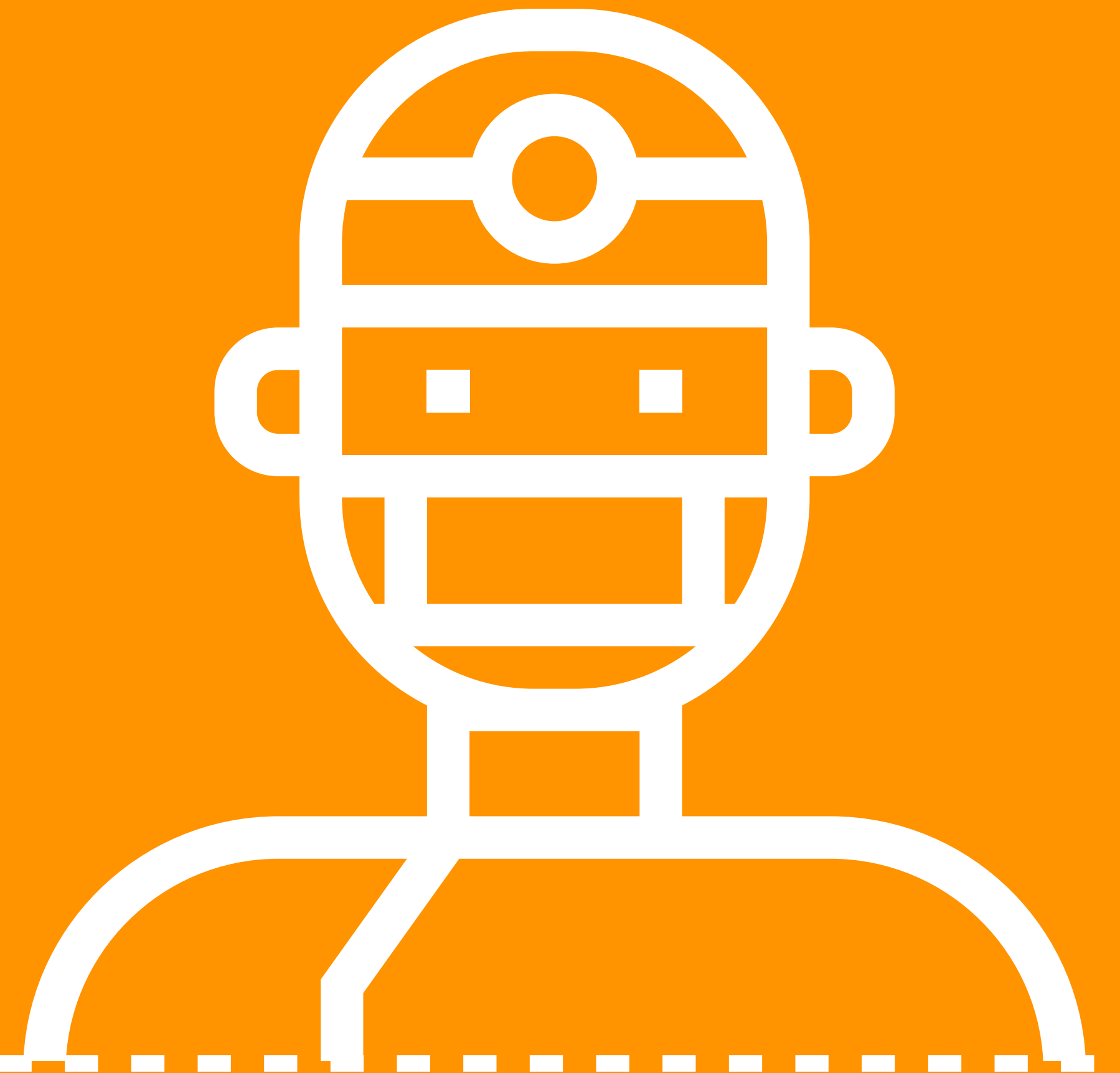


How to Make an Effective User Research

With No Budget at No Time



Anton Parkhomenko

- 12 years in UX
- worked as a furniture designer and software engineer (this is UX as well, no doubt)
- love challenges and solving puzzles
- open water swimming!



What you will get?

**A toolset for
making a user
research**



In-depth interviews



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34														8	
35														9	

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	General						Overview tab									Benefits tab			
	Social Links	Brochure PDF	Banner Image	Banner Text	RR Flash	RR Text	Degree Name	Descrip tion	"What you'll learn" title	Osiris	Concent rations	Job qualifi cations	How to afford your degree	GE data	How to get started	Benefits of this degree program	Benefit bullets	Period in bullet point headers	Is this the right program for you

Arts with a concentration in Foundations of Business	Y	Y	I behind	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Arts with a concentration in Hospitality, Travel and Tourism	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Arts with a concentration in Accounting	Y	Y	Y	in was n	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Science in Accounting	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y	Y	Y	Y	Y	Y
Science in Business with a concentration in Accounting	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
Science in Business with a concentration in Administration	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y	Y	outda
Science in Business with a concentration in Finance	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y	Y	N - ou
Science in Business with a concentration in Global Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	N - ou
Science in Business with a concentration in Human Resource Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y	N	Y
Science in Business with a concentration in Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	the right	N	Y
Science in Business with a concentration in Marketing	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y	Y	N - ou
Science in Business with a concentration in Project Management	Y	Y	Y	r of Scie	Y	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y	Y	Y
Science in Business with a concentration in Public Sector	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Science in Business with a concentration in Service Sector	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
Science in Business with a concentration in Small Business and Entrepreneurship	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y	N	Y
Science in Business with a concentration in Sustainable Enterprise Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	N - ou
Science in Management	Y	Y	Y	ess with	Y	Y	Y	Y	Y	N	N	Y	N	Y	Y	Y	Y	Y	N - ou
Science in Management with a concentration in Manufacturing Sector	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y	Y	Y	Y	Y	Y
Business Administration	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Business Administration with a concentration in Accounting	Y	Y	mage's c	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	N - ou
Business Administration with a concentration in Energy Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Business Administration with a concentration in Global Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Business Administration with a concentration in Health Care Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Business Administration with a concentration in Human Resource Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Business Administration with a concentration in Marketing	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Business Administration with a concentration in Project Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Business Administration with a concentration in Technology Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
Management	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	Y	N	Y	Y	Y	Y	Y	N - ou
Public Administration	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y	Y	Y	Y	N	Y
Science in Accountancy	Y	Y	Y	Y	Y	Y	Y	Y	Y	g in wi	N	Y	N	Y	Y	Y	Y	Y	Y
Business Administration	Y	N	Y	Y	Y	Y	Y	Y	Y	N	N	Y	N	Y	Y	Y	Y	N	Y
Management in Organizational Leadership	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	N	Y	Y	Y	Y	N	Y

