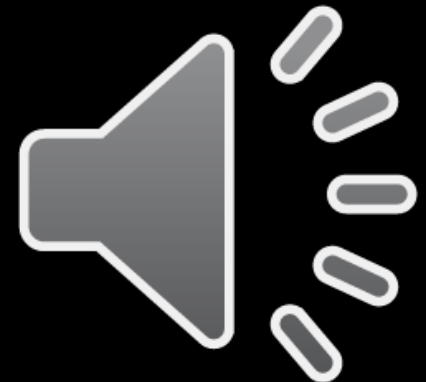


# Service Design App Development for Intelligent Company Analysis BALS

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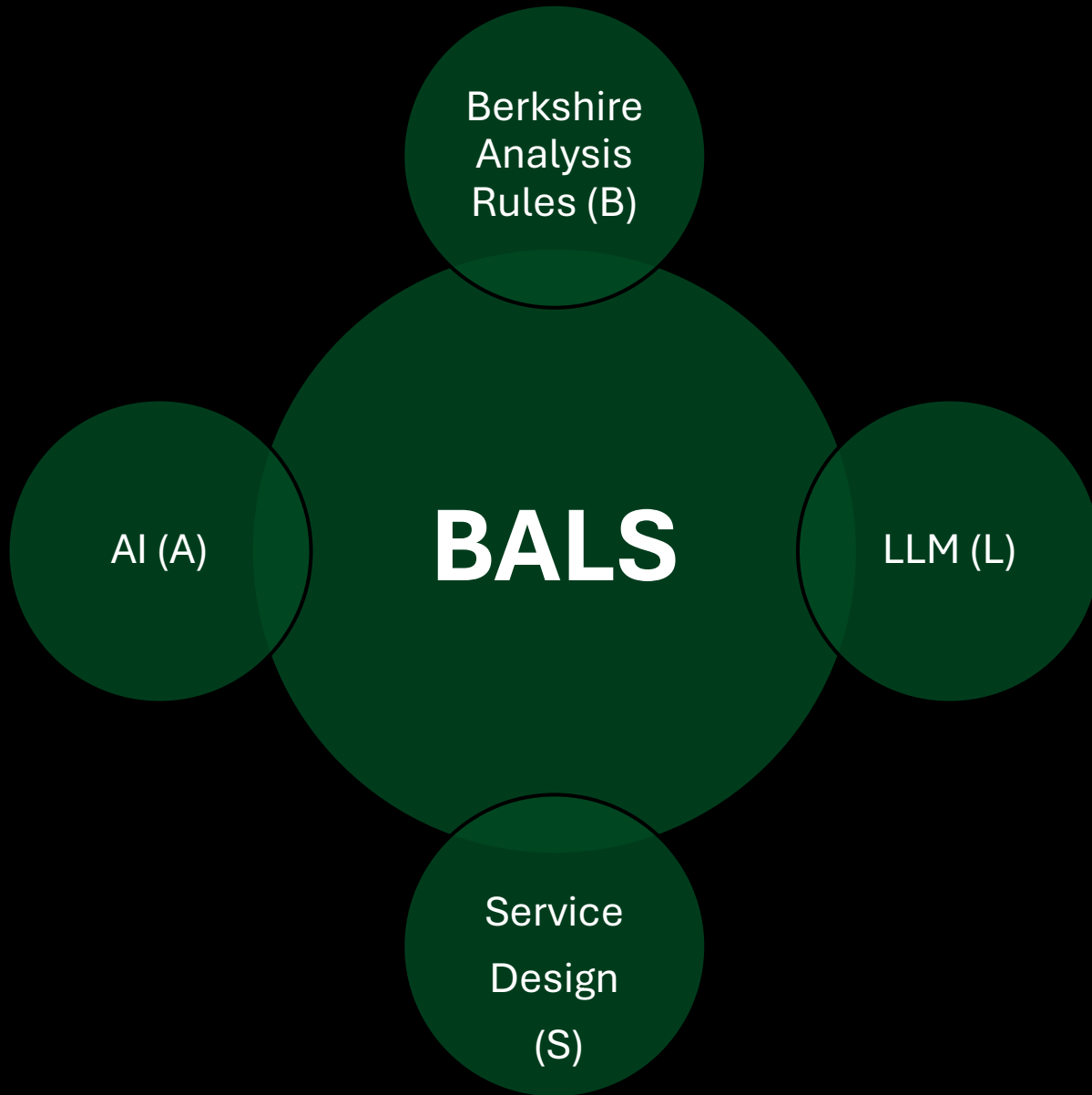
# Session Learning Outcome

Explore and apply the service design process in the simulated design of an app.

