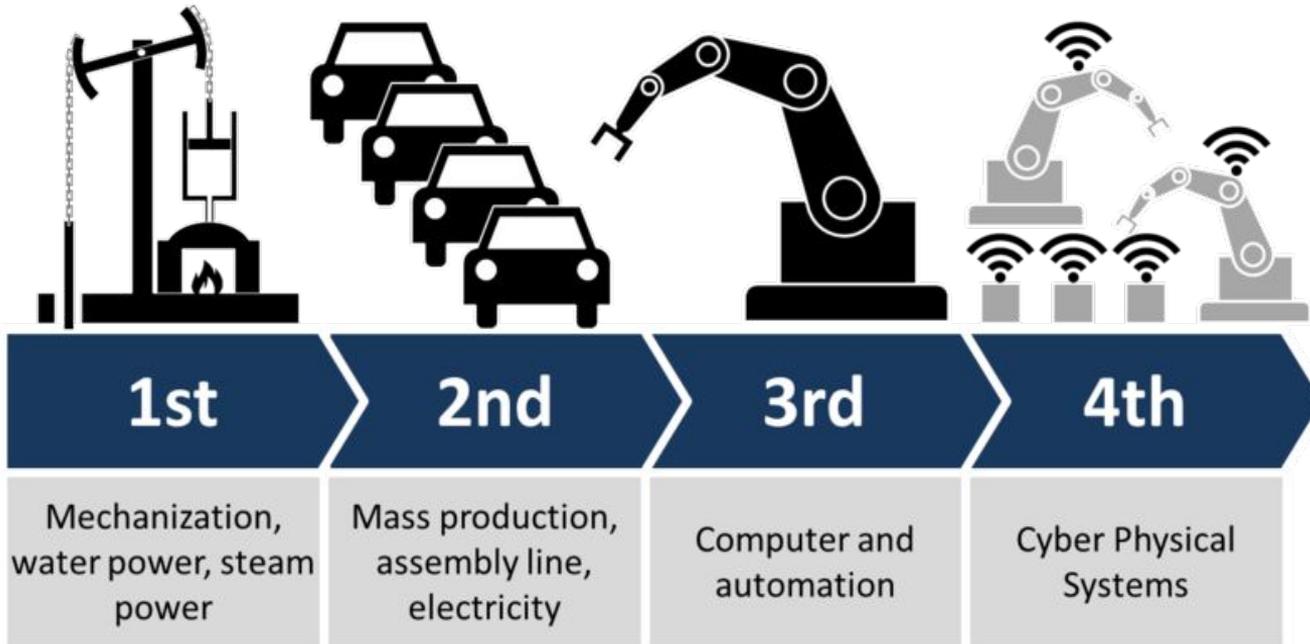
[2018] Wait a minute...mine has AI stuff as well, so it must be a...**cognitive app**



New era, new hope



New era

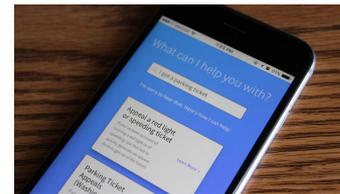


Users-digital

The screenshot shows the 99.co website interface. At the top, there are filters for 'For rent' and 'For sale', with 'For sale' selected. Below this, there are search filters for 'D21' (By Location), 'Price Range' (Any), and 'Property Type' (All). A search bar contains '1336 Properties for Sale in Singapore' and a 'Save search +' button. The search criteria are 'MRT District HDB Town School'. The results are sorted by 'Relevance'. There are four property listings visible:

- Kismis Residences**: Eng Kong Road · D21, Corner Terrace, Freehold. Price: \$4,200,000. 5 房 6 卫. \$2534.7 psf (land), 1,657 sqft / 153.94 sqm. Agent: Tiew Joo Siong (Gilbert). Posted 31 minutes ago.
- Kismis Residences**: Eng Kong Road · D21, Terrace House, Freehold. Price: \$4,150,000. 5 房 6 卫. \$2566.48 psf (land), 1,617 sqft / 150.22 sqm. Agent: Tiew Joo Siong (Gilbert). Posted 31 minutes ago.
- Hong Kong Park**: Stone Avenue · D21, Semi-Detached House, 999 years. Price: \$7,630,000. 6 房 6 卫. \$2906.67 psf (land), 2,625 sqft / 243.87 sqm. Agent: Chong Lay Guan. Posted 11 minutes ago.
- Kismis Residences**: Upper Toh Tuck Terrace · D21, Terrace House, Freehold. Price: \$4,288,888. 5 房 5 卫. \$2654.01 psf (land), 1,616 sqft / 150.13 sqm.

A map on the right side of the page shows the location of these properties in the D21 district, with markers for 'West Mall', 'Former Ford Factory', 'Pandan Gardens', and 'Big Box'.



Google wanted to know why and how consumers are using their new devices, so [we conducted in-home ethnographies with voice-activated speaker owners](#). What we found is that people are not only learning how to use the devices, they're weaving them into their lives and daily routines. And in some instances, they're forging a new kind of bond with technology, one that's often much more personal than in the past

Business-digital

Ground handlers at Changi Airport to get smart glasses to help speed up operations



“The hands-free process will help to improve safety, accuracy and efficiency of baggage and cargo loading, with loading time cut from 60 minutes to around 45 minutes, SATS said. It added that passengers waiting to board flights, as well as transit times for air freight shippers will see waiting times shortened by about 15 minutes.”

<https://www.channelnewsasia.com/news/singapore/ground-handlers-at-changi-airport-to-get-smart-glasses-to-help-9187596>

Business-users

OCBC Bank launches Emma, the mortgage chatbot

05 April 2017 | 14317 views | 0 



With more than 20,000 conversations logged since its launch in January, OCBC Bank is lauding the success of its specialised home and renovation loan chatbot service, Emma.

“The bank says more than 10% of the 20,000 chat sessions conducted so far have been converted into mortgage loan sales prospects.”

<https://www.finextra.com/newsarticle/30386/ocbc-bank-launches-emma-the-mortgage-chatbot>

What does this mean for search?