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MOBILE



TABLET

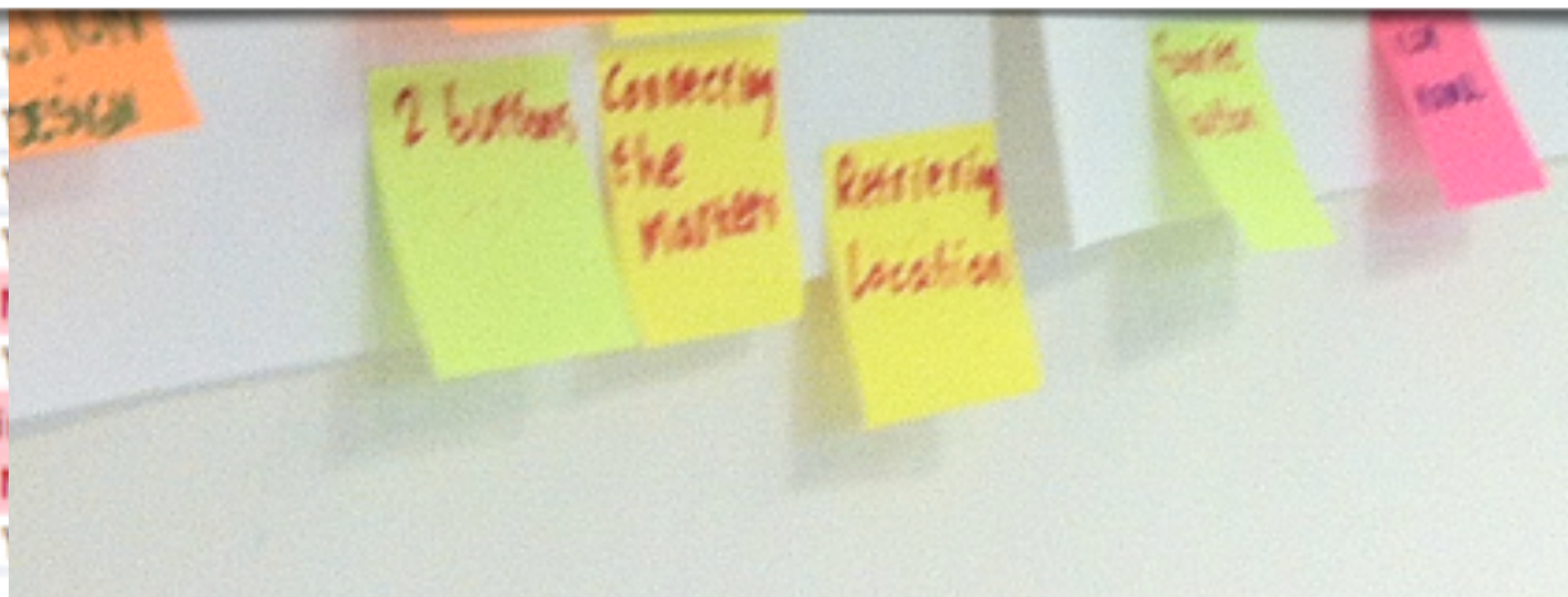
BUY MOBILE / TABLET >

PROFESSIONALS

\$60

PER RECRUITED PARTICIPANT

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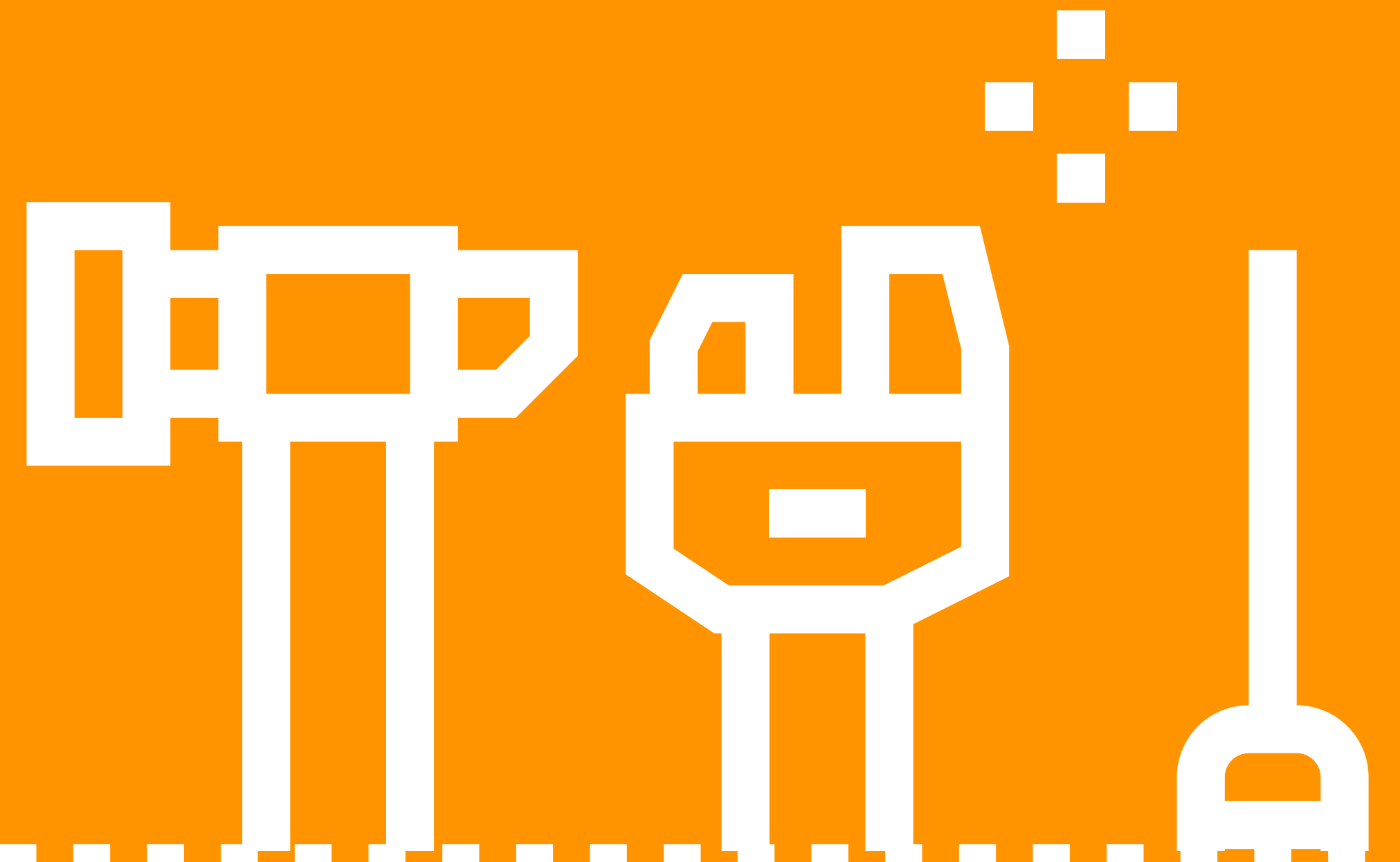


TABLET

BUY MOBILE / TABLET >

Part 1.

Tools



My setup

**Zoom.us/OBS,
Youtube, Google
Docs, Airtable**

Remote interviews

- **Zoom**
- **OBS**
- **Skype for Business**
- **Everything else**

Zoom.us

- can record calls
- share desktop control
- needs a client to be installed
- fully functional free version
- 40-minutes limit for group calls

The Zoom logo, consisting of the word "zoom" in a blue, lowercase, sans-serif font.