**Berkshire crushed the S&P,  
delivering 19.9% annualized  
growth from 1965-2025 vs.  
10.4% for the index  
6.1 million % vs. 45,000%**

**Can we replicate that  
performance?**

**Yes!**



**Berkshire  
Artificial  
Learning  
Service  
BALS**

Everyday, active single investors  
demanding intelligent company  
analysis and learning

1

High-Quality Companies (e.g., Apple)

2

Deep Qualitative Analysis (e.g., Microsoft)

3

Predictable Cash Flows (e.g., Kraft Heinz)

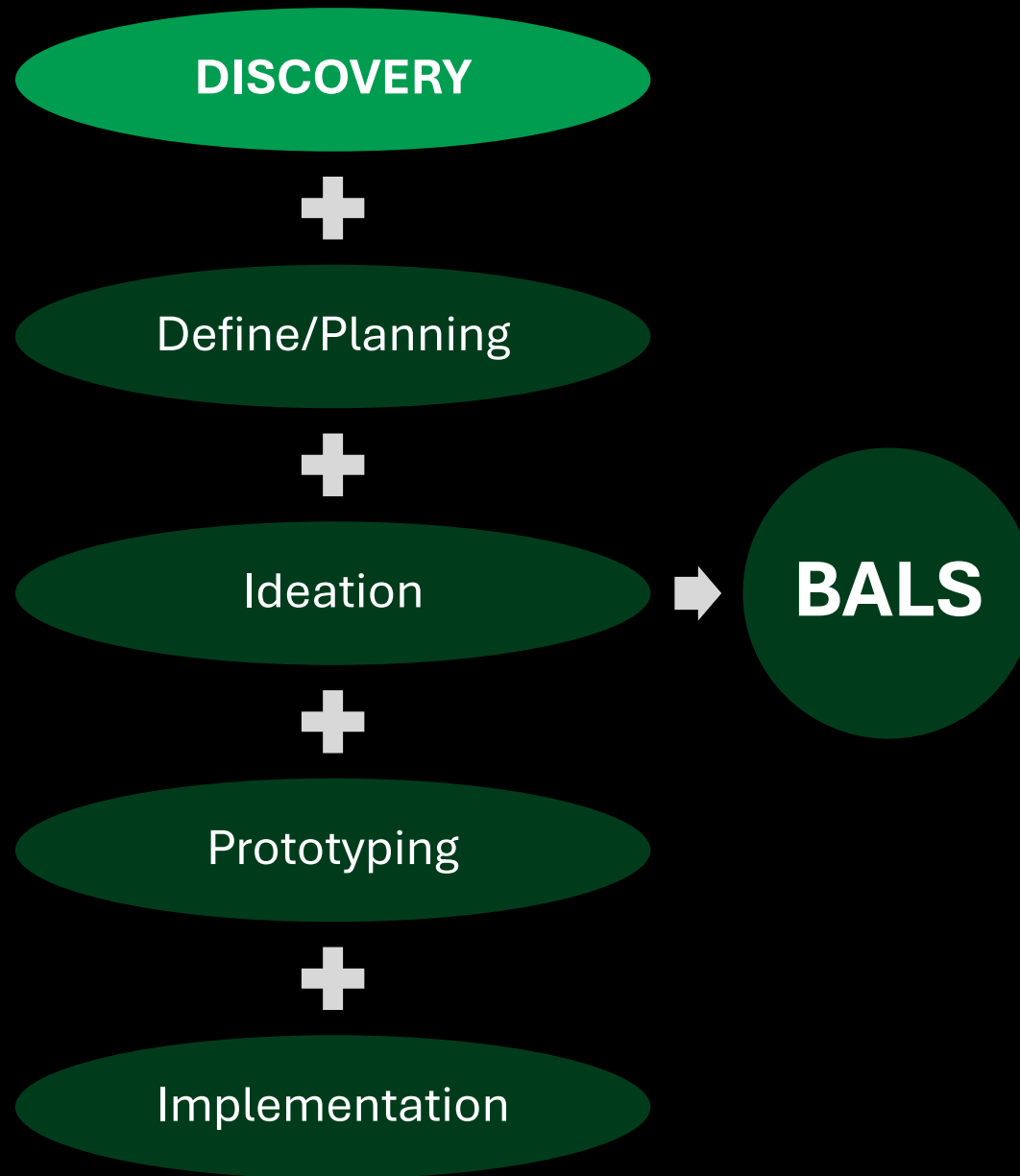
4

Concentration/Understanding (e.g., Coco Cola)

5

Long-term Compounding (e.g., Occidental Petroleum)

**Berkshire  
Rules**



Service  
Design

# Discovery Focus

Lets explore 3 user needs?

# DISCOVERY 1

If this app worked perfectly, what would success look like for you?

1. Action (5 min): Groups of 2
2. Favorite APP?
3. Why this app is perfect (3)?
4. 3 Partners REPORTS!

# DISCOVERY 1

If this app worked perfectly, what would success look like for you?

# Report

# DISCOVERY 1

If this app worked perfectly, what would success look like for you?

# MiniCases

## DISCOVERY 1: If this app worked perfectly, what would success look like for you?

### Duolingo: User Success

- Can hold real conversations (e.g., travel, work meetings) without freezing or switching back to their native language. [
- Understands media (emails, articles, videos) in the target language with only occasional lookups. duolingo+1
- Feels confident enough to use the language for a concrete goal: teaching a class, taking an internship abroad, or moving country.
- Maintains a sustainable habit (streaks, XP, daily lessons) without needing in-person classes, because the app is engaging, free, and always available.