Results-driven,
not digital
lipstick

Task-specific,
not just
enterprise-wide

Natural
language, not
just keywords

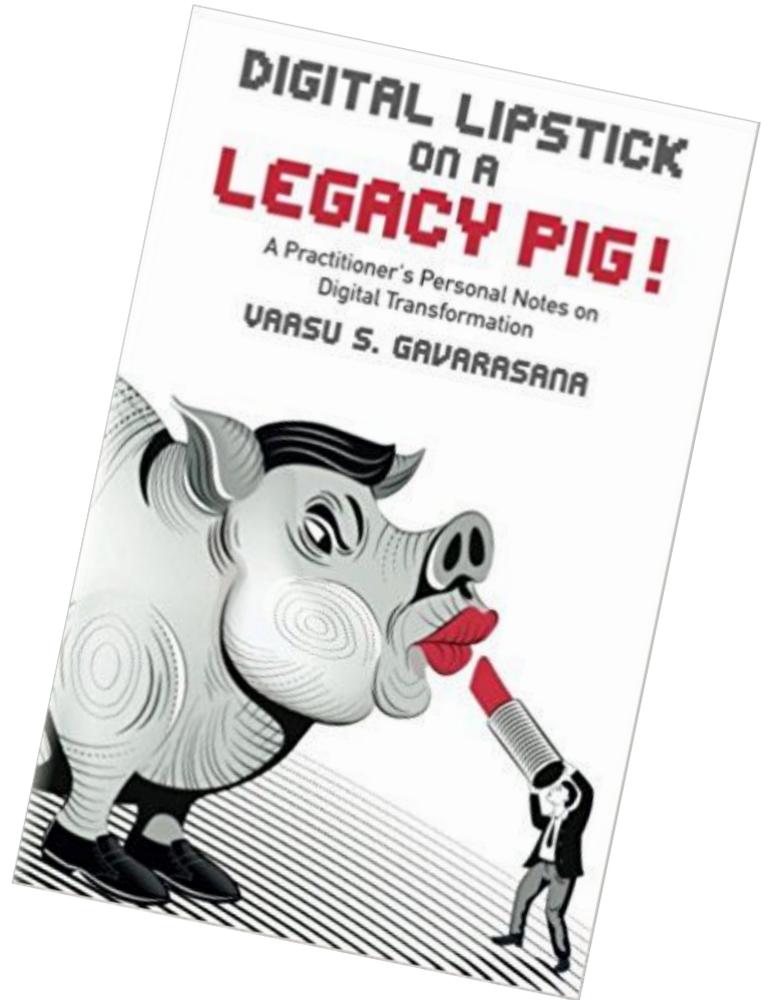
Answers, not
just pages

Voice search

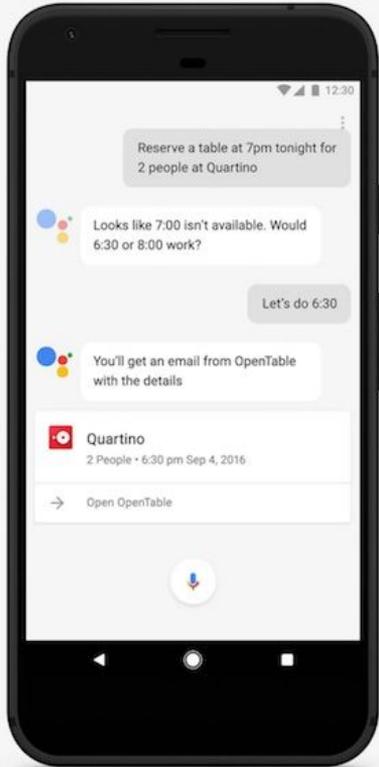
Results-driven

Be clear on what is required and how this is going to impact the business.

There are many short-term wins that go unattended. A framework for addressing them opens up many opportunities.

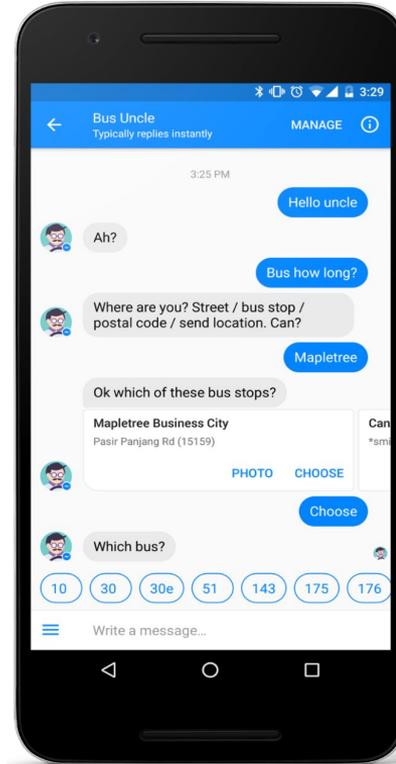


Task-specific



Google Assistant

General chat app that covers almost everything from weather to stock market.



Bus Uncle

Just focused on telling you bus arrival and departure timings (with a ton of humour).

Natural language

Ask Analytics Intelligence

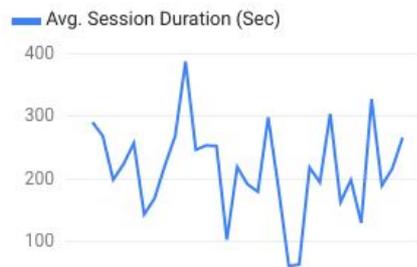


Ask a question...

You asked: What is the trend of session duration in NYC last month?

Trend of Avg. Session Duration for Metro of New York, NY

May 1, 2017 - May 31, 2017



Ask a question...

You asked: Which referral sources bring in the most users?

Top 10 Source by Users for Default Channel Grouping of Referral

Jun 20, 2017 - Jun 26, 2017

Source	Users
mall.googleplex.com	1,210
analytics.google.com	345
gdeals.googleplex.com	301
waze.com	278
sites.google.com	201

Ask a question...

You asked: What share of my traffic was from mobile yesterday?

Share of Sessions for Device Category of mobile out of all Sessions

Jun 26, 2017

24.46%

Was this answer helpful? YES / NO

You asked: Which referral sources bring in the most users?

Answers

who won the gloden globes this year



1

All

News

Images

Videos

Maps

More

Settings

Tools

75th Golden Globe Awards > Winners

Three Billboards Outside Ebbing, Mi...
Best Drama Motion Picture



This Is Me
Best Original Song · Justin Paul, Benj ...

Elisabeth Moss
Best Actress in a Drama TV Series · T...



Oprah Winfrey
Cecil B. DeMille Award

Gary Oldman
Best Actor in a Drama Motion Picture · ...



James Franco
Best Actor in a Musical or Comedy · Th...



Sam Rockwell
Best Supporting Actor in a Motion Pictu...



Sterling K. Brown
Best Actor in a Drama TV Series · This...

The Handmaid's Tale
Best Drama TV Series



Frances McDormand
Best Actress in a Drama Motion Picture...



Lady Bird
Best Musical or Comedy Motion Picture



Guillermo del Toro
Best Director of a Motion Picture · The ...

Allison Janney
Best Supporting Actress in a Motion Pi...



Coco
Best Animated Feature Film



Saoirse Ronan
Best Actress in a Musical or Comedy M...



