

# Small Business Owners

Parker Cluff  
James Lundgren  
Ryan Welling  
Landen Andra

# The Problem

- Running a small businesses is a time consuming endeavor in itself, providing consistently accurate quotes to a customer can be a challenge.



# The Contextual Inquires

- Participants/ Occupation
  - Katniss: Owns an interior design business
  - Peeta: Owns a metal fabrication business
  - Haymitch: Private investigator
- Take aways
  - Do not have time to track the financial aspects of their business accurately
  - Spend a lot of time manually keeping track of expenses with spreadsheets and paper
  - Always have multiple jobs going on at once, making tracking each job difficult

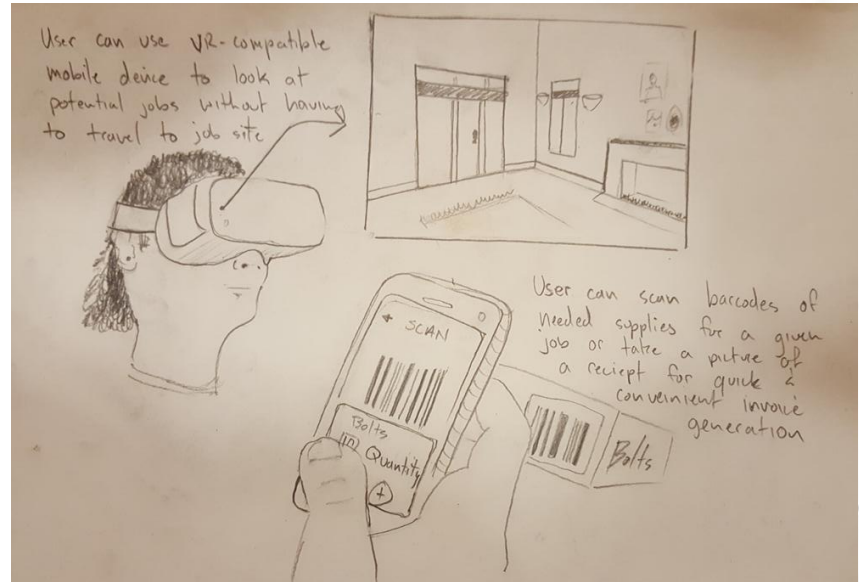


# Tasks

- Tracking mileage for a job - Medium
- Itemizing expenses at the end of the year - Hard
- Initial tracking for new job - Medium
- Recording of annual amortized costs -Easy
- Invoice creation for project - Easy
- Quote generation - Medium

