

Product Vision Document

This is the template for the Product Vision Document that teams complete after their initial icebreaker. The PVD is crucial to the planning phase and **is mandatory for all groups to complete before starting their project.**

Proposal

- What problem does your app solve?

The app helps to solve what the target of a Kickstarter project should be to ensure the best possible avenue toward a successful campaign.

- Be as specific as possible; how does your app solve the problem?

The app will utilize a machine learning model to accept input from a user and determine if a project will ultimately lead to success or failure, and the percentages thereof.

- What is the mission statement?

“The Data Science team will deliver a web-based backend which can be used to help a user decide if a certain Kickstarter venture should be attempted.”

Features

- What features are required for your minimum viable product?
 1. Train a model that predicts campaign success or failure
 - a. Based on the situation, a neural network is likely more applicable than an NLP (Natural Language Processing) model.
 2. Utilize Flask API to deploy a model so that predictions can be displayed to the user.

- What features may you wish to put in a future release?

If possible, utilization of NLP could be introduced by the text of the campaign, though this information is somewhat difficult to obtain, at first glance. Web scraping may need done.

- What do the top 3 similar apps do for their users?

At this time, there aren't any applications available to the public that are available - though research papers abound.



Frameworks - Libraries

- What 3rd party frameworks/libraries are you considering using?

Flask API

Pycharm (IDE)

- Do the APIs you need require you to contact them to gain access?

General sign-up of Flask. Otherwise, no.

- Are you required to pay to use said API(s)?

No



For Data Scientists

-
- Describe the established data source with at least rough data able to be provided on day one.

Initially, the dataset contained within Kaggle looks to be the most promising. This dataset houses historical data and the success, failure, or other situation as to the funding of the project. This dataset contains dates of the project, date of the funding (or withdrawal), category of project, and other important datapoints.

- Write a description for what the data science problem is. What uncertainty or prediction are you trying to discover? How could this data be used to find a solution to this problem?

We are building a machine learning model to help to identify the success or failure of a proposed project by identifying the principal components which lead to success.

Target Audience

- Who is your target audience? Be specific.

Our target audience is for those who are conceptualizing a project and considering launching on Kickstarter for funding. Specifically, those parties who are interested in considering changes to the idea so as to allow for improvement.

- What feedback have you gotten from potential users?

At this time, we have not yet had an opportunity to speak with any aspiring entrepreneurs.

- Have you validated this problem and your solution with a target audience? Describe how.

Prototype Key Feature(s)

- How long do you think it will take to implement these features?

The key features should be ready for presentation on March 5, 2021 - meaning we will have this done inside of 10 days.

- Do you anticipate working on stretch functionality after completion of a Minimal Viable Product?

We believe it important to deliver the minimum viable product before presentations. If time permits, additional functionality will be added to the application.