Ewan McGregor
Best Actor in a Mini-Series or Motion Pi...

Voice search

eBay CEO Sees Voice Search as The Future of eCommerce

By **Dave Furness** - January 25, 2018



<https://esellercafe.com/ebay-ceo-sees-voice-search-the-future/>

Why You Need To Prepare For A Voice Search Revolution



Jayson DeMers, CONTRIBUTOR

I demystify SEO and online marketing for business owners. **FULL BIO** ▾

Opinions expressed by Forbes Contributors are their own.

In anticipation of the changes that will unfold in 2018, I recently wrote an article [predicting the search engine optimization \(SEO\) trends that will be most](#)



[Why You Need To Prepare](#)[+]

<https://www.forbes.com/sites/jaysondemers/2018/01/09/why-you-need-to-prepare-for-a-voice-search-revolution/#78c659f134af>

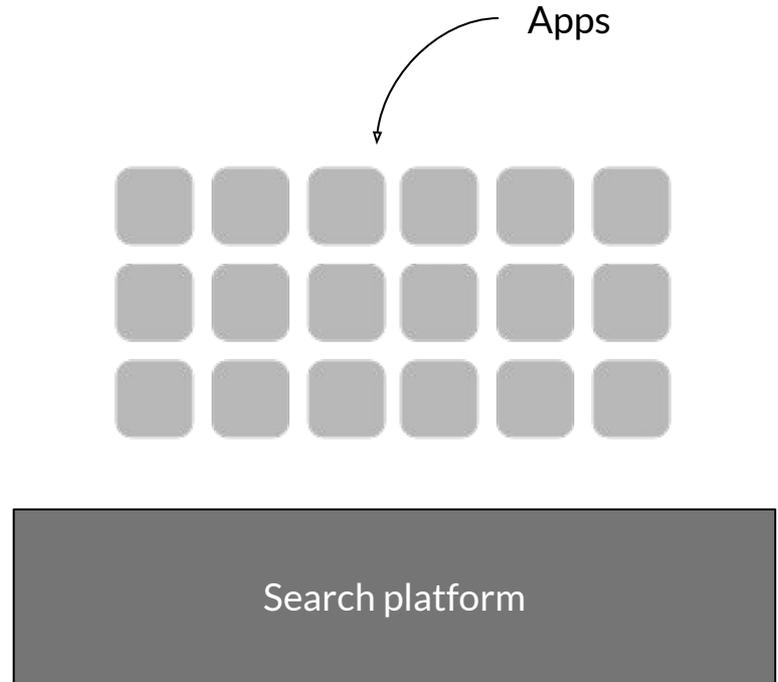


**On search-based
apps (SBAs)**

SBA definition

A **case-specific** app that helps you **query different sources of information** for **insights and answers**.

It can ride on existing search infrastructure but may require other tech such as text analytics and visualisation.



School picker

Ministry of Education, Singapore

<https://schoolpicker.sg>

The app was designed to help parents pick a school for their child. Typical criteria include:

- Primary exam results
- Location
- Subjects

The screenshot displays the 'SCHOOL PICKER' app interface. On the left, a search bar contains 'Find a school'. Below it, the 'SORT BY' dropdown is set to 'Distance'. A notification states '159 schools match your criteria'. The main list shows several schools with their details:

- Yusof Ishak Secondary School**
Government School - Co-ed School
Unique CCA: Interact Club - Sepak Takraw (Boys) - Dance - Indian
Details | Bookmark | 14 min
- Assumption English School**
Government-aided Sch - Co-ed School
Unique CCA: Arts - Net (Sea) - Red Cross Youth
Details | Bookmark | 6 min
- Hillgrove Secondary School**
Government School - Co-ed School
Unique CCA: Net(Air) - Singapore Youth Flying Club - Media Club
Details | Bookmark | 17 min
- Fajar Secondary School**
Government School - Co-ed School
Unique CCA: Library/Editorial Club - St John Brigade - Girls' Brigade
Details | Bookmark | 12 min
- Assumption Pathway School**
Specialised School - Co-ed School
Details | Bookmark | 6 min
- Bukit View Secondary School**
Government School - Co-ed School
Unique CCA: Band - Military - Singapore Youth Flying Club - Health And Fitness Club
Details | Bookmark | 14 min
- Swiss Cottage Secondary School**
Government School - Co-ed School
Unique CCA: Publication And Media Club - Swiss Winds (Command Band Of The National Cadet Corp)
Details | Bookmark | 17 min
- Methodist Girls' School (Secondary)**
Independent School - Girls' School
Unique CCA: S.A.L.T. Club - Synchronised Swimming - Golf

On the right, a map of Singapore shows school locations as red dots. A 'LOCATE ME' search bar contains the postal code '598722'. Filter buttons for 'EDUCATION LEVEL' (Secondary), 'EXPECTED AGGREGATE' (None selected), and 'CCAs' (None selected) are visible at the top of the map area.

<p>Background</p> <p>Admissions to secondary public schools requires the parent to submit a list of 6 school choices. Depending on merit and availability, the student is allocated a school from this list (usually).</p>	<p>Business objective</p> <p>Help parents spend less time and be more confident in choosing the right schools for their child.</p>	<p>Content</p> <p>Currently, we have 2 collections that need to be merged: 1 school details 2 cut off points</p> <p>Also, we need the following enrichments: 1 Lat/long cords 2 SG regions 3 MRT stations</p> <p>Facets include:</p> <p>Cut off points CCAs Postal code</p>	<p>Skills</p>
<p>Pain points</p> <p>Picking 1 right school is tricky; picking 6 is extremely stressful. The student can get any one of the 6 schools. Currently, the information is everywhere - blogs, MOE website, books, forums etc. Parents have to manually sift through the information and make decisions. The activity itself adds to the stress of the situation.</p>	<p>Job story</p> <p>When it is time to pick the 6 secondary school choices, I want to ensure I've picked the right ones based on my criteria, so that I don't spoil the chances of my child getting a good secondary school education.</p>		<p>Measurements</p> <p># of users who visit the app # of users who spend > 5 min # of users who save/share # of people satisfied with the app</p>

Skills

Natural language understanding	Instant answers	Faceted navigation	Clustering	...
Entity extraction	Entity enrichment	Answer extraction	Sentiment analysis	...

