

Steps to Needs Analysis for App-related Clients

Research

Research them before meeting the representative!

1

Client meeting

Determine what the problem is, what they are hurting for

2

User Cases

From the user's point of view, what is really necessary.

3

Magic time!

Unrestrictive idea generation, think outside the box!

4

MVP

Minimum Viable Product, nail down the essential features

5

RESEARCH

Get to know your non-profit before meeting them! Prepare questions to ask ahead of time, based on understanding their mission and operations.

Visit their website

www.peacecorps.gov/

CLIENT MEETING

One of the most important meetings, where you determine what the client really needs and why they need it. All the work done after this point needs to come back to understanding why this app is needed and the problem it solves!

Meeting is on Wed, 3/25

2-3pm, Gasson 306

Possible Questions to Ask

- Who is the target audience for the mobile app?
- Who are the users of the app? (Age, occupations, tech-savvy)
- What's the problem you want to solve with a mobile app?
- How are you currently solving these problems?
- As an employee of [the nonprofit organization], what are some of your toughest challenges?
- What do your audiences (i.e. clients, customers, volunteers) complain about the most?
- Do you really see people using this mobile app? What more can we do to make it more attractive?
- How hard will it be to get people to use this app if it's built?
- Who can I contact if I have questions or ideas? What is your preferred method of communication?

USER CASES

Put yourself in the shoes of a user! Make up a fake profile and then answer questions like these:

- How would this person use this app?
- What are they looking for most when they open it up?
- How are they feeling before, during, and after using the app?

Example: Susie

Susie is a 26 year old grad student who is seeking special medical attention in Boston after breaking her leg. She studied chemistry and is now a researcher. She has 2 puppies and is an avid coffee drinker.

MAGIC TIME!

Go crazy, come up with every ridiculous (and reasonable) idea for what the app could do. Write it all down, play off of your team member's ideas, get creative!

MVP

Bring it back in. Of all the ideas discussed, determine which ones are or hint at important aspects of solving the client's problem. Nail down what the essential features are, and which features are nice but not fundamental.

MVP is about what functionality do I care about as a user? Which features add the most value to the organization? As a student who is learning app development for the first time, is this actually feasible for me to make in a short period of time?