<https://zoom.us>

OBS

- free (open-source)
- super customizable
- universal solution
- needs audio capture to be set up (Mac)



<https://obsproject.com/>

Other options

- **Skype for Business**
- **Screencastify** (Chrome plugin)
- **Loom** (Chrome plugin)
- Any video capturing software of your choice

Capturing sound in MacOS

quite a challenge, no native way to
easily do this

**iShowU Audio Capture + Audio MIDI
Setup**

[https://support.shinywhitebox.com/hc/en-us/articles/
204161459-Installing-iShowU-Audio-Capture](https://support.shinywhitebox.com/hc/en-us/articles/204161459-Installing-iShowU-Audio-Capture)

Onsite user testing

Web apps

1. Screencastify - paid, but \$24/yr
2. Loom - looks similar, should do the same, free

Mobile apps

phone as a camera, tripod

Remote user testing

Web apps

1. Zoom.us
2. Tool for passing control: Skype For Business, Join.me, Teamviewer, ... - a lot of them

Mobile apps

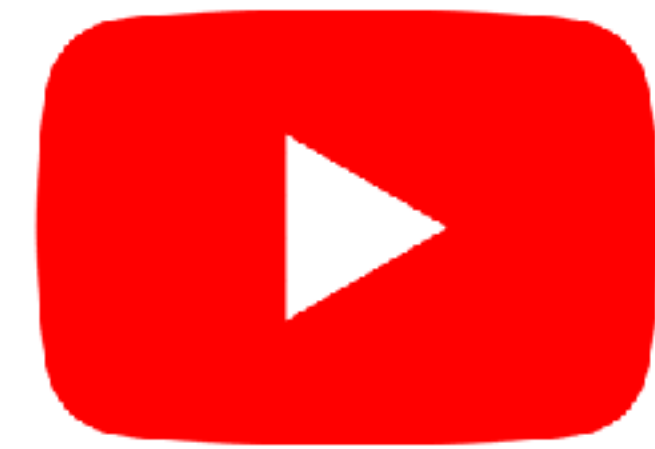
Lookback - <https://lookback.io/>

Session recap

- **Youtube**
- **Google Docs**
- **Airtable**

Youtube

1. Create a channel,
2. Upload as Private/Unlisted*,
3. Group into a playlist
4. Use subtitles to extract the quotes
5. Use 1.5x speed for replays



* NOTE: If you're using a personal account, there is no easy way to limit access to the recording. Either Private (only you can see) or Unlisted (accessible via link). If you have a G Suite subscription, you can limit the access to your domain.

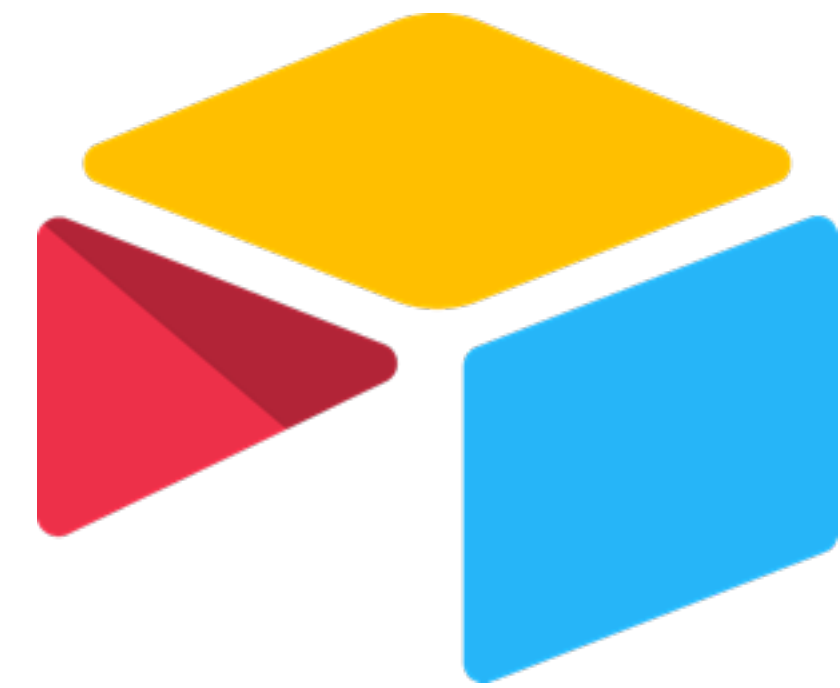
Google Docs

- Extract data into concise docs, to reuse/print later if needed
- Prepare transcripts immediately after the interview, not to lose the context!



Airtable

What the heck is Airtable?



Rocket Launch to Saturn ▾						
Tasks ▾ Staff Directory Inventory Astronaut Applicants +						
▼ Main View Hide fields Filter Group Sort Share More SHARE Search Refresh						
☐	<input type="lock"/> Name ▾	☒ Complete ▾	☐ Priority ▾	<input type="image"/> Photo(s) ▾	<input type="list"/> Notes ▾	<input type="list"/> Main Contact ▾
1	Clean and vacuum crew module		Low Priority		Mind taking care of this @Nelly...	Nelly Armstrong
2	Reticulation of dorsal splines	✓	High Priority		Rescued a lost owl we found in...	Nelly Armstrong
3	Calibrate Air Analysis Instruments		Mission Critical		Other things needed to wait ...	Buzz Lightyear
4	Final astronaut training session in KC-135		High Priority		No one vomited this time!	Buzz Lightyear
5	Final astronaut training session in neutr...	✓	High Priority		Last session was delayed due t...	Sarah Ryder
6	Install flight deck	✓	Mission Critical		Everything looks great!	Aaron Shepard
7	Replace Emergency Oxygen Tanks		Mission Critical		The old tanks went missing for...	Nelly Armstrong
8	Install Webb Telescope		Medium Priority		Finish installation of science ...	Sarah Ryder
9	Mate hypergolic umbilical system lines	✓	High Priority		To funnel LOX into fuel cells	Sarah Ryder
10	Set up propellant transfer lines	✓	Mission Critical		It'll take weeks to accumulate ...	Nelly Armstrong
+						
10 records						

☐	Task	Photo(s)	Complete?	Priority	Deadline	Main Contact	Depart
▼ High Priority PRIORITY COUNT 5			CHECKED 2		FILLED 5		
1	Set up propellant transfer lines		✓	High Priority	7/7/2016	Nelly Armstrong	Fueling
2	Load backup flight system software into the orbiter			High Priority	7/12/2016	May Jameson	Guidance
3	Replace Emergency Oxygen Tanks			High Priority	7/13/2016	Buzz Haldrin	Procure
4	Navigational systems test/activation			High Priority	7/16/2016	May Jameson	Guidance
5	Final astronaut training session in neutral buoyan...		✓	High Priority	7/28/2016	Sarah Ryder	Astrona
+							
▼ Medium Priority PRIORITY COUNT 6			CHECKED 3		FILLED 6		
6	Final astronaut training session in KC-135		✓	Medium Priority	7/1/2016	Buzz Haldrin	Astrona
7	Reapply SOFI to external tank thermal protection...			Medium Priority	7/4/2016	Nelly Armstrong	Fueling
8	Flight deck preliminary inspections		✓	Medium Priority	7/7/2016	Aaron Shepard	Inspecti
9	Calibrate Air Analysis Instruments		✓	Medium Priority	7/10/2016	Buzz Haldrin	Space 1
10	Test Launch of PythonX Rocket			Medium Priority	7/26/2016	Nelly Armstrong	Space 1
11	Install Webb Telescope			Medium Priority	7/20/2016	Sarah Ryder	Space 1
+							
▼ Low Priority PRIORITY COUNT 5			CHECKED 3		FILLED 5		



show records grouped by ▼ Priority

< >

Today

July 2016

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1 Final a...	2
3	4 Reapp...	5	6	7 Transp... +2 more	8 Mate ...	9
10 Calibr...	11 Prelimi...	12 Load ...	13 Ropla...	14 Clean ...	15 Fill lau...	16 Navig...
17	18	19	20 Install ...	21	22	23
24	25	26 Test I...	27	28 Final a...	29	30
31	1	2	3	4	5	6

Find a record

All records

Final astronaut training se...

DEADLINE 7/1/2016

COMPLETE? ☒

Reapply SDF to external ...

DEADLINE 7/4/2016

COMPLETE? ☐

Transport composite cryo...

