

To: Dr. Tim Kearns of XYZ Corporation
From: Team Costco
Date: 10/5/2016
Re: Vision & Scope Document

Business Requirements:

XYZ Corp. is a company that polls voters throughout the country in order to analyze the data received with the main goal of advising political campaigns. Currently, XYZ Corp. uses third-party survey tools, such as SurveyMonkey, in order to accomplish this.

From our meeting with Tim Kearns, we understand that existing offerings are not meeting all of XYZ Corp.'s business needs. The shortcomings of the current tool includes:

- Relying on a third party to manage the data
- Not being able to perform advanced analysis (i.e. conjoint trade-off)

Proposed Solution:

Our solution is a web-based survey tool that will replace the third-party survey tools that XYZ Corp. is currently using. Our tool will be similar to the other survey tools in the sense that it can be distributed to a large audience, ask questions, and collect data. However, it would also address your problems by performing the following:

- Allowing XYZ Corp. to have direct and exclusive access to and control of survey tool user data
- Giving XYZ Corp. the ability to perform more sophisticated analysis (i.e. conjoint) of how they want to analyze and evaluate the data received
- Adding conjoint analysis trade-off questions and the corresponding analysis tools as one of the means of surveying users
- To enable better estimation of voters' values that affect their political preferences

Business Risks:

Some possible risks that come up when using our tool may include:

- Requiring internet access for the use of our survey tool
- Increased operational burden in maintaining the tool's systems in-house

Vision of the Solution:

Our vision for this project is to create a survey tool that will have surveys created by, data managed by, and analyzed by XYZ Corp. exclusively. We want to make sure that this survey tool is easy to use for users as well as being exhaustive enough to obtain all the data XYZ Corp. would need.

Our major features include:

- Basic survey tool where survey designers can create questions and subsequently collect the data
- The ability to ask and analyze conjoint analysis trade-off questions
- Data stored under XYZ Corp. control

Some additional features could include:

- The ability to manage email lists and send survey links out to respondents
- Allowing each user to only answer survey once

Business Context:

Designed for:

- People who design and analyze political surveys
- Potential voters who will be surveyed
- Campaign managers who are interested in polling statistics

Major priorities:

- Create an efficient, streamlined survey tool that can be used internally by political survey experts and campaign managers

Scope and Limitations:

The first release will:

- Enable XYZ Corp. employees to create targeted surveys
- Manage email lists containing potential voters, and provide the ability to send targeted emails to those voters
- Support conjoint analysis trade-off questions
- Include the basic capabilities of existing survey software such as SurveyMonkey

Subsequent releases will:

- Expand the feature set to include the full set of standard survey features
- Enhance demographic targeting features

- Support additional forms of analysis
- Polish the analytics user interface

Product Success Factors:

Our product will be used to create and distribute polls, to collect and analyze information in-house, and to perform conjoint trade-off analysis in order to advise political campaigns. We will be providing a web-based solution to maximize user accessibility and distribution of polls. Data that is collected will be stored internally and will be available for analysis and distribution by XYZ Corp.

Although there are many factors in creating a successful product that is useful to XYZ Corp., we understand that conjoint trade-off analysis is the primary factor for the success of this product. For this reason, our product will support the use of conjoint trade-off questions and their analysis. It will also give complete control of survey data to XYZ Corp.