**Product Vision: Week 1**

* + [**Product Vision Document**](https://www.notion.so/Swaap-1fa5dafff4964d9d99e07d98dadb8615?n=page_invite)
  + [**Product Vision Presentation Slides**](https://aquoco-my.sharepoint.com/:p:/g/personal/evoingram_aquoco_onmicrosoft_com/EVGxHMbVH5NHi7hgYip8WqMBXE4BvKAeBHM026tidcrcaw?e=7ZAoek)
  + [**User Survey Form**](https://bobbyleonhalljr.typeform.com/to/wVhldA)

### **Prompt 1**

Describe the conversations you had this sprint with your product owner(s) and team.

* **Describe the product and features you plan to deliver.**
  + The Swaap team in Labs 22 is picking up where the previous team left off. Swaap is an app geared towards conference attendees that takes the hassle out of networking at events. You can easily trade business information while at conferences, remember when and where you met someone, make new friends/contacts, and provide numerous ways to contact you in your own profile.
  + Being the most recent additions to the team, we've hit the ground running by jumping in where the previous team left off. This meant we approached the PVD a little differently than the previous team by updating user research, analyzing current competitors, identifying defects in production, discussion of potential new features, and using all this information to develop release canvases which picked up where the previous team left off.
  + First, we created a couple of user personas, which you can see here, Percy Pennywise and Jane Pepper. Mr. Pennywise is a 25 to 60 year-old software developer. His pain points include forgetting who is who, matching a business card to a face, not knowing how to use current tech, and having too many business cards to keep track of. Dr. Pepper is a 50+ year-old doctor who goes to several conferences a year to keep up on new breakthroughs in her field, is better with faces than names, and can’t type very well.
  + After creating a couple of user personas, our team made a form with approximately eight to 10 questions, and we each sent it out via our respective social media networks. You can see a screenshot of the form start here on this slide.
  + To date, we've received two responses. One was from a retired 60+ year old who said the app was perfect and needed no changes whatsoever, and another 26-45 year-old software developer who made several good suggestions, including being able to scan a QR code outside the app, but have it open the app and make the connection request, pointing out how clunky it is deciding who has the QR code and who has the camera, and that this app would only save them time if the person they’re connecting with already has the app.
  + Then we did some research to analyze how others are solving this problem, where we analyzed indirect competitors such as MyCard by VistaPrint, Swapcard, Mobile Event App, Meetup, and Evernote. MyCard allows you to share your VistaPrint business cards with contacts. Both Swapcard and Mobile Event App make custom event apps which include many communication features. Meetup is an event scheduling app. Evernote allows you to easily scan in business cards. We did competitor profiles in the PVD for each one of these.
  + There really is no direct competitor, as most have chosen to gear their event apps to the event host or organizer. In addition to analyzing new competitors, we also pulled some of the more solid features from said competitors and put them on the 'future feature concepts to research' page.
  + Then we went through the app to find defects in production, aka bugs to fix. You can see here we found a moderate number of them, although this screenshot is not an all-inclusive list. Then in order to decide what priority we should give them, we each initialed the ones we thought could be done in one to three weeks and eventually condensed it down to what you see on our first release canvas.
  + After we all initialed the ones we thought could be done in one to three weeks, we then further narrowed it down to our first release canvas by putting the list of bugs in order of quantity of people’s initials. Then we decided as a group to aim for stuff we could turn around in a week to a week and a half, and polished the canvas after coming up with the final list of bugs to fix for that particular canvas.
  + The release canvases are still being polished, but as of today will include the following features/fixes:
    - Release Canvas I:
      * User isn't warned before they delete a contact (deletes on click)
      * Mobile app and Web Portal aren't displaying same information
        + Changing birthdate on app won't update birthdate on the web portal.
        + Job title, location, tagline, bio section is not included on the Web Portal
        + Profile information on Mobile app is left out unless you're editing
      * Profile picture alignment is off
      * Link updating/creation may be confusing for the user, refactor to enhance ease of use
    - Release Canvas II:
      * Update and refactor Settings page to enable functionality
        + Dark/color blind modes don’t work
        + Can't change email/password
        + Can't select language
      * Implement NFC functionality
    - Release Canvas III:
      * Event tags → List of users
      * If the user has no account on the event API .... just show tags/categories of events with list contacts that are going
      * Replace interests with tagged events
      * The tag will be established before events, when they swaap, add person to tag
      * Tags are linked to events, tag = event , integrate the tag into the swaap connection (QRCode, process)
      * Ask if this is a new or old event, Check-in, Adding tag to event
      * Geolocation, hit Eventbrite, meetup APIs, see what event they're at, after getting the event back add to QRCode. (allows you to know where you met someone) (tag based, take out past future events)
      * 1 tag per event, old one gets deleted
      * Use most recent tag or make a new one
    - Release Canvas IV:
      * Integrate Eventbrite/Meetup APIs with event calendar for those that have Eventbrite/Meetup accounts
  + I gave the product vision presentation for the team and [here are the slides](https://aquoco-my.sharepoint.com/:p:/g/personal/evoingram_aquoco_onmicrosoft_com/EVGxHMbVH5NHi7hgYip8WqMBXE4BvKAeBHM026tidcrcaw?e=7ZAoek).
* **How did these conversations determine the features you will deliver during Labs?**
  + Well, since this is not a greenfield project, frankly, as you can see above, features were a significant portion of what we discussed because we are picking up where people left off as opposed to creating something new.
  + For the Eventbrite/Meetup API canvas, we discussed just doing integration for everyone and then, after asking how are we going to give a similar feature to people who don’t have accounts with either, we came up with a new feature we want to implement, tagging. This is basically making a ‘tag’ representing an event, and you can tag your contacts with it to signify you met them there/know them from that event. The functionality is not totally worked out yet, but generally speaking, it will work like categories on a blog. You click on the tag to see all contacts you met at that event.
  + We are still going to do Eventbrite/Meetup API integration, but after our discussions decided it will be a calendar component similar to what the previous team started, and don’t display it at all unless the person integrates their Eventbrite/Meetup account info. It will be its own release canvas.
* **How did your discussions change the way you viewed the product?**
  + I kind of answered this already throughout my previous two answers. Two examples are the previous two paragraphs regarding our discussions about Eventbrite/Meetup integration.
  + We also discussed several other new features which we then later decided to put on the back burner because of time concerns. These features include a bump feature to share contacts (NFC), making the app auto-tag contacts at an event when you scan a QR code, a feature that onboards the user and creates the contact from the QR code, a feature that provides you with a hot/cold measure for how long it’s been since you contacted someone, and others. We spent a lot of time discussing time availability versus features we wanted to implement.

