

EXAMENSARBETE Designing smart call forwarding: creating a new type of product**STUDENTER** Sebastian Karabeleski, Oscar Sigurdsson**HANDLEDARE** Kirsten Rasmus-Gröhn (LTH), Henrik Thorvinger & Myad Tahajody (Telavox)**EXAMINATOR** Joakim Eriksson (LTH)

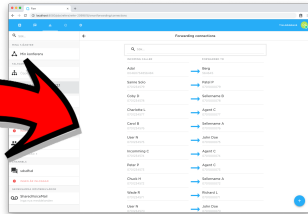
Designing smart call forwarding

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Making something new is always different to doing something tried and tested, this is also true for designers. To find design principles for designing *new* types of digital online products, we tested some on a project of our own.

When designing, there is always an element of creating something new. However, when designing for a completely new type of product, the design demands more innovation than other. When designing the first iPhone, for instance, the customers does not know what to expect from your product. You cannot take anything for granted, not even the words you use for the buttons and menu options.

A	B	C	D
Incoming Name (Optional)	Incoming Number	Destination Name (Optional)	Destination Number
Firstname L	0701234567	Oscar S	0754277347
Customer D	0701234568	Sellename B	0701000068
Incoming C	0701234569	Agent C	0701000069
User N	0701234570	John Doe	0701000070
Waide R	0701234571	Richard L	0701000071
Chuck H	0701234572	Sellename A	0701000072
Peter P	0701234573	Agent C	0701000073
Incoming C	0701234574	Agent C	0701000074
User N	0701234575	John Doe	0701000075
Carol B	0701234576	Sellename A	0701000076
Charlotte L	0701234577	Agent C	0701000077
Coby D	0701234578	Sellename B	0701000078
Sanne Solo	0701234579	Patel P	0701000079
Adel	00460734856484	Berg	00458646491234



To try out our thesis of how to make a new online software product, we were given an example. The product was a web-application, made to administer a new functionality *smart call forwarding* - when calling a main number, a caller gets forwarded via their phone number. This system was meant to be configured by writing the incoming callers number and the number you want that number to be forwarded to, into a spreadsheet. Then, that spreadsheet gets imported to a telephone service app, in this case Telavox Flow. It

should be usable for users which had not seen or used anything like it before and introduced to the concept before using it.

To name the product, we used a method we called “The Search Test”. It is done by taking a bunch of prospective users, placing them in front of a computer, and asking them to use their search engine of choice to find a product which solves the problem you have presented them with. What this gives you, as a designer, is what the users would feel are the “right words” for the product, the user expectations from the product, and perhaps even how to explain it to a new user.

It was very important to “Prepare the user for the unexpected”. When using a new system, everything is weird, unknown and cryptic. In our case, the transition from our web-app to a template spreadsheet caused the most problems. To make sure the user does not get confused, we looked for “unexpected” things in our system and, if they could not be changed, we warned the user by writing it and added symbols indicating the transfer to another site.

We wish to share the method’s usefulness and the principle with other designers at the forefront of technology and innovation. Hopefully, they will be able to do their work better thanks to these new tools in their toolbox.