Skills demos

<p>Background</p> <p>Admissions to secondary public schools requires the parent to submit a list of 6 school choices. Depending on merit and availability, the student is allocated a school from this list (usually).</p>	<p>Business objective</p> <p>Help parents spend less time and be more confident in choosing the right schools for their child.</p>	<p>Content</p> <p>Currently, we have 2 collections that need to be merged: 1 school details 2 cut off points</p> <p>Also, we need the following enrichments: 1 Lat/long cords 2 SG regions 3 MRT stations</p> <p>Facets include:</p> <p>Cut off points CCAs Postal code</p>	<p>Skills</p> <p>Natural language understanding Faceted search</p>
<p>Pain points</p> <p>Picking 1 right school is tricky; picking 6 is extremely stressful. The student can get any one of the 6 schools. Currently, the information is everywhere - blogs, MOE website, books, forums etc. Parents have to manually sift through the information and make decisions. The activity itself adds to the stress of the situation.</p>	<p>Job story</p> <p>When it is time to pick the 6 secondary school choices, I want to ensure I've picked the right ones based on my criteria, so that I don't spoil the chances of my child getting a good secondary school education.</p>		<p>Measurements</p> <p># of users who visit the app # of users who spend > 5 min # of users who save/share # of people satisfied with the app</p>

Customer feedback

Insurance company

The app was designed to help a team to get insights into the different streams of customer data. Typical filters include:

- Source of data (call, email, web)
- Location of the feedback
- Products mentioned
- Sentiments

Results 1 to 10 of 71131

Transaction type	
-	30064
CHSTNDA	8482
CLSTNDA	2184
MEDU	2139
SINM	1585
CHSTNDB	1384
See more	

Service location	
<input type="checkbox"/> North America	22473
<input type="checkbox"/> Antwerp	13895
<input type="checkbox"/> Madrid	12709
<input type="checkbox"/> Greenock	7840
<input type="checkbox"/> China	5264
<input type="checkbox"/> Kuala Lumpur	4403

The screenshot also shows a list of feedback entries on the right side of the dashboard, with some text visible in the background.

<p>Background</p> <p>The company was collecting data from different customer feedback channels to help improve their overall NPS.</p>	<p>Business objective</p> <p>A single place for different users to gain insights from all customer feedback data in real time.</p> <p>A simple way to analyse and visualise the data to make quick inferences and decisions.</p>	<p>Content</p> <p>20,000+ customer reviews/month</p> <p>Metadata include:</p> <p>Transaction type Category Product Service location Transaction date</p>	<p>Skills</p>
<p>Pain points</p> <p>Not able to pinpoint trends Managers can't browse through the data using a simple interface Lot of work required to get insights from the data</p>	<p>Job story</p> <p>When making improvements to a product I want to quickly get all data related to challenges faced by current customers, so that I can get new ideas and solutions that are evidence-based.</p> <p>When reporting to my boss, I want to quickly gather trend data so that I can show impact of our customer engagement programme.</p>		<p>Measurements</p> <p># of decisions made using the app % of users who report high task completion # of users who visit the app # of minutes spent on app</p>

Newssift

Financial Times Group
Shutdown in 2009

The app offered a single view to over 4,000 sources of news info from websites, blogs, research websites, etc.

The unified filters included

- Business topic
- Organisations
- People
- Places
- Themes

The screenshot displays the Newssift web application interface. At the top, it features the 'Newssift' logo and navigation links for 'New Search', 'Saved Searches', 'Search History', and 'Help'. A search bar is visible with 'IBM CORPORATION (IBM)' entered. Below the search bar, there are five filter categories: Business Topic, Organization, Place, Person, and Theme. Each category lists several items with a 'More...' link. Below the filters, there is a 'Sentiment' section with a pie chart and a '1-10 of 8671 Articles' section. The main article shown is 'IBM May Finally Take Sun Out Of Its Misery' by Silicon Alley Insider, dated March 18, 2009. A sidebar on the right contains a 'SPONSOR ADVERTISEMENT' for 'Global downturn'.

Organization
IBM CORPORATION (IBM)

Business Topic
Equipment And It Solutions
Outsourcing Services
Research And Development
Executive Structure
Workforce Employment And Unions
More...

Organization
Microsoft Corporation (MSFT)
Hewitt Associates (HEW)
Cisco Systems, Inc. (CSCO)
Google, Inc. (GOOG)
Intel Corporation (INTC)
More...

Place
Europe
India
New York
China
United Kingdom
Japan
Washington D. C.
More...

Person
Barack Obama
Sam Palmisano
Timothy Geithner
John Chambers
B Ramalinga Raju
Bill Gates
Steve Jobs
More...

Theme
Market Share
Obama Administration
Supply Chain
Financial Sector
Market Wire
Virtual Machines
Mobile Phones
More...

Sentiment
What is this?

1-10 of 8671 Articles
Sort by: **Relevance** | Date
Timeframe: Jan 17, 2009 to Mar 18, 2009

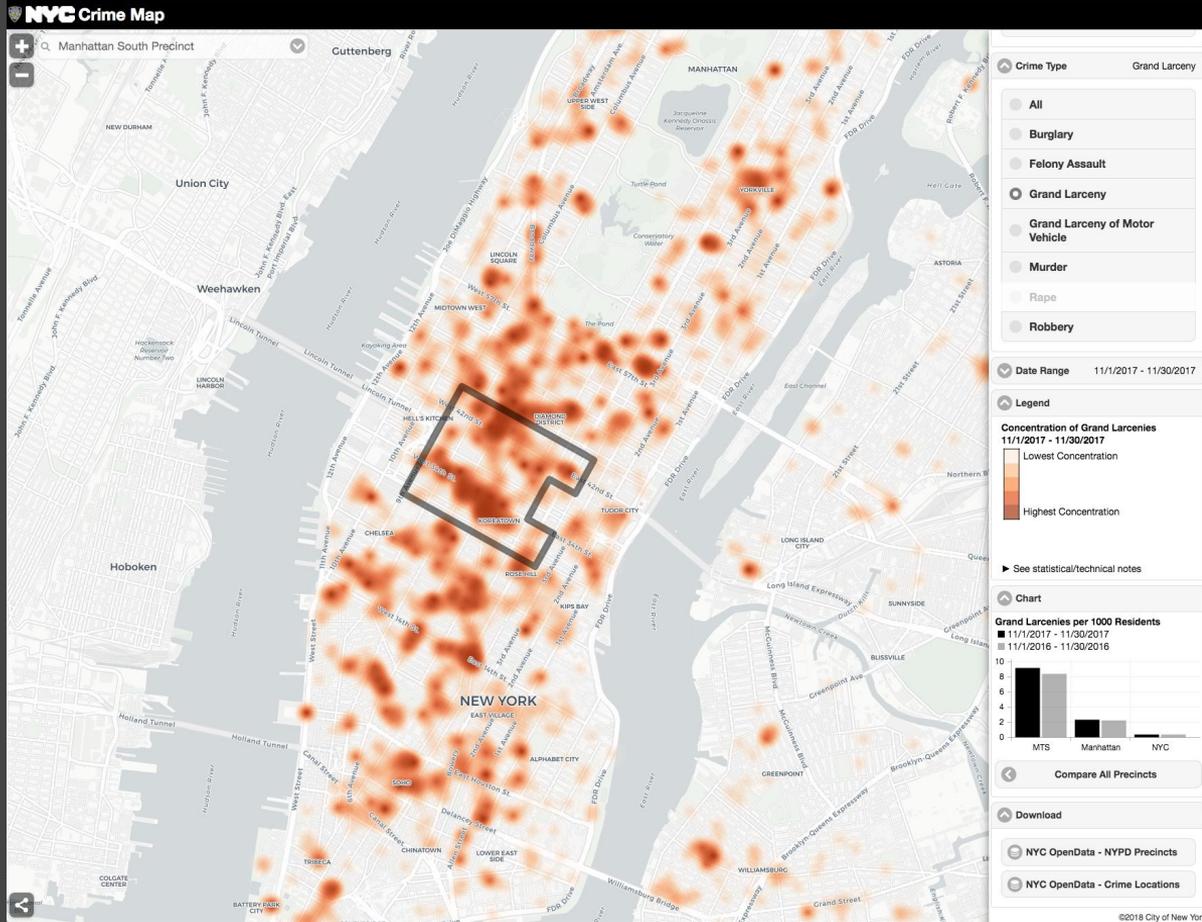
IBM May Finally Take Sun Out Of Its Misery
Silicon Alley Insider, March 18, 2009
The deal, which would be IBM's biggest ever, could close as early as

