

Design Sprint Day 1: Solo Doc

Carson Hill

Chad:

- **Scenario:** Chad, a marketing student at UNC Charlotte, wants to start a business but prefers an effortless approach to entrepreneurship.
- **User Story:** As a busy marketing student, Chad wants a tool that simplifies business creation, so he can efficiently launch his ideas with minimal effort.
- **Potential Features:**
 - Easy-to-use templates for business creation.
 - Automated business setup workflows (e.g., legal, marketing, product planning).
 - Integration of task management tools.

James:

- **Scenario:** James, a computer science student at UNCC, is new to entrepreneurship and seeks guidance on how to start a business.
- **User Story:** As a novice entrepreneur, James wants a tool that helps him explore different business ideas and guides him step-by-step in starting his first business.
- **Potential Features:**
 - Business idea recommendation tool.
 - Step-by-step onboarding for business creation.
 - Resources for first-time entrepreneurs (e.g., video tutorials, articles).

Joe:

- **Scenario:** Joe, a senior computer science student, wants to start a game company but lacks business knowledge and experience.
- **User Story:** As a game developer, Joe needs a tool that helps him with the business aspects of game creation, such as marketing, sales, and budgeting.
- **Potential Features:**
 - Game development-specific business planning tool.

- Market research and sales platform recommendations.
- Cost estimation and budgeting features for game production.

Sarah:

- **Scenario:** Sarah, a self-taught game developer, feels overwhelmed by the business aspects of turning her game development hobby into a full-time career.
- **User Story:** As a passionate indie game developer, Sarah needs guidance on managing the business side of game development, including marketing, legal matters, and selling her games on the right platforms.
- **Potential Features:**
 - A business toolkit for indie game developers (marketing, publishing, legal).
 - Capital and funding requirement estimator.