# DISCOVERY 1: If this app worked perfectly, what would success look like for you?

## Uber: User Success

- As a rider: opens the app, gets an accurate ETA, the car arrives where they are, the route is efficient, the fare is predictable, and payment happens automatically through stored methods.
- As a rider: feels safer and more in control because trip details, driver identity, and route are visible and shareable.
- As a driver: can log in whenever they choose, see demand in their area, and earn transparent income with incentives for busy periods.
- As a driver: relies on the app for navigation and matching so they can focus on driving rather than on finding passengers or handling cash.

## DISCOVERY 1: If this app worked perfectly, what would success look like for you?

### Headspace: User Success

- Notices a clear drop in day-to-day stress levels after a few weeks of short daily sessions.
- Sleeps better or falls asleep faster using sleep casts or guided meditations as part of a regular routine.
- Responds differently to stressors rather than reacting automatically, reflecting improved coping.
- Builds a realistic habit that fits around work and family yet still produces noticeable wellbeing gains.

# DISCOVERY 2

How would you prefer to learn a  
new app?

# Kahoot!

# DISCOVERY 2

How would you prefer to learn a  
new app?

# MiniCases

## DISCOVERY 2

### How would you prefer to learn a new app?

#### WhatsApp: User Learning

- Phone number signup with contact sync: Enters number, verifies via SMS, and contacts auto-populate, teaching core chat setup.
- Instant messaging trial: First screen prompts a quick message to a contact or group, showing send/receive, emojis, and voice notes.
- Permission-guided features: Asks for camera/mic access only when needed, explaining benefits like "Share live moments."
- In-chat tips: Subtle prompts in conversations teach status updates, disappearing messages, and broadcasts as users encounter them.

## DISCOVERY 2

### How would you prefer to learn a new app?

#### TikTok : User Learning

- **Swipe-first feed:** Opens to For You page; endless swiping teaches discovery, likes, and follows, just intuitive gestures.
- **Interest quiz:** Quick onboarding questions personalize the feed, showing how algorithms shape content immediately.
- **One-tap creation:** Floating "+" button with templates guides recording, effects, music, and posting in seconds, with undo options for trial/error.
- **Duet/Stitch prompts:** In-video hints suggest collaborating on popular clips, turning passive watching into active creation.

## DISCOVERY 2

### How would you prefer to learn a new app?

#### Netflix: User Learning

- Profile setup flow: After email/password, creates personal profiles with avatars/thumbs, teaching recommendation personalization.
- Genre-based browsing: Home screen rows with previews teach search, trailers on hover, and "My List" adds via swipe.
- Guided watch start: Picks a title; auto-plays trailer, then full episode with subtitles/chapters, plus "Next Episode" countdown.
- Contextual help: Mini-tooltips explain ratings, downloads for offline, and speed controls during playback for first-time tweaks.

# DISCOVERY 3

What would motivate you to start using this app?

1. Action (5 min): Individual
2. Use AI! Motivating factor?  
Example?
3. 3 People PITCH

## DISCOVERY 3

What would motivate you to start using this app?

# Pitch Me!

## DISCOVERY 3

What would motivate you to start using this app?

# MiniCases

## DISCOVERY 3

### What would motivate you to start using this app?

#### Google Maps: User Motivation

- Reliability in chaos: Accurate real-time traffic, transit alerts, and ETAs build trust, prompting habitual opens for any trip big or small.
- Achievement unlocks: "Explore nearby" suggestions with photos and reviews spark curiosity, rewarding exploration with discoveries.
- Social sharing wins: Easy trip sharing with arrival notifications fosters connection, motivating use for coordinating meetups.
- Habit streaks: Location-based reminders create routine, reinforced by offline maps working flawlessly in low-signal areas like NZ hikes.

## DISCOVERY 3

### What would motivate you to start using this app?

#### Spotify: User Motivation

- Personalization magic: "Discover Weekly" and mood-based mixes feel tailor-made, delivering fresh hits that surprise and delight without endless searching.
- Seamless flow: Cross-device sync and auto-playlists eliminate friction, turning commutes into effortless joy rides of sound.
- Social proof loops: Shared playlists and "Wrapped" year-end stats celebrate usage, motivating shares and competitions with friends.
- Gamified progression: Badges for milestones and friend activity feeds tap achievement and FOMO for daily check-ins.

## DISCOVERY 3

# What would motivate you to start using this app?

### Instagram: User Motivation

- **Viral validation:** Likes, comments, and rapid follower growth deliver instant dopamine, fueling the post-scroll-comment cycle.
- **Creative ease:** Filters, AR effects, and trending audio make pro content in taps, turning casual snaps into addictive artistry.
- **FOMO feeds:** Explore page and Stories curate envy-inducing content, pulling users back for inspiration and real-time connection.
- **Community reciprocity:** DM threads and close friends lists build belonging, rewarding engagement with meaningful interactions.