SPONSOR ADVERTISEMENT
Global downturn.
What's the first mistake businesses make?
www.ft.com/budgets
We live in FINANCIAL TIMES®

NYC crime map

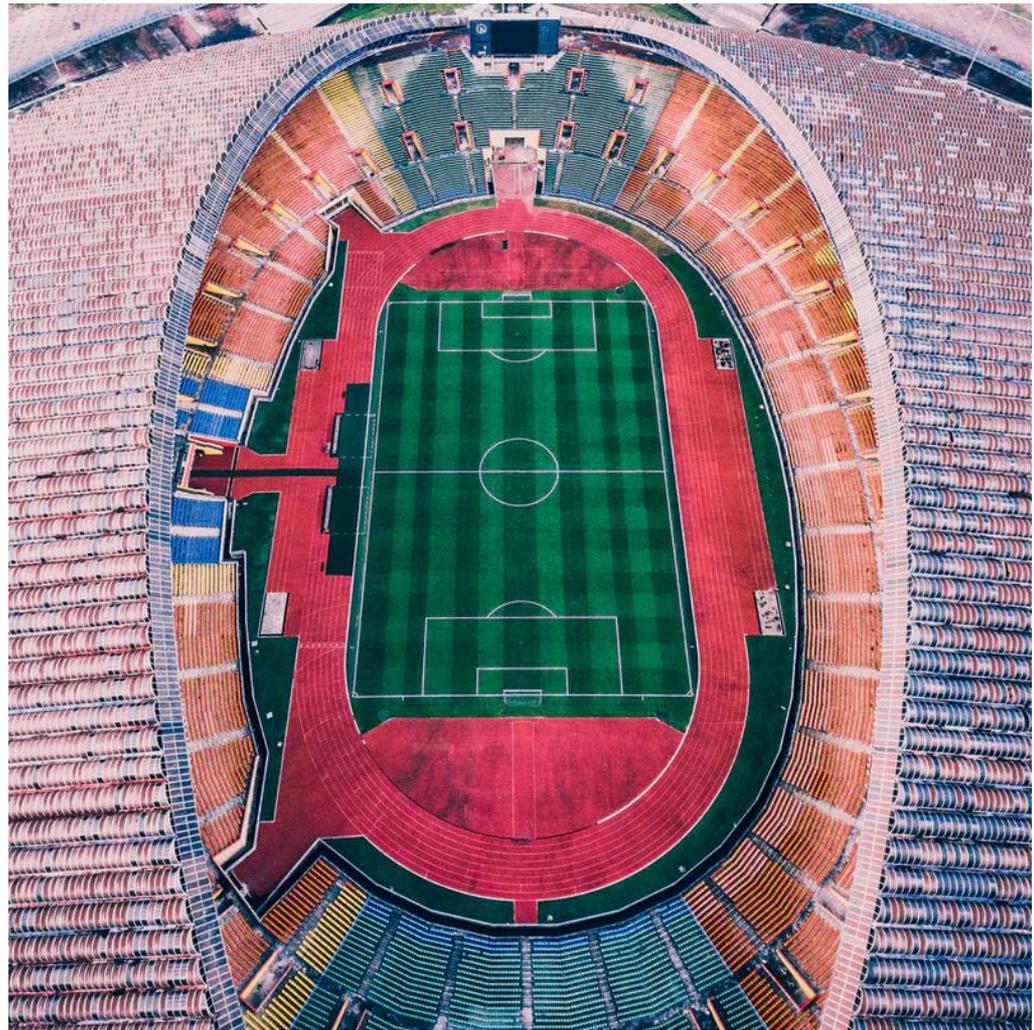
New York City Government
<https://maps.nyc.gov/crime/>

NYCityMap is New York City's online map portal. The application provides a wealth of information including the locations of schools, day care centers, senior centers, libraries, hospitals, subways, and more, as well as links to Web sites for these facilities.



Exercise

The **Stardust** company is in charge building the new football stadium. It is tipped to be the grandest sport venue in the city and a potential tourist attraction. There are 50+ project teams looking after the design and build works...



Meeting app - case background



To manage the development, the managers hold a **weekly meeting** where 4 types of outcomes are expected:

1. For info
2. Approved
3. Rejected
4. Pending

The process works like this:

1. Any team can submit an **action item** for the meeting
2. The items are tabled to the management and a decision is taken as to which ones will be discussed
3. The teams are told if their item is selected or not
4. The selected teams prepare a presentation (ppt) for the meeting
5. Meeting takes place and the minutes (doc) are recorded

 Weekly meetings

 Feb 12, 2018

- facilities: designs.ppt
- facilities: designs.doc
- building: vendor selection.ppt
- building: vendor selection.doc
- marketing: partner selection.ppt
- marketing: partner selection.doc

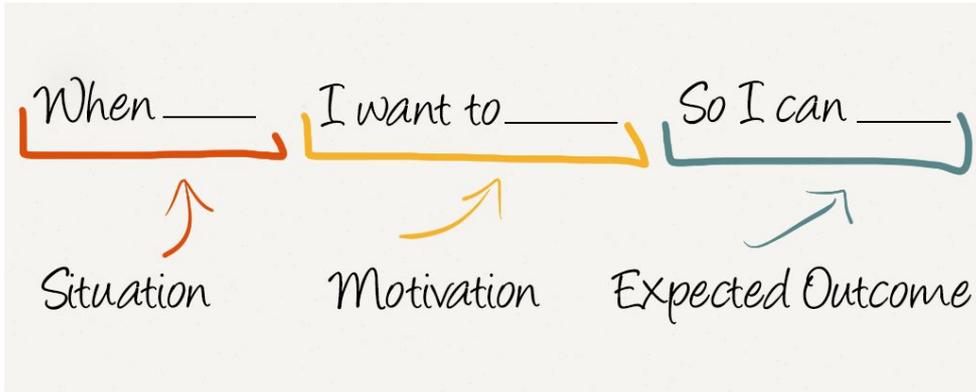
Feb 19, 2018

 ● ...

