Product Vision

For anyone who is always looking to try new things but is plagued by the burden of choice/ decision paralysis, Rek is a mobile app that brings recommendations from those you actually trust. Unlike with Google Maps or Yelp where you're relying on reviews from strangers, bots, and sponsored content, Rek keeps it real.

Product Objectives

There are two main customer bases for Rek, users