DEADLINE 7/7/2016

COMPLETE? ☒

Set up propellant transfer...

DEADLINE 7/7/2016

COMPLETE? ☒

Flight deck preliminary in...

DEADLINE 7/7/2016

COMPLETE? ☒

Mate hypergolic umbilical...

DEADLINE 7/8/2016

COMPLETE? ☒

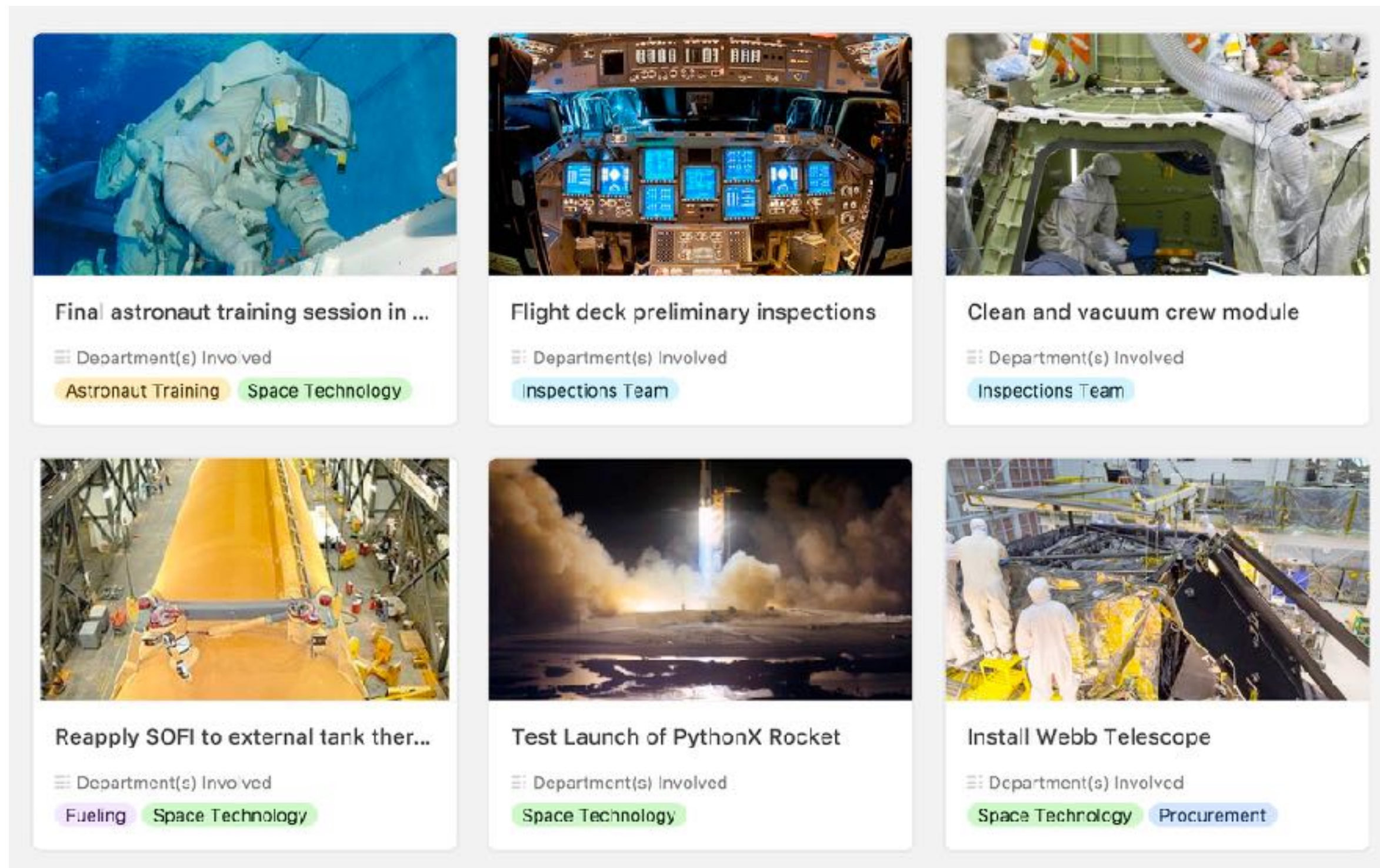
Calibrate Air Analysis Inst...