<p>Background</p> <p>Weekly meetings are held at the Stardust company to manage the development of the new stadium.</p> <p>The materials for this meeting and the decision made during these meetings are done via email.</p> <p>With 4 more years to go before the stadium is built, the inability to find, learn and reuse knowledge from these meetings is leading to mistakes and misinformation</p>	<p>Business objectives</p> <p>Increase productivity by having all users self-serve weekly meeting information.</p> <p>Increase inter-team awareness.</p> <p>Making reporting more efficient and effortless.</p>	<p>Content</p>	<p>Skills</p>
<p>Pain points</p> <p>The secretary is overwhelmed by the info requests on previous meetings, especially from new staff and managers.</p> <p>There seems to be a lack of awareness of what the other teams are doing. There was this case where a vendor blacklisted by one team was awarded a contract by another team.</p>	<p>Job story/queries</p>		<p>Measurements</p>

Job story

Job story



Job story

When I join a new team, I want to quickly get up to speed on decisions taken, so that I can start contributing immediately.

When I start on a new project, I want to check if similar work was done so that I don't have to start from scratch.

When my boss asks for a quick update, I want to give it to her within 15 minutes so that I don't become a bottleneck in her work.

Job story

Job story	Queries
<p>When I join a new team, I want to quickly get up to speed on decisions taken, so that I can start contributing immediately.</p>	<p>Browse by 'facilities' Browse by 'rejected' items in the last 4 months</p>
<p>When I start on a new project, I want to check if similar work was done so that I don't have to start from scratch.</p>	<p>Browse by 'air conditioning'</p>
<p>When my boss asks for a quick update, I want to give it to her within 15 minutes so that I don't become a bottleneck in her work.</p>	<p>Chart of of all items in the last 3 months</p>

Content

What queries can I answer with this setup?

 Weekly meetings

 Feb 12, 2018

- facilities: designs.ppt
- facilities: designs.doc
- building: vendor selection.ppt
- building: vendor selection.doc
- marketing: partner selection.ppt
- marketing: partner selection.doc

Feb 19, 2018

 • ...

Content

Search app workshop - content modelling ☆

File Edit View Insert Format Data Tools Add-ons Help Accessibility All changes saved in Drive

100% £ % .0 .00 123 Arial 10 B I S A

fx

	A	B	C	D	E	F	G
1	Name	Role	Team				
2	John See	Member	Aircon				
3							
4							
5							
6							
7							
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25							
26							
27							
28							
29							

+ ☰ People Meeting Issue Documents Decision

Weekly meetings



Metadata.xls



Feb 12, 2018

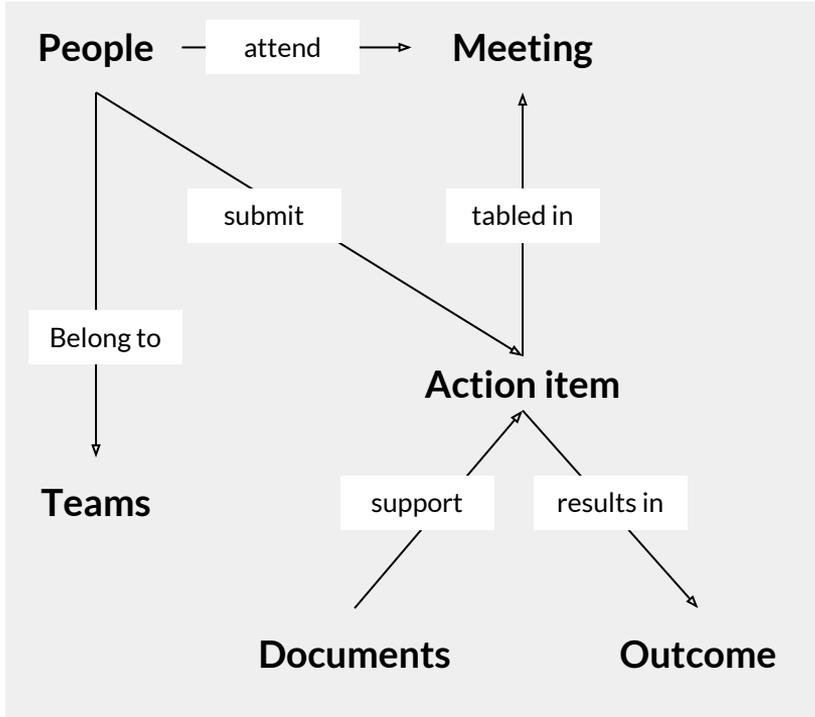
- facilities: designs.ppt
- facilities: designs.doc
- building: vendor selection.ppt
- building: vendor selection.doc
- marketing: partner selection.ppt
- marketing: partner selection.doc

Feb 19, 2018

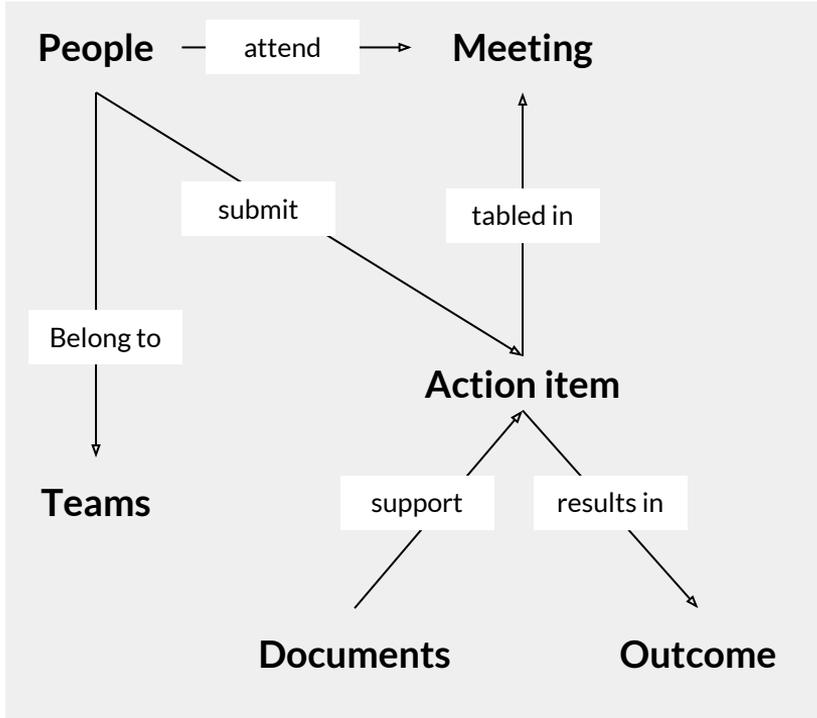


- ...

