

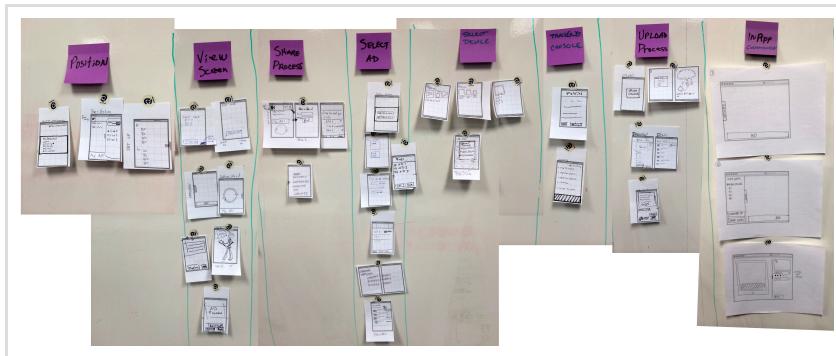
USER EXPERIENCE RESEARCH & DESIGN

Easy is Hard – Peter Lewis, NY Times

Mobile Ad Preview Ideation Workshop

Posted on February 3, 2014 by

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Executive Summary

On January 29, 2014 a handful of folks including a few UX designers, UI Dev Manager, a Production Engineer, Direct of IT Development, and a Business Analyst with PointRoll Inc. gathered in a conference room in chilly King of Prussia PA to participate in an ideation workshop for a Mobile Ad Preview product. Participants were challenged to imagine scenarios, users and feature specific experiences for their ultimate mobile ad preview product.

The workshop resulted in a collection of ideas organized around being able to preview ads quickly, easily and demo

ads to our clients from anywhere on the go. Focus became evident to stress speed and ease of use from a setup perspective and ease of use from a viewing perspective on a mobile device. Generating preview IDs clearly became the easiest to build in the timeframe given to deliver. However, there were some really great ideas that are worth exploring and showing to the development team.

Takeaways...

- A concept of generating Ad IDs to send to individual(s) to view in an InApp software on a mobile device is a quick and dirty way to get the problem solved. This will also allow for sharing to anyone anywhere.
- Another idea included the ability to generate a preview in OnPoint and send it via Bluetooth to an InApp software on a mobile device.
 - Idea to make your adjustments and select a mobile device to display an Ad.
- The feature could provide flexibility to position and manipulate the display for it's InApp software on the mobile device.
- InApp software could display a troubleshooting panel to make sure all of the API calls and click-thrus, etc. are working properly
- Nice idea was to be able to have a tracking console for mobile metrics; this might be an option in the InApp software

Recommendations...

- Make sure the system can generate previews of Ads on a mobile device for troubleshooting and client viewing purposes
- Research the creation of the InApp software for the mobile device and how it will connect to our servers as a test preview
- Research ability to send an Ad from OnPoint to InApp mobile device via Bluetooth, Wifi or via USB cable for transfer from desktop to mobile device

Participants...

- Director of User Experience Design
- User Experience Designer
- UI Development Manager
- Production Engineer

- Product Manager
- Direct of IT Development
- Business Analyst

Workshop Downloads...

- [Summary](#)
- [Outline](#)
- [Primer](#)
- [Notes](#)

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