DEADLINE 7/10/2016

COMPLETE? ☒



show records where **Deadline** is after July 1, 2016

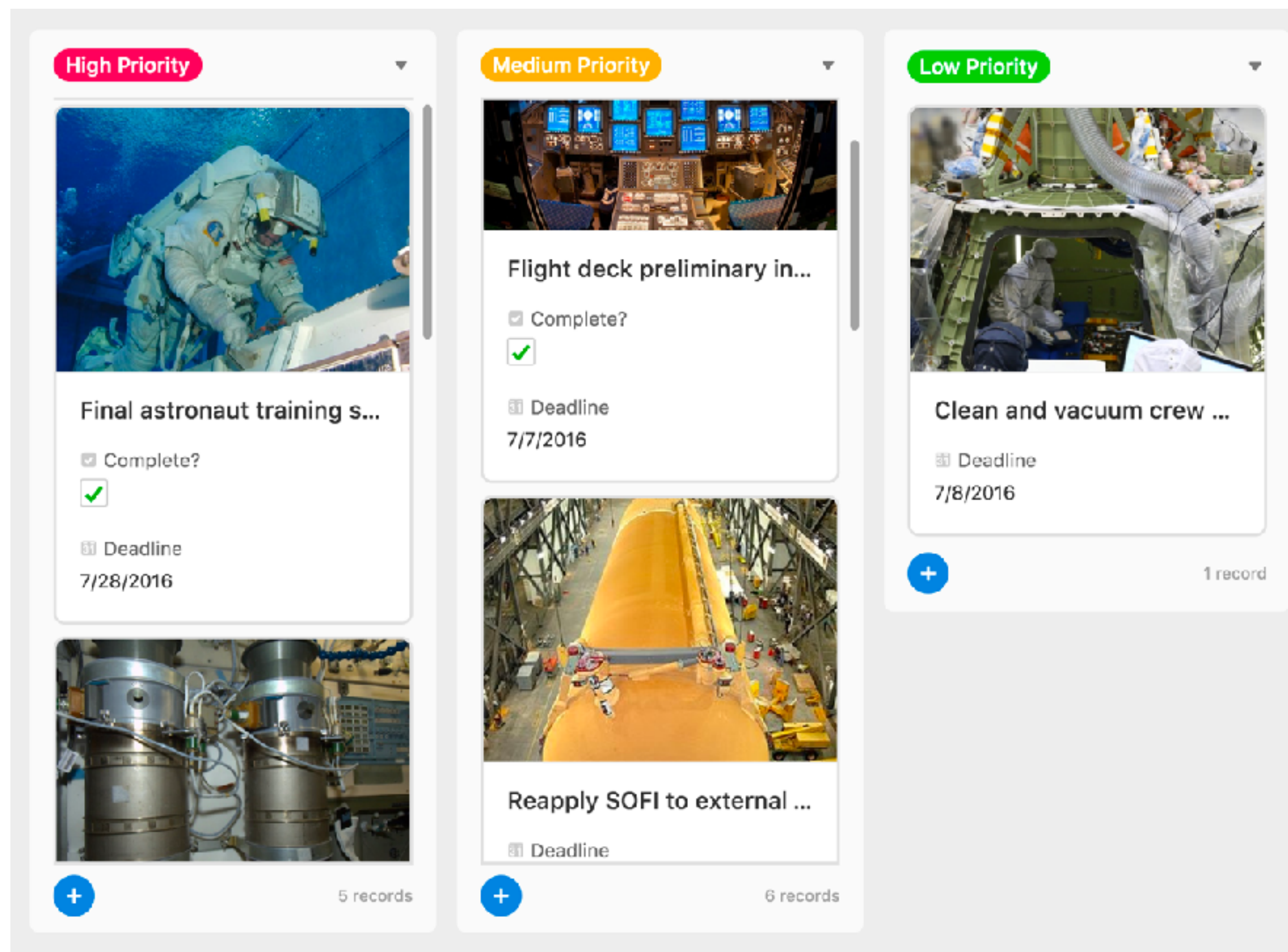


Gallery

show records where  **Departments** has one of

Astronaut Training

Space Technology



 Kanban

stacked by ▼ Priority

📖 Books table

Of Mice and Men



John Steinbeck

Moby-Dick



Herman Melville

Cannery Row



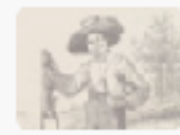
John Steinbeck

The Pearl



John Steinbeck

Huckleberry Finn



Mark Twain

✍️ Authors table

Herman Melville



Moby-Dick

John Steinbeck



Of Mice and Men

Cannery Row

The Pearl

Mark Twain



Huckleberry Finn

J. K. Rowling



Harry Potter

William Faulkner

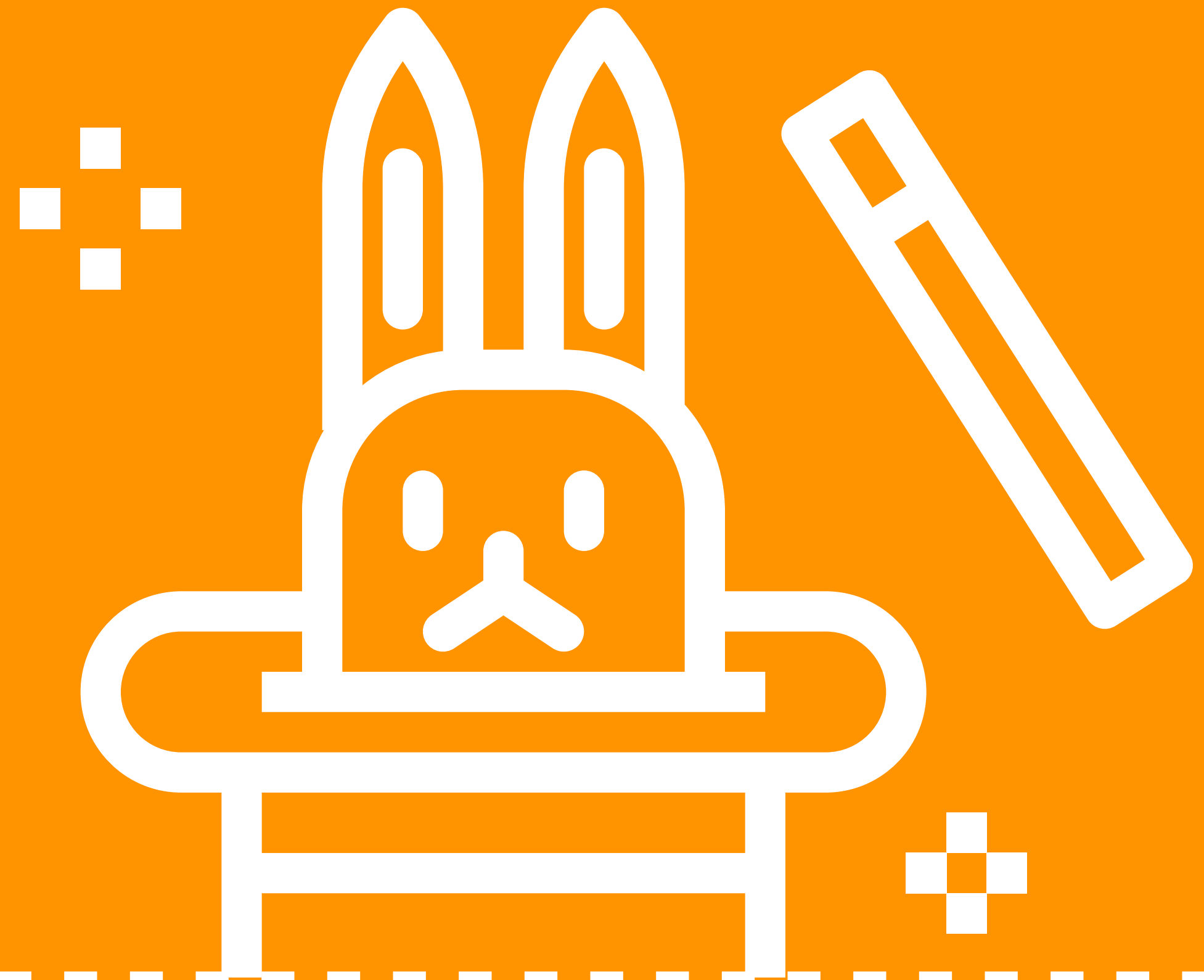


The Hamlet

Light in August

Part 2.

Methodology



Acknowledgements

- **Tomer Sharon:** Atomic approach:
[WeWork Polaris Nuggets](#)
- **Alexander Osterwalder** - [Value Proposition Canvas](#)

