

- Describe objectives that customer wants to achieve or value the system provides

Questions:

1. What are the goals of this project for your organization?
2. Who will be using this project?
 - a. What needs do you have that are not met by existing offerings?
3. How far along are you in thinking about project specifics?

Answers:

1. They use survey monkey. They would like to manage their own data using their own tool. They would like to perform their own data analysis.
2. Polling voters. People who design and analyze the surveys. Potentially campaign manager. Be able to query data in real time.
 - a. SurveyMonkey does not provide conjoint analysis trade off questions that allow them to get deeper into customer needs.
3. Tim interacts with the marketing team. They want a more full featured tool than SM. Still need specifics from marketing director.

Additional Info:

- Large nationwide research company. Advise Political campaigns, create polls and analyze them.
- Ask marketing team about Conjoint analysis.
- Data Analysis: cut data for demographics. Insure that the quota is met for each demographic. Input lists of people and send out emails to them.
- First release: Basic implementation of survey monkey. Product target surveys for specific groups.
- Vision and scope document by Wednesday.
- Meet with marketing director