

Phase	Plan & book	Prepare	Start the meeting	During the meeting	Post-meeting
Thinking	<ul style="list-style-type: none"> Is there a day that works? What kind of room do I need? Is this a recurring meeting? Who needs to attend? Do I need formal AV support? Do I need to order food? 	<ul style="list-style-type: none"> Who has confirmed attendance? How do I set my meeting up for success? What room for my recurring meeting? What materials will attendees need? Do I need to add Skype? Can my meeting be recorded? 	<ul style="list-style-type: none"> What's going to go wrong this time? Who might be attending remotely? How do I connect successfully? Is anyone having connection issues? Are video and audio working? Is everyone here? 	<ul style="list-style-type: none"> Are we on track? How do we keep remote folks involved? Can everyone be heard? What are our action items? Can everyone see the visuals? 	<ul style="list-style-type: none"> Did we accomplish everything? What happens next? Who missed the meeting?
Doing	<ul style="list-style-type: none"> Compare calendars Look for available rooms Send out invite Contact AV and/or catering 	<ul style="list-style-type: none"> Test connection Check responses Send out agenda and pre-reads Update meeting details Register visitors 	<ul style="list-style-type: none"> Plug in HDMI cable Connect to the call Find a private space (remote) Connect microphone or phone Contact AV team 	<ul style="list-style-type: none"> Track agenda Take meeting notes Troubleshoot AV problems Facilitate conversations 	<ul style="list-style-type: none"> Escort visitors out Clean up conference room Schedule follow-ups Distribute meeting notes
Using	<ul style="list-style-type: none"> BMGF Laptop Outlook Amperсанд (Sharepoint) 	<ul style="list-style-type: none"> BMGF Laptop Outlook Skype for Biz OneNote Visitor management 	<ul style="list-style-type: none"> BMGF Laptop Headset Skype for Biz Zoom Conf room hardware Personal or BMGF phone Outlook Dial-in number 	<ul style="list-style-type: none"> BMGF Laptop Headset Skype for Biz Zoom Conf room hardware Personal or BMGF phone OneNote Dial-in number 	<ul style="list-style-type: none"> BMGF Laptop Outlook OneNote

Experience insights: Booking a meeting

Goal	Meet right now (in person or remote)	Reserve space to join a remote call	Schedule a meeting with other employees	Schedule a meeting with external partners	Schedule a meeting as a proxy for the host	Schedule a recurring meeting
Positive			Integrated Skype rooms are easy to book UXP-003, 013, 016	Nice to request AV help in advance UXP-023, 024		
Pain points	In-office speakerphone hardware not great UXP-006, 008	Most bookable spaces are overkill for calls. Service feedback	I HATE Skype's unreliability UXP-004, 008, 022, 024; D-10	Skype lets us work as a distributed team UXP-001, 013, 016, 020	Skype will make me look bad UXP-022, 024	
	Hard to just "jump in" to calls when needed UXP-013		It's hard to prepare for a successful Skype meeting UXP-004, 006, 022, 024; D-14			
			I need a backup plan for mobile/remote attendees UXP-005, 009, 013, 016			
			Hard to remember & book regional rooms UXP-016	Not all partners can use Skype for Business UXP-004, 005, 008, 009, 010, 015		
			Can't book directly on their calendar UXP-017			
			AV requests are complicated and unchangeable UXP-024			Recurring meeting logistics are hard Service feedback
			Time zones are a struggle UXP-005, 017			

Experience insights: Joining a meeting

Goal	Host in-person	Join in-person	Join from another BMGF or subsidiary office	Join from offsite (out of network)	Join on a mobile device
Positive			One-touch join gets us connected immediately. UXP-013, 014, 016, 008-M1, 008-M2	Video helps us feel connected. UXP-010, 013, 016, 020	
			Skype works pretty well for my needs in general. UXP-001, 003, 005, 020	Remote connections from my Windows PC work fine. UXP-001, 012, 019, 020	
			The AV techs are very helpful. UXP-013, 016		
			The table tents help me connect & make me look good. Service feedback		
			I know I'm in the right place thanks to the room panels. Service feedback		
Pain points			Losing 5-30 minutes per meeting due to connection issues (all types) for both BMGF employees and external partners UXP-004, 008, 022, 024; D-01, 02		
			Had to use phone instead of in-room HW or laptop UXP-005, 008; D-03, 11	Missing audio or video UXP-005, 008, 020; D-07, D-08	
			General frustration at repeat issues UXP-008, 013, 020, 021, 022, 024	Remote participants can't participate in creative collaboration UXP-010, 015	
			In-room hardware glitch UXP-008-M2; D-09, 10, 11, 12, 13	Participants split between multiple digital connections UXP-004, 024, 026, D-04	Meetings don't work well if all are dial-in UXP-024
			Skype troubleshooting is complex UXP-006, 009, 013, 024; D-14		Can't connect on mid or low bandwidth UXP-011, 016
			Regular connection issues embarrassing for hosts UXP-004, 008, 013, 022, 024	BMGF headset is uncomfortable and awkward UXP-010, 018, 019, 022	Skype for Business does not work well on MacOS. UXP-025, 026, 028
			The in-room microphones are inadequate for discussion UXP-008-M1		Join meeting links and/or dial-in broken on mobile UXP-010, 018, 019; D-02, 07

Moving forward: Key opportunities

- 1 Support early connections**
Ensure our solutions can handle a room or participant connecting before scheduled start.
- 2 Reliable mobile app connections**
Any click-to-join links must work on mobile phones. Enable low-bandwidth communication.
- 3 In-room support for popular apps**
Enable conference rooms to connect to key teleconferencing solutions like Zoom and BlueJeans.
- 4 Improved in-room audio**
Eliminate the need to use a phone as a mic replacement. Ensure anyone in room can be heard in discussion.