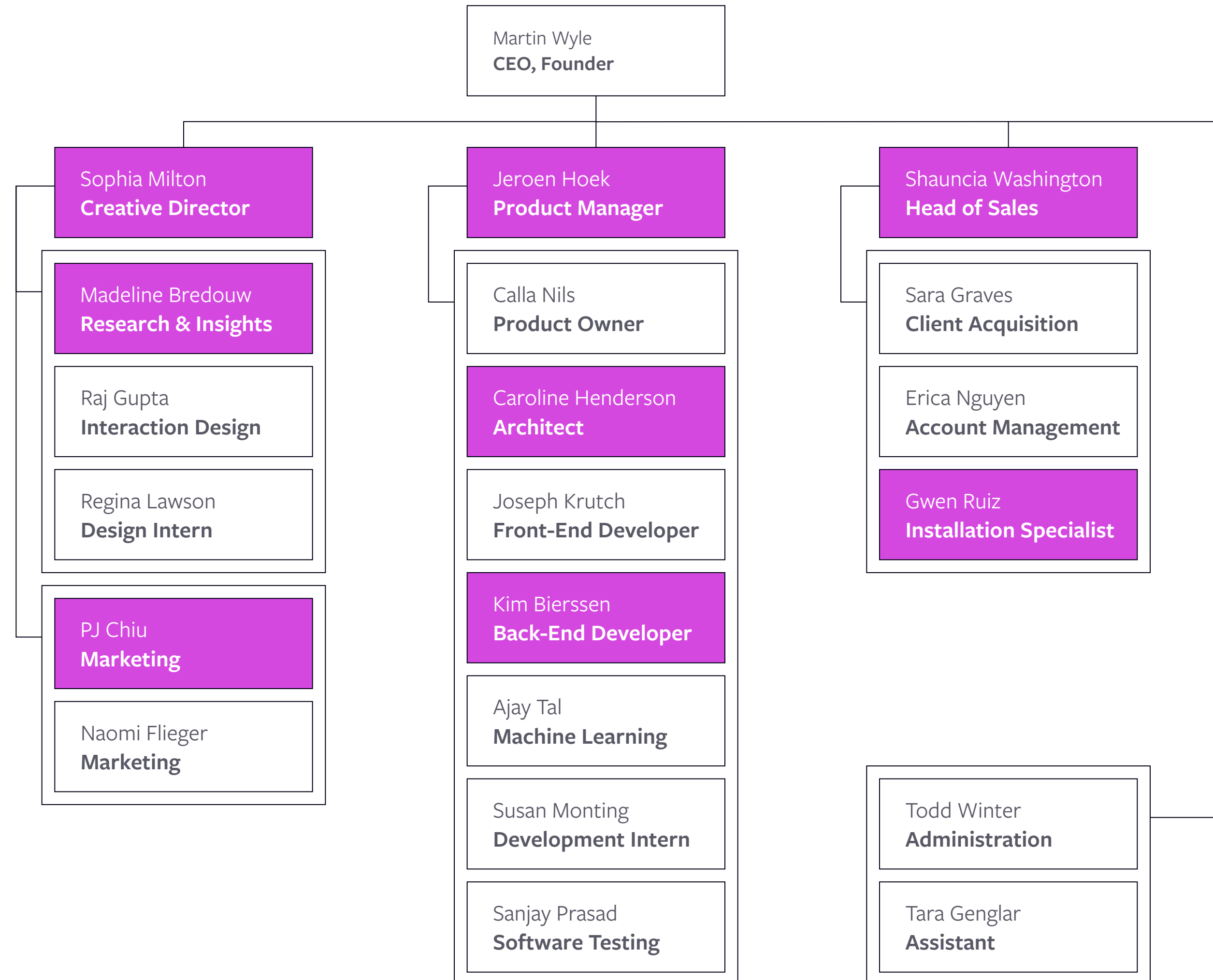


Organization and Process

We interviewed eight stakeholders from across the organization to better understand Observations Suite’s unique opportunities and challenges. We synthesized perspectives from development, business, research, sales, and marketing into a series of insights to inform the project’s next steps.

Interview participants are highlighted.



Interview Highlights

Feature the Cameras

Camera technology is what sets Observations Suite apart from other competitors, so whatever launches for MVP (minimum viable product) should feature that data.

This project should look deeper into how we can make the raw data collected from cameras into something valuable to businesses.

Get to Market in Nine Months

Investors want something in the market within nine months to confirm that the information collected from cameras is as valuable to restaurants as we all think it is.

Create Many Solutions

While business customers talk about what's useful to them, it's not entirely clear what types of insights will convince businesses to switch to Omniscient and which will keep them there. This needs to be tested, so multiple solutions are a must.

Interview Highlights

Don't Rely on the Insights Engine

While the timeline for Omniscient's insights engine shows a beta launching in three months, development is behind, and it's not certain that there will be anything ready for integration with Observations Suite by launch time.

Create a strong design that doesn't rely on insights to provide value to businesses but that can scale to accommodate insights when they're ready.

Don't Ignore Ugly Tools

Design partners in the past have ignored the established tools because they're ugly and feel outdated; however, these tools have been refined with user input over time. Observations Suite should look contemporary but should also avoid the oversimplification common to consumer experiences.

Keep the Future in Mind

While the initial launch will need to be limited in scope and focused on learning from MVP, the big picture should not be forgotten. Consider what the complete Observations Suite could be before scaling back to a focused first release.