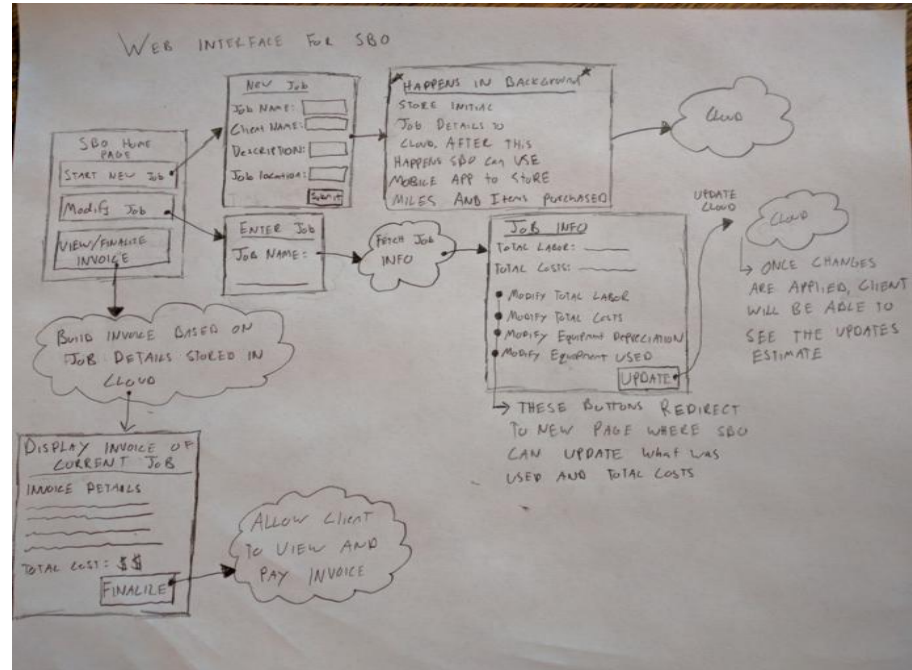
# Initial Designs: Design One

- Targeted for users that complete jobs at a specific jobsite (carpenter, interior designer, metal fabricator)
- Tasks
  - Quote generation via virtual reality
  - Tracking material costs for a job
  - Invoice generation
  - Communication with customers



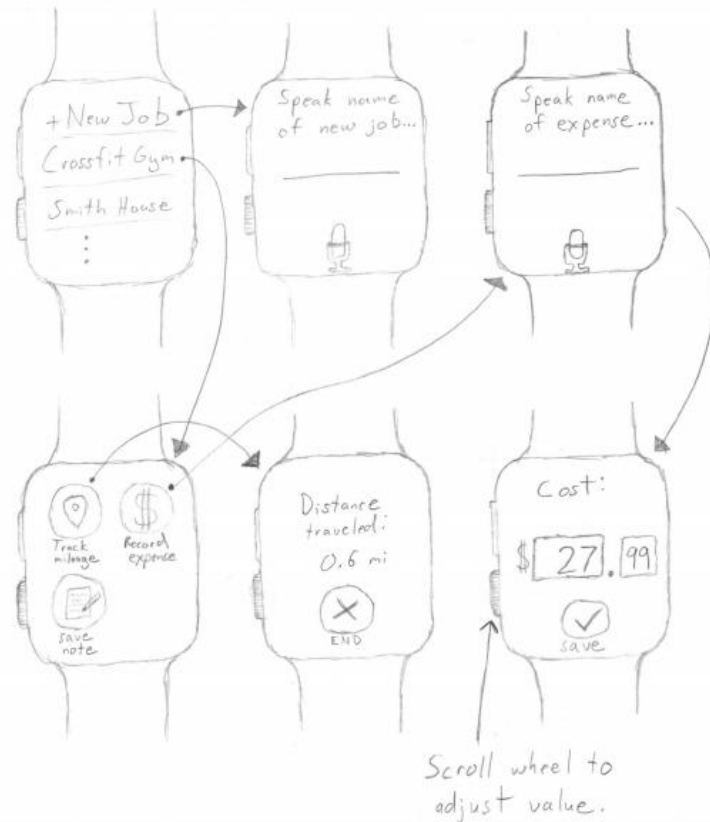
# Initial Designs: Design Two

- Web/Mobile Design
  - More functionality
  - Notifies clients of quote change and invoice
  - Mobile interface keeps track of initial costs and miles driven for a job.
- Tasks
  - Quote generation
  - Keeping track of initial costs
  - Tracking miles
  - Invoice creation