### **Prompt 2**

Describe the technical or design discussions that shaped the long-term product vision.

* **Describe the technologies that you will use to build this product. Why do they fit the product vision?**
  + The Swaap tech stack includes React, Reach Router, GraphQL, Tailwind CSS, Apollo, Postgres, Prisma, and Cypress for testing. We largely didn’t decide on using any of these technologies, but I can give a brief overview of why the previous team decided what they decided per the PVD.
  + They chose React for the front end because rendering is fast, there’s a great developer toolset, it’s backed by a strong community, and everyone is familiar with it.
  + GraphQL was chosen because it’s easier for querying data, you only get back the requested data, and it’s strongly typed, allowing client to know what data is available.
  + They chose Tailwind CSS for its flexibility with their design system and faster development workflow.
  + They chose Apollo for its declarative data fetching, zero-config caching (speed), that it seamlessly handles local and remote data, and for its vibrant ecosystem and extensibility.
* **Describe the questions that you are asking during user research. Why have you selected these questions to ask? What is the problem your team is trying to solve?**
  + [User Survey Form](https://bobbyleonhalljr.typeform.com/to/wVhldA)
  + Despite not having a UX designer, we did create a survey to ask people to try out our app and answer the following questions:
    - What’s your least favorite thing about the app?
    - How can the app help you network?
    - What would make the app better?
    - Are there any parts of the app that was difficult to use?
    - Could you see this app saving you time, at a networking event? (if not, why not)
    - Do you prefer the app over business cards?
    - How old are you?
    - How many event conferences have you attended?
    - What industry do you work in?
    - Any other feedback you would like to add?
  + We asked these questions to try to give us some direction for which features we should fix or develop first, which was our problem. With so many possible directions to go in given a limited time, what can we do that would have the maximum best impact on our users?