Airtable database

People



Sessions



Jobs



Pains



Gains



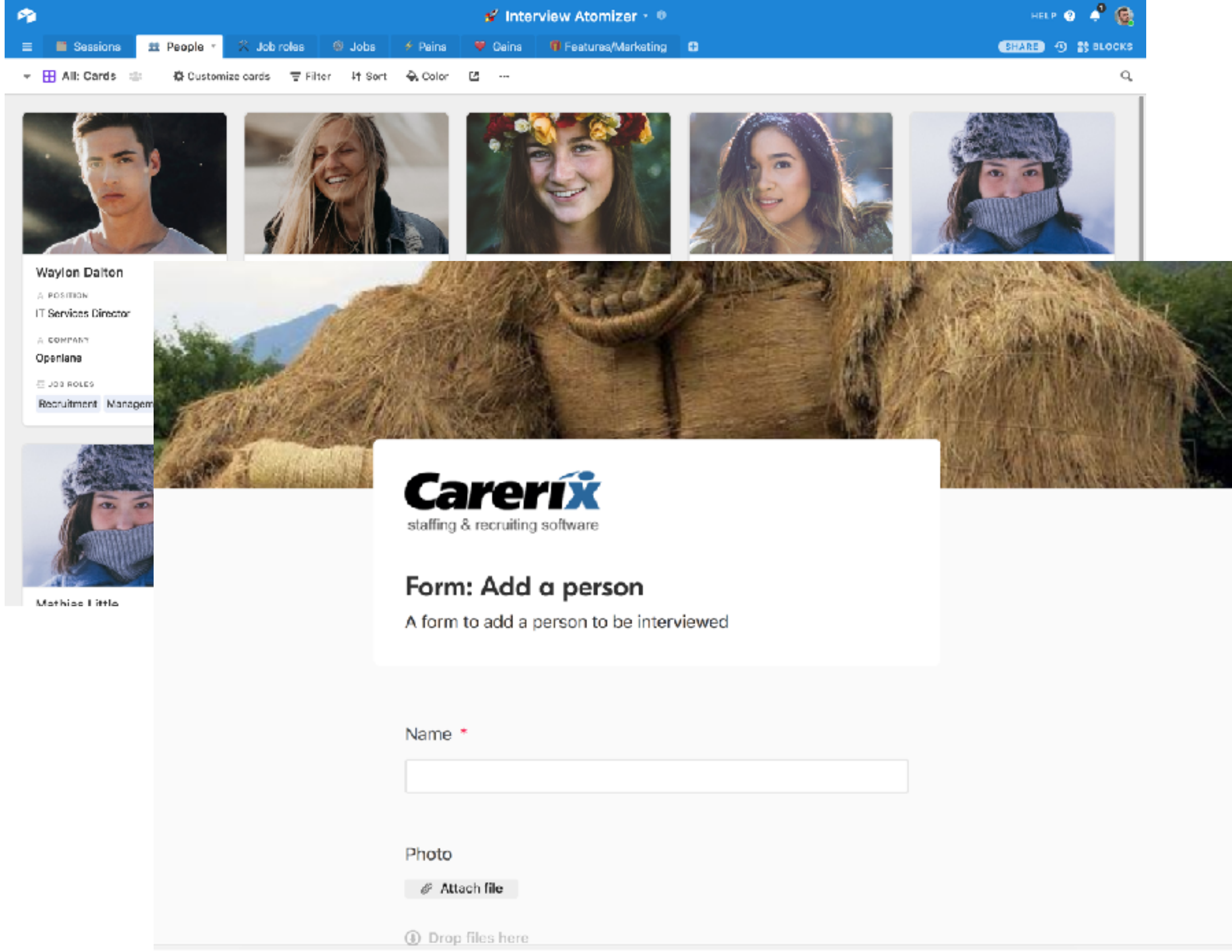
Features



Customer Segment of VPC

People

- Add directly to database
- Share the Form view to 3rd party



The screenshot shows the 'Interview Atomizer' application interface. The top navigation bar includes tabs for Sessions, People (selected), Job roles, Jobs, Pains, Gains, and Features/Marketing. Below the navigation bar, there's a toolbar with options like 'All: Cards', 'Customize cards', 'Filter', 'Sort', 'Color', and a search icon. The main content area displays a grid of person cards. One card is expanded, showing details for 'Waylon Dalton' (IT Services Director at Openlane) and 'Mathias Little'. A large 'Form: Add a person' overlay is visible, featuring the Carerix logo and a form to add a new person to be interviewed. The form includes a 'Name' field and a 'Photo' section with an 'Attach file' button and a 'Drop files here' area.

Interview Atomizer

Sessions People Job roles Jobs Pains Gains Features/Marketing

SHARE BLOCKS

All: Cards Customize cards Filter Sort Color

Waylon Dalton
A POSITION
IT Services Director
A COMPANY
Openlane
JOB ROLES
Recruitment Management

Mathias Little

Carerix
staffing & recruiting software

Form: Add a person
A form to add a person to be interviewed

Name

Photo

Attach file

Drop files here

People ▾

Sessions

Job roles

Jobs

Pains

Gains

Product Features



SHARE



BL

Grid

Hide fields

Filter

Group

Sort

Color



Name ▾	P... ▾	Job Roles ▾	Position ▾	Email ▾	Social Network Pro... ▾	Company
Thalia Cobb		Sales Management	Director/CEO	adillon@icloud.com		Opentech
Mathias Little		Recruitment	Recruiter	themer@hotmail.com		Golddex
Eddie Randolph		Recruitment Management	CEO/Owner	dburrows@hotmail.com		year-job
Angela Walker		Management	Product Manager	pemungkah@gmail.com		Isdom
Lia Shelton		Recruitment Management	Partner	gospodin@yahoo.ca		Gogozoom
Hadassah Hartman		Sales Management	Director	martyloo@optonline.net		Y-corporation
Joanna Shaffer		Sales Recruitment	HR Business Manager	storerm@mac.com		Nam-zim
Jonathon Sheppard		Sales	Business Development Assistant	speeves@me.com		Donquadtech
Hubert Sullivan		Support Marketing	Carerix Administrator	monkeydo@optonline.net		Warephase
Lynn Munoz		Recruitment Support	Recruiting & Partner Management ...	aracne@mac.com		Donware
Bernard Tyler		Support Management	Manager	tezbo@yahoo.ca		Faxquote
Lewis Barrett		Carerix employee Recruitment Sales	Account Manager / Consultant	symbolic@gmail.com		Sunnamplex
Larry Brooks		Carerix employee Sales Recruitment	Business Consultant (and former r...	mrobshaw@att.net		Lexiqvolax
Sonya Goodman		Recruitment Management	Resource Manager	hllam@sbcglobal.net		Zencorporation
ds						



Sessions

- Add the date when scheduling

Fill in after the interview:

- Video link
- Google doc transcript
- Create new or link the existing nuggets

The screenshot shows the 'Interview Atomizer' application. The main table lists interview sessions with columns for Name, Date, Time, Person Interviewed, Person job roles, Overall Feedback Score, and Session Type. The sidebar on the right shows a 'JOBS' section with a '+ Link to a record from Jobs' button and three expandable categories: 'Interviewing candidates (online)', 'Interviewing candidates (in person)', and 'Candidate Sourcing'. Each category has a table with 'IMPORTANCE', 'DESCRIPTION', and 'COUNT'.

	Name	Date	Time	Person Interviewed	Person job roles	Overall Feedback Score	Session Type
1	Lia Shelton, Initial Interview	21/12/2017	09:30	Lia Shelton	Recruitment Management	4: Somewhat Satisfied	Initial Interview
2	Waylon Dalton, Initial Interview	27/10/2017	10:00	Waylon Dalton	Recruitment Management	4: Somewhat Satisfied	Initial Interview
3	Thalia Cobb, Initial Interview	9/11/2017	10:00	Thalia Cobb	Sales Management	4: Somewhat Satisfied	Initial Interview
4	Mathias Little, Initial Interview	9/11/2017	11:00	Mathias Little	Recruitment	5: Very Satisfied	Initial Interview
5	Eddie Randolph, Initial Interview	15/11/2017	10:00	Eddie Randolph	Recruitment Management	2: Somewhat Dissatisfied	Initial Interview
6	Marcus Cruz, Initial Interview	17/11/2017	13:00	Marcus Cruz	Support Recruitment	5: Very Satisfied	Initial Interview
7	Angela Walker, Initial Interview	4/12/2017	11:00	Angela Walker	Management	4: Somewhat Satisfied	Initial Interview
8	Lynn Munoz, Initial Interview	11				3: Neutral	Initial Interview
9	Bernard Tyler, Initial Interview	27				3: Neutral	Initial Interview
10	Larry Brooks, Initial Interview	29				3: Neutral	Initial Interview
11	Sonya Goodman, Initial Interview	10				5: Very Satisfied	Initial Interview
+							

Interviewing candidates (online)		
IMPORTANCE	DESCRIPTION	COUNT
Normal	Using video conference softw...	3

Interviewing candidates (in person)		
IMPORTANCE	DESCRIPTION	COUNT
Normal		5

Candidate Sourcing		
IMPORTANCE	DESCRIPTION	COUNT

Interview Atomizer

HELP

People

Sessions

Job roles

Jobs

Pains

Gains

Product Features

Grid

1 hidden field

Name		Notes
Lia Shelton, Initial Interview	21/1	nk-... https://docs.google.com/docum
Waylon Dalton, Initial Interview	27/1	nk-... https://docs.google.com/docum
Thalia Cobb, Initial Interview	9/11	nk-... https://docs.google.com/docum
Mathias Little, Initial Interview	9/11	nk-... https://docs.google.com/docum
Eddie Randolph, Initial Interv...	15/1	nk-... https://docs.google.com/docum
Marcus Cruz, Initial Interview	17/1	nk-... https://docs.google.com/docum
Angela Walker, Initial Interview	4/12	nk-... https://docs.google.com/docum
Lynn Munoz, Initial Interview	11/1	nk-... https://docs.google.com/docum
Bernard Tyler, Initial Interview	27/1	nk-... https://docs.google.com/docum
Larry Brooks, Initial Interview	29/1	nk-... https://docs.google.com/docum
Sonya Goodman, Initial Interv...	10/1	nk-... https://docs.google.com/docum