Content



Content



People
Name
Role
Team

Meeting
Title
Date
People attended
Action items tabled

Action item
ID
Title
Tabled by
Tabled on
Topic
Outcome

Documents
Item ID
Title
Submitted on
Submitted by
Type

Skills

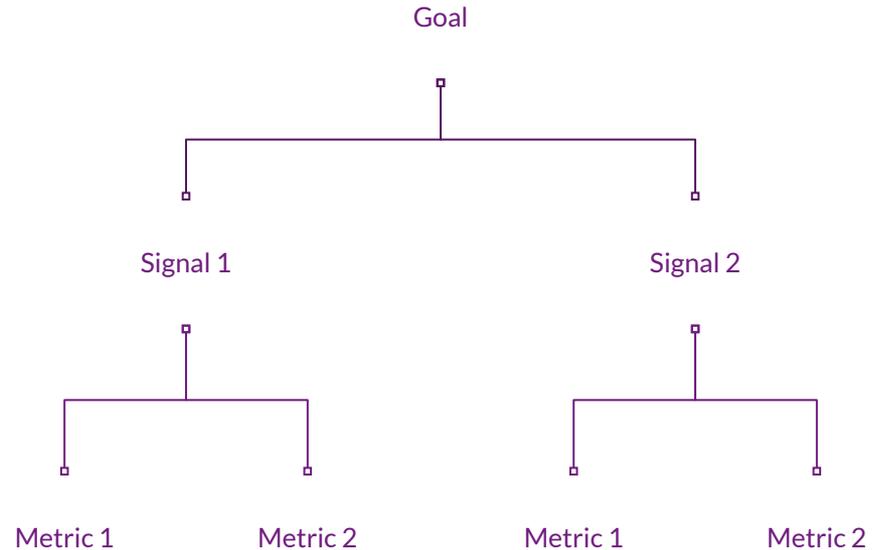
Skills

Natural language understanding	Query analysing	Faceted navigation	Clustering	...
Entity extraction	Entity enrichment	Answer extraction	Sentiment analysis	...

Measurements

Measurements

- **Goal:** Eg, drive people to use meeting app so that they can be more productive.
- **Signal:** The evidence that can help measure the goals. Eg, increase in the number of people using the meeting app.
- **Metric:** a quantifiable measure of a signal. Eg, #of staff using the app.
- **Target:** numerical values you've pre-determined as indicators of success or failure. Eg, 5% increase in the number of staff using the app.



Signals, metrics

Signals

Increase in the number of staff using the app

Decrease in requests sent to secretary

Effectiveness of popular queries

Metrics

Interface

Interface



Search bar

Filters

Results snippets

Visualisations

Search bar

who won the gloden globes this year



Autosuggest

Natural language

Instant answers

Recent searches

Filters

Filter (Cell Phone Features)

Filter values (Smartphone)

Filter value type (checkbox)

Show results for

- < Any Category
- < Cell Phones & Accessories
 - Cell Phones**
 - Carrier Cell Phones (80)
 - Unlocked Cell Phones (757)

Refine by

International Shipping

- Ship to Canada

Amazon Prime

- Prime

Eligible for Free Shipping

- Free Shipping by Amazon

Cell Phone Features

Clear

- Smartphone (617)
- Dual Camera (410)
- Touchscreen (316)
- Mobile Hotspot Capability (15)
- Built-In GPS (61)

Expandable Memory

- Dual SIM (397)

+ See more

Cell Phone Display Size

- 3.9 Inches & Under (183)

Showing most relevant results. See all results for



HTC Desire
by HTC

\$68.99 Prime
Get it by **Friday**,

More Buying Choices
\$68.99 new (22)
\$99.00 used (2)



Nokia Lumia
by Nokia

\$60.00 Prime
Only 13 left in stock

More Buying Choices
\$42.00 new (13)
\$30.00 used (13)



Samsung Galaxy
by Samsung

\$12.97 Prime
Get it by **Friday**,

More Buying Choices
\$9.99 new (5 offers)
\$17.99 used (7)

Result snippets

Show results for

- < Any Category
- < Cell Phones & Accessories
- Cell Phones**
 - Carrier Cell Phones (80)
 - Unlocked Cell Phones (757)

Refine by

International Shipping

- Ship to Canada

Amazon Prime

- Prime

Eligible for Free Shipping

- Free Shipping by Amazon

Cell Phone Features

Clear

- Smartphone (617)
- Dual Camera (410)
- Touchscreen (316)
- Mobile Hotspot Capability (15)
- Built-In GPS (61)
- Expandable Memory**
- Dual SIM (397)

+ See more

Cell Phone Display Size

- 3.9 Inches & Under (183)

Showing most relevant results. See all results for



HTC Desire

by HTC

\$68.99 Prime
Get it by **Friday,**

More Buying Choices
\$68.99 new (22)
\$99.00 used (2)



Nokia Lumia

by Nokia

\$60.00 Prime
Only 13 left in stc

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\$30.00 used (13)



Samsung G

by Samsung

\$12.97 Prime
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\$17.99 used (7)

