

Questions for Dan Rogers, rxRecourse

This session is hosted by the BUS 3003. The students will lead a conversation with Dan Rogers, founder of rxRecourse about technology to support wellness, how rxRecourse uses technology to support corporate teams, how wellness has changed and continues to change after the pandemic, and how technology can support the new work-life balance.

What does Dan need in the App we're designing for his business?

Business model questions

What is your vision and goal?

What is the goal of the app? Goal and ambitions for the app?

What is your desired outcome for the app?

What specific tasks would you like the app to carry out?

what makes you different from your competitors

What is the future of the industry as we advance towards web 3 technologies and how are tech companies getting involved at this early stage?

Is the service free or are there different subscriptions?

Are you outsourcing anything or planning to do so?

where do you see this service in the next 2 years?

What challenges do you currently face with the Apps / tech you use?

How do you want to differentiate the team programs and individual programs?

Back-end Questions

Can you tell us more about how you currently use the following tech? TrueCoach, Pike 13, Mentimeter, Ms Teams & Zoom

What features would you like to add to your app?

Is live support needed for this app?

Do you a colour scheme in mind for the app?

What are the main types of pages you're looking for on your app?

Push notifications?

Are there any other apps that you want to draw inspiration from in terms of design?

Is there any specific feature that you would like to include in the app?

End-user questions

Do customers need an account to sign up?

Who is your target market?

what do customers gain when they use the app

How often do you forecast users to use the app (on average?)

What is your specific target market?

Can users get customized support?

How many and which type of users will the app have?

What's the niche? What's the target of customers?

Who is the app meant for? (i.e. HR, employees, management)

What has your customer feedback been like in recent years? To help us customize the app

What do you have in mind for a base for the app icon?