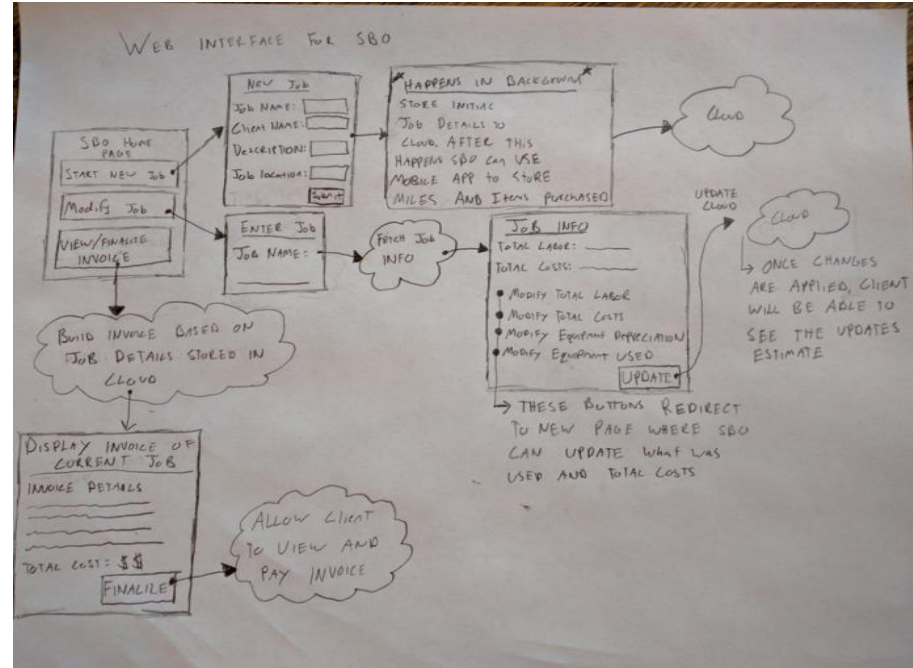
# Initial Designs: Design Three

- Wearable/Mobile design
  - Easily creates job without phone, using voice control.
- Tasks
  - Recording of annual costs
  - Initial tracking of new job
  - Itemizing expenses
  - Mileage tracking



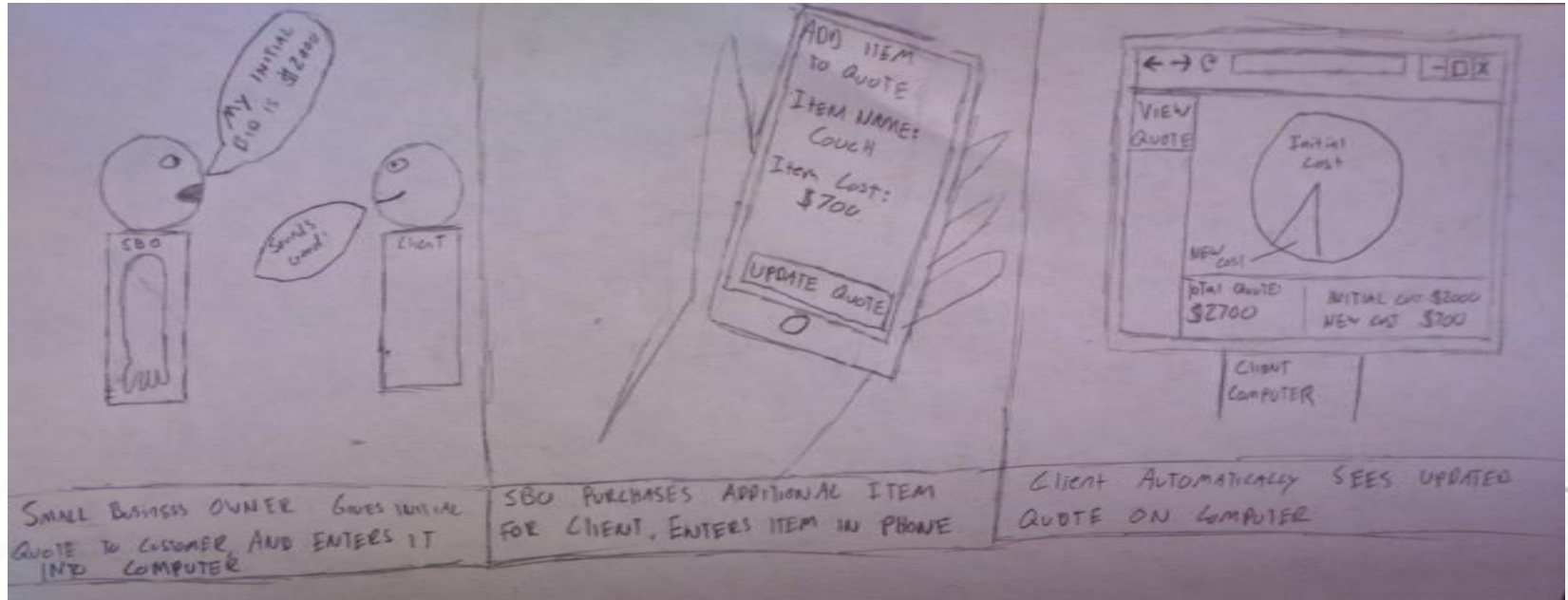
# Selected Design

- All contextual inquires wanted transparent communication with client
- Still retains most functionality of other designs.