Rich results

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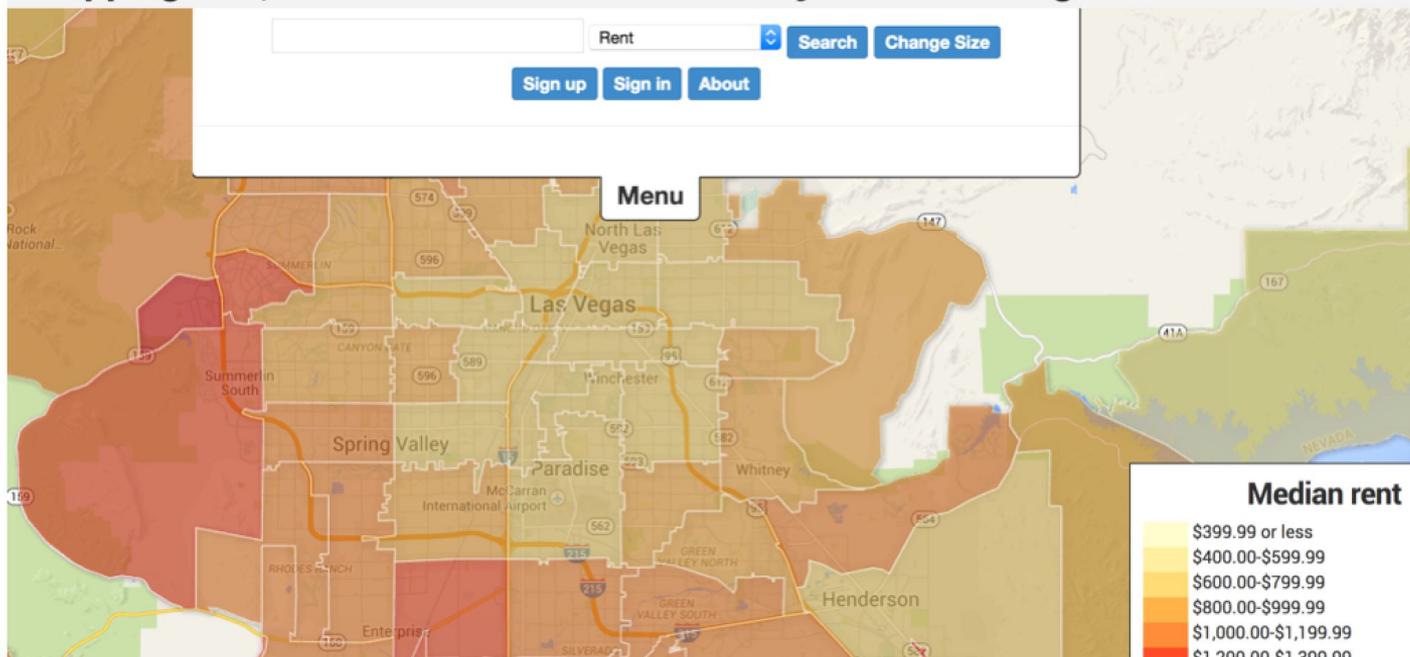
New Delhi

Answers

Visualisations

Rich Blocks Poor Blocks

Mapping rent, income and other data in every American neighborhood



Singapore By Location Price Range Any Property Type All Rental Type Entire Unit Bedrooms 3 Floor Area Any [More Filters](#)

2 Properties for Rent in Singapore in Meralodge

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Search By: **MRT District HDB Town School Travel Time Draw**

Sort By

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Hillview Avenue · D23
Apartment · 1997
\$1.00 avg. psf · \$2,700 - \$3,100



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Meralodge
83 Hillview Avenue · D23
Condo / Apt
1997
\$2,700
3 3
\$1.49 psf
1,812 sqft / 168.34 sqm

[AGENT ONLY ON 99](#) [ALL RACES WELCOME](#)



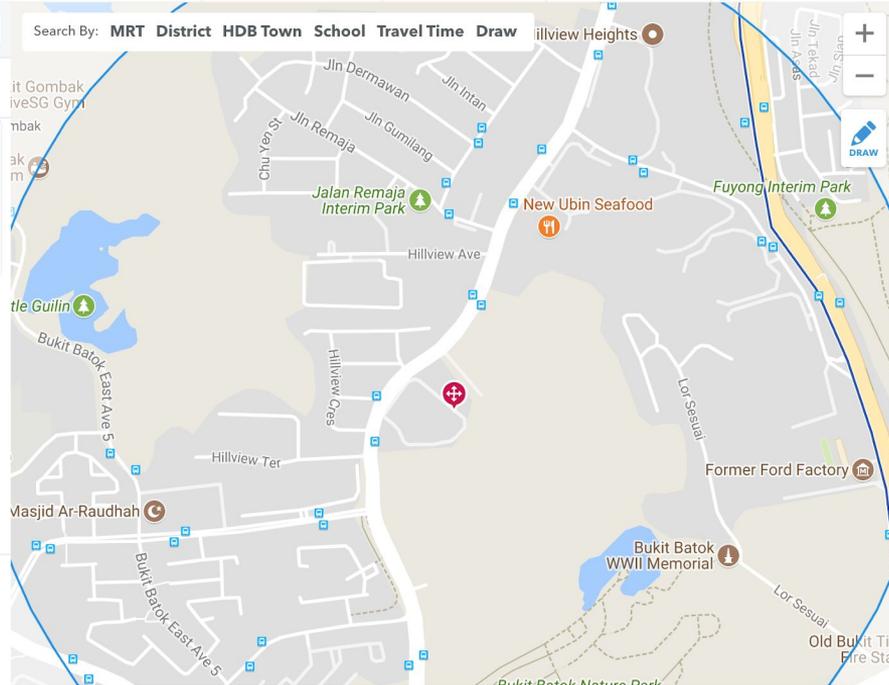
Chan

🕒 43 minutes ago

renovated unit , with lush greenery ambience & pool facing, partially furnished , quick to go soon



Meralodge
83 Hillview Avenue · D23
Condo
1997
\$3,100
3 3
\$1.86 psf
1,668 sqft / 154.96 sqm



Group activity

It's time to sketch out an interface for your app.

- Take a sheet of flipchart paper
- Brainstorm a list of interface components for your app
- Lay out your components and create the app homepage, detail page
- Use the job stories to test out your design
- Iterate

<p>Background</p> <p>Weekly meetings are held at the Stardust company to manage the development of the new stadium. The materials for this meeting and the decision made during these meetings are done via email. With 4 more years to go before the stadium is built, the inability to find, learn and reuse knowledge from these meetings is leading to mistakes and misinformation</p>	<p>Business objectives</p> <p>Increase productivity by having all users self-serve weekly meeting information.</p> <p>Increase inter-team awareness.</p> <p>Making reporting more efficient and effortless.</p>	<p>Content</p>	<p>Skills</p>
<p>Pain points</p> <p>The secretary is overwhelmed by the info requests on previous meetings, especially from new staff and managers.</p> <p>There seems to be a lack of awareness of what the other teams are doing. There was this case where a vendor blacklisted by one team was awarded a contract by another team.</p>	<p>Job story</p>		<p>Measurements</p>

Discussion

- Do you see value in using such a method of building productivity apps?
- What challenges stand do you see?

Thank you

