

Identify user needs:

(A) Pain Points A sentence to summarise the findings from (B) - (D)	(B) Raw Data Raw insights about users' experience using product	(C) Impacts Negative impacts of tool limitations	(D) Workarounds What users are doing to resolve/workaround or minimise the pain point	(E) Needs What the product needs to have in order to minimise (A)
<p>Can't view more than 9 people</p>	<p>"If I'm using a video platform, it's because I want to see people"</p> <p>"I feel left out not seeing what everyone is laughing about..."</p> <p>"...view more than 9 people at once would make group meetings more enjoyable..."</p>	<ul style="list-style-type: none"> • Unable to see the people that you're speaking to. Not seeing makes it hard to read people's reaction and body languages. • Difficult to build rapport (both internally & externally with clients & participants). 	<ul style="list-style-type: none"> • Make do with seeing only the people who are speaking. 	<p>Ability to view everyone</p>
<p>Tech set-up is complicated for first-time users</p>	<p>"A lot of admin work to prepare to avoid issues/errors"</p> <p>"...tech check-in with every one is very time-consuming"</p> <p>"...we shouldn't need to do that much tech set up - it shows that the tool isn't great."</p>	<ul style="list-style-type: none"> • Research participants or clients are not familiar with the video call tool we use. • Clients are blocked from using our video call tool by their companies' firewall. 	<ul style="list-style-type: none"> • Tech set-up and admin work is needed ahead of time to inform external parties to download the app and provide instructions on log-in & muting. • Use video conferencing tools which clients are using. 	<p>Easier tech set-up for first-time users</p>
<p>Screen-sharing is not stable & it's not supported on tablet</p>	<p>"Prototype is laggy & there's a huge delay - it's a nightmare to present"</p> <p>"Sharing screen often doesn't work & the quality of the calls are bad."</p> <p>"...if u are using ipad, u can't sharescreen."</p>	<ul style="list-style-type: none"> • Disruptive to remote research / testing when we need participants to share screen. • Screen-sharing is laggy and of poor quality, causing delays in presentations. 	<ul style="list-style-type: none"> • Specify that participants need to have strong internet connection. • Share prototype link with participant. • Upload & share large files (eg. video) before the meeting. 	<p>Stable screen-sharing & ability to work on tablets</p>
<p>Limited functionalities for remote testing</p>	<p>"Sharing prototype link is easier than getting them to control the screen"</p> <p>"It's a missed opportunity if we are not set up properly to run research"</p> <p>"...it is not familiar to everyone & not designed for remote research."</p>	<ul style="list-style-type: none"> • Unable to give remote access to participants. • Unable to allow observers without disrupting the interview sessions. 	<ul style="list-style-type: none"> • Sharing prototype links for user-testing instead of giving remote access. • Working with multiple tools (e.g. Using two video conferencing tools for conducting remote research & allowing clients to observe the sessions). 	<p>Provides right functionalities for remote testing</p>
<p>Limited functionalities for workshopping</p>	<p>"The effort to be in a remote meeting feels more tiring in a room."</p> <p>"...you can feel like you've lost the room..."</p> <p>"We have to plan more for workshops that's done remotely."</p>	<ul style="list-style-type: none"> • More effort needed to make sure that the workshop goes uninterrupted. • Unable to do polling & breakout function on the BJ platform. 	<ul style="list-style-type: none"> • Working with multiple tools (e.g. Hacking video conferencing & communication tools for conducting workshop & to do polling). • Using other tools to plan for breakout rooms. 	<p>Provides right functionalities for workshopping</p>

Tools: ABC Video Chat

Criteria & Needs:

Ability to view everyone

Easier tech set-up for first-time users

Stable screen-sharing & ability to work on tablets

Provides right functionalities for remote testing

Provides right functionalities for workshopping

Other needs:

(e.g. Widely used by clients)

Listed price:

Interoperability of tools:

If the tools you're evaluating are comparable in terms of the needs it serves, you can try to rank those tools based on their interoperability and its future relevance.

In this case, **123 Video Chat** ranks the highest based on interoperability but lower than the other two for its future relevance. **ABC Video Chat** ranks comparatively high for both. If we are going to pick one tool for our organisation, we will go with **ABC Video Chat** even though **123 Video Chat** ranks exceptionally high for its interoperability. This framework helps you further decide on a tool that serves your current and future needs.

