

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 TPM Tim Kearns, we understand that there are a few problems or inconveniences from using these survey tools. These problems include:

- Relying on a third party to manage the data.
- Not being able to use your own custom analysis tools.
- Not having conjoint analysis trade-off questions.

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 over survey tool user data.
- Giving XYZ Corp. control of how they want to analyze and evaluate the data received.
- Adding conjoint analysis trade-off questions as one of the means of surveying users.

Risks:

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

- Requiring internet access for the use of our survey tool.
- The usability of the conjoint analysis data is entirely reliant on the quality and design of each survey.
- 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 questions 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 develop custom questions and subsequently collect the data
- query results data in real time
- the ability to ask 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
- a support form where users can inform the developers of any questions, comments, or concerns that they may have

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
- ensure that the tool is unique and different from existing survey tools, such as SurveyMonkey

Restrictions in regards to time and resources:

- implementation of all desired features in a 2-2.5 week time period

Scope and Limitations:

The first release will:

- enable XYZ Corp. employees to create targeted surveys
- manage email lists of 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 aim to include conjoint trade-off analysis and internalized data management.