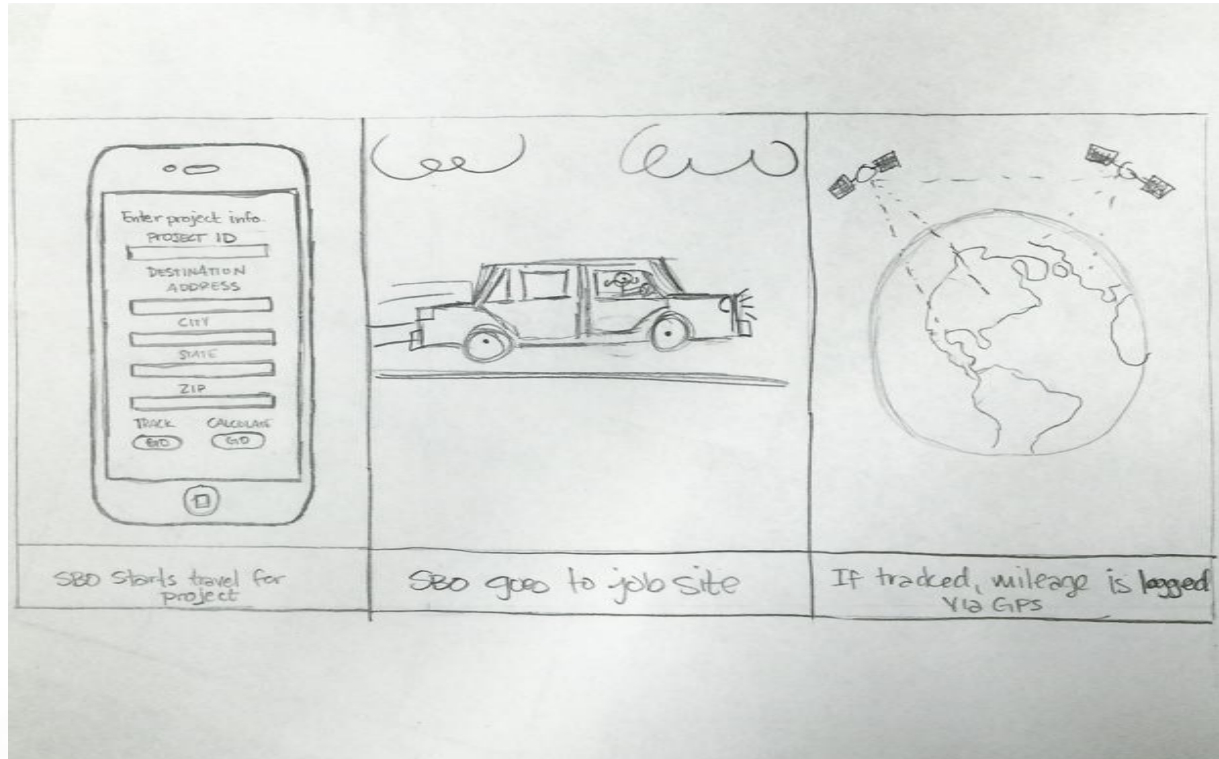




# Storyboard: Open communication with client



# Storyboard: Mileage Tracking



# Summary

- Coming up with unique designs is difficult.
- Specified problems have limited solution spaces.
- Target user base will be one that relies heavily on quotes and invoices.
- User base will need an overly simplistic design in order to make this worth using over a combination of existing products.