⚙️ Jobs, ⚡ Pains, ❤️ Gains

Nuggets

Interview Atomizer					
People Sessions Job roles Jobs Pains Gains Product Features					
All 4 hidden fields Filter Group Sort Color ...					
	Name	Severity	Description	C...	
1	No mobile version	Extreme	Mobile App or responsive version of Web App Person 1 https://youtube.com/link-to-the-video?t=1949 Perso...	5	
2	No intelligent search	Moderate	It is not possible perform a search in entire system with a single request - you need to select between Conta...	7	
3	Context bar is hard to learn	Moderate	Needs a lot of efforts for newcomers to learn how to use the Context bar	1	
4	No external job portal	Moderate	No easy solution to create a job portal as a part of customer's website (Otys) Professional portal is not good...	2	
5	Complicated UI/UX	Low	- in general; - too many actions to perform a simple task - Functiongroups/Functions Person 1 https://youtu...	6	
6	Weak sales-oriented features	Low	Leads and Opportunities are not good enough. No track on how and when you contact the companies	2	
7	Mailchimp integration	Low	Works only in one way, for sending. No feedback	1	
8	Poor localization	Low	Poor German localization of the app, full documentation available only in Dutch	1	
9	Technical support 🙄	Low	- Slow technical support; - Slow feature development, not responsive enough;	2	
10	Unstability	Moderate	Micro-disconnections	1	
11	Need more integrations	Low	- Not full integration with Gmail (IMAP only) - Internal chat with candidates, colleagues, customers (like Wha...	2	
+					

Nugget

Atomic unit:

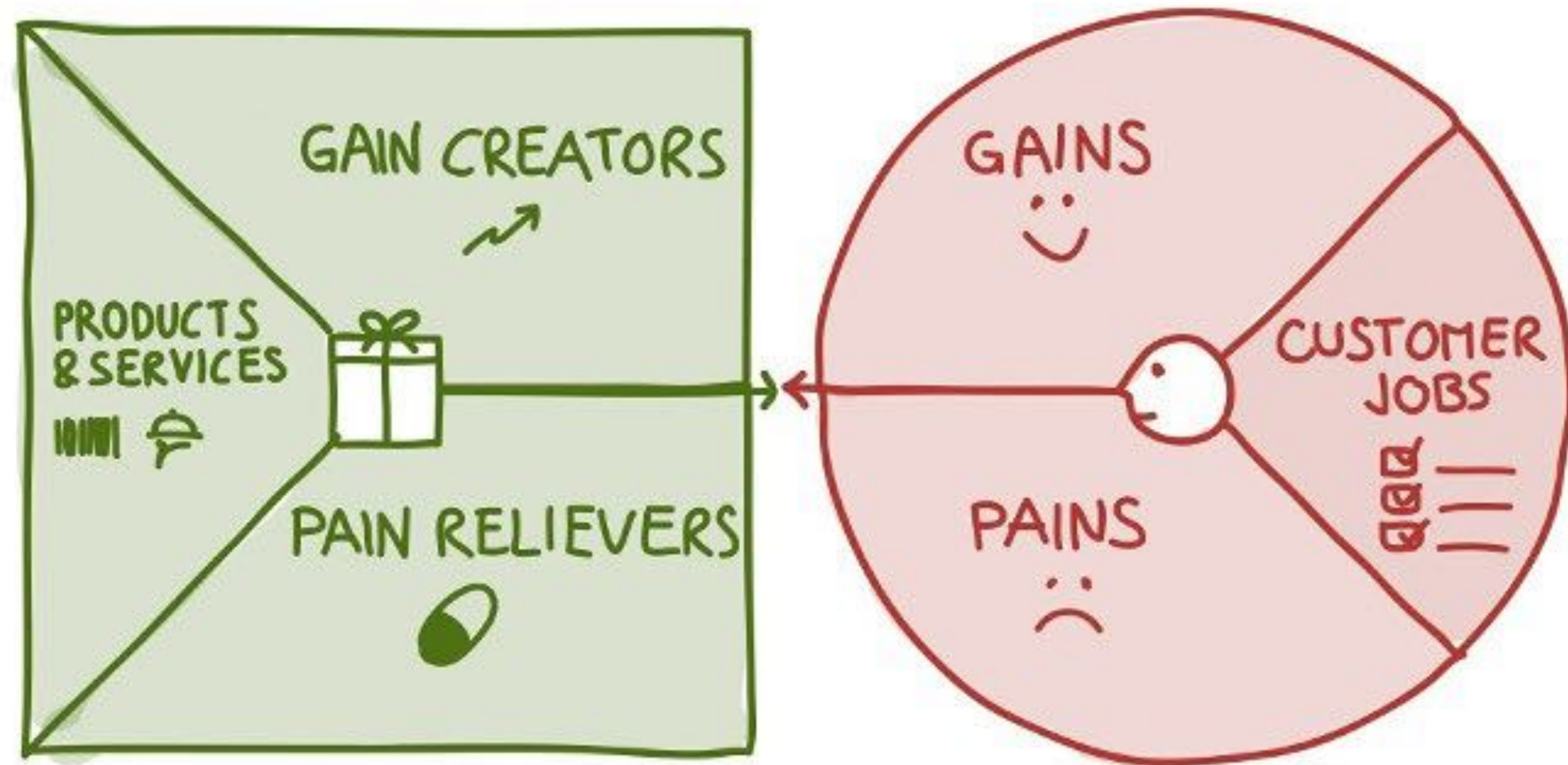
- **Observation type**
- **Evidence**
- **Tags/Connections**



Nugget

Types of nuggets:

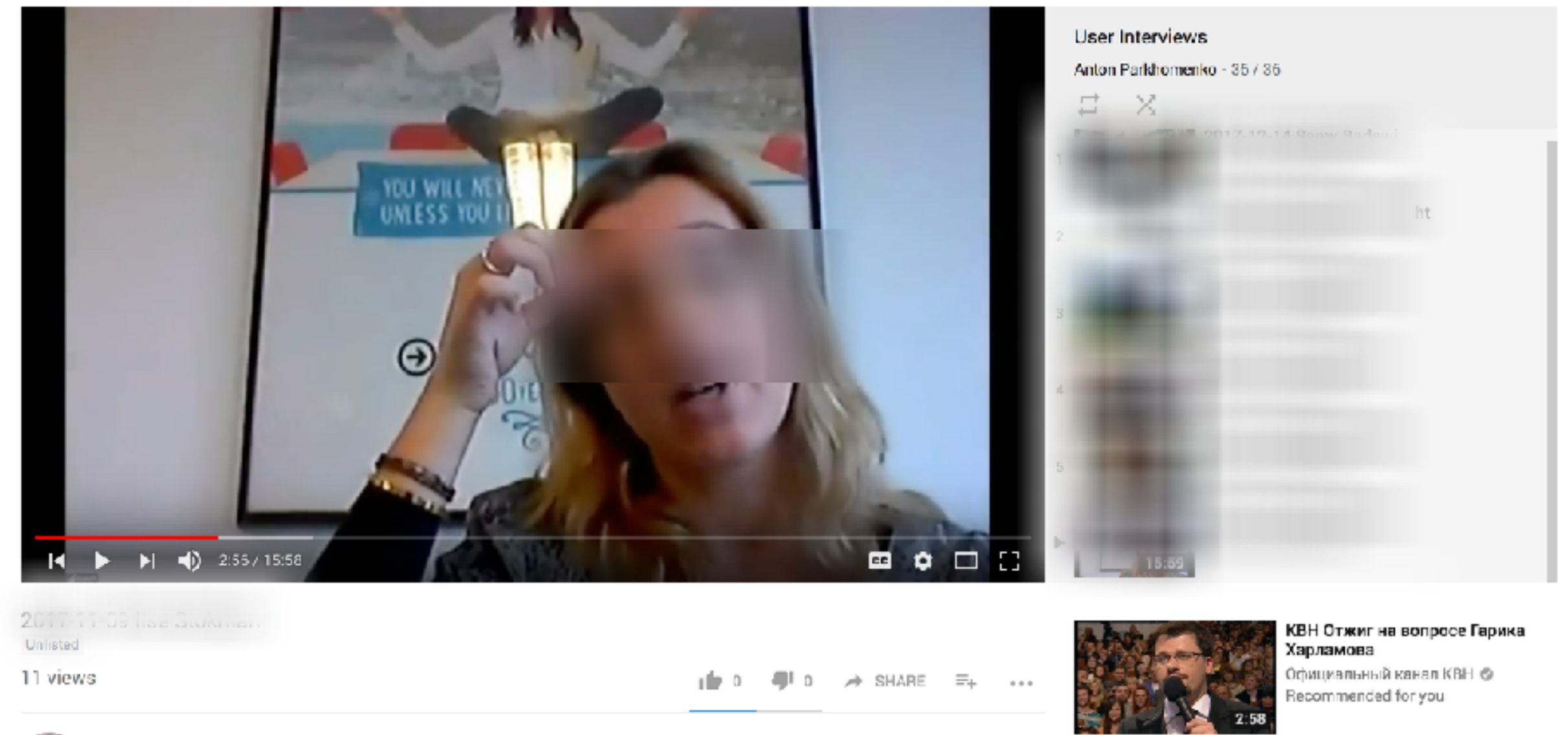
- **Jobs (JTBDs)**
- **Pains**
- **Gains**



Value Proposition Canvas

Nugget

Evidence:
video URL
(notice a timestamp)



youtu.be/HFDS74h_7?t=1m50s

⚙️ Jobs, ⚡ Pains, ❤️ Gains

- Nuggets counted automatically
- Add a link to the evidence video (with a timestamp!) manually

Interview Atomizer					
People Sessions Job roles Jobs Pains Gains Product Features					
All 4 hidden fields Filter Group Sort Color ...					
	Name	Severity	Description	C...	
1	No mobile version	Extreme	Mobile App or responsive version of Web App Person 1 https://youtube.com/link-to-the-video?t=1949 Perso...	5	
2	No intelligent search	Moderate	It is not possible perform a search in entire system with a single request - you need to select between Conta...	7	
3	Context bar is hard to learn	Moderate	Needs a lot of efforts for newcomers to learn how to use the Context bar	1	
4	No external job portal	Moderate	No easy solution to create a job portal as a part of customer's website (Otys) Professional portal is not good...	2	
5	Complicated UI/UX	Low	- in general; - too many actions to perform a simple task - Functiongroups/Functions Person 1 https://youtu...	6	
6	Weak sales-oriented features	Low	Leads and Opportunities are not good enough. No track on how and when you contact the companies	2	
7	Mailchimp integration	Low	Works only in one way, for sending. No feedback	1	
8	Poor localization	Low	Poor German localization of the app, full documentation available only in Dutch	1	
9	Technical support 🙄	Low	- Slow technical support; - Slow feature development, not responsive enough;	2	
10	Unstability	Moderate	Micro-disconnections	1	
11	Need more integrations	Low	- Not full integration with Gmail (IMAP only) - Internal chat with candidates, colleagues, customers (like Wha...	2	
+					

 All

3 hidden fields

Filter

 Group

↓↑ Sort

 Color



ords	Sum 31
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Features

- List can be list of anything! (e.g. backlog)
- Connect each Features list item to at least one nugget

The screenshot shows the 'Interview Atomizer' application interface. The top navigation bar includes tabs for People, Sessions, Job roles, Jobs, Pains, Gains, and Product Features. The 'Product Features' tab is active. Below the navigation bar, there are controls for 'Grid view', 'Hide fields', 'Filter', 'Grouped by 1 field', 'Sort', 'Color', and other options. The main content area displays a grouped list of features, organized into three categories: 'Analytics and Reporting' (Count 2), 'Candidate interviewing' (Count 2), and 'Candidate Management' (Count 5). Each category contains a list of features with associated descriptions and 'nuggets' (small text snippets) connected to them.

	Name	Description	Category	Jobs	Pains	Gains
Analytics and Reporting Count 2						
1	Simple yet customizable ...		Analytics and Reporting	"Checking the status" (big ...		Customizable reports
2	Advanced custom reporti...	Export data to BI tools	Analytics and Reporting	Planning (forecasts)		
Candidate interviewing Count 2						
3	Interview scheduling		Candidate interviewing	Arranging interviews with ca		
4	Live video meetings		Candidate interviewing	Interviewing candidates (on		
Candidate Management Count 5						
5	Custom pipelines		Candidate Management			Customizable entities Auto
6	Rich candidate profiles		Candidate Management			Cross-search from within th
7	Smart filtering & search		Candidate Management	Administrating the candidat	No intelligent search	Smart filtering Automation
8	IFTTT-style actions		Candidate Management			Automation of routine
9	Intelligent CV parsing		Candidate Management	Administrating the candidat		Parsing the CV Automation

Interview Atomizer ? 							
People		Sessions		Job roles		Jobs	
Pains		Gains		Product Features		SHARE	
Raw		4 hidden fields		Filter		Group	
Sort		Color					
Name	Description	Jobs	Pains	Gains	Total Count		
Smart filtering & search		Administrating the candidates databas	No intelligent search	Smart filtering Automation of routine	18		
Intelligent CV parsing		Administrating the candidates databas		Parsing the CV Automation of routine	13		
Chrome extension		Candidate Sourcing		Sourcing tools 3rd party integrations	12		
Simple yet customizable ...		"Checking the status" (big picture) "C		Customizable reports	10		
Rich candidate profiles				Cross-search from within the entities	10		
Automatic profile creation		Creating candidate profiles		Automation of routine	9		
Interview scheduling		Arranging interviews with candidates (			9		
Custom pipelines				Customizable entities Automation of	8		
IFTTT-style actions				Automation of routine	7		
Bulk emails				Automation of routine	7		
Triggered emails				Automation of routine	7		
Lead/Referral tracking				See the owner of candidate Collabor	8		
Mailchimp for email camp...			Mailchimp integration	3rd party integrations	5		
Native mobile apps			No mobile version		5		
Mobile-friendly web app			No mobile version		5		
Notes and discussion				Collaboration	5		
Live video meetings		Interviewing candidates (online)			3		
Intelligent job boards sea...				Sourcing tools	2		
ords						Avg 6	

Atomized researches

- **Scale the researches**
- **Use the results of ongoing research**
- **Anyone can bring value**

Atomize!

- Feel free to modify or use partially
- Feedback is appreciated



<http://bit.ly/research-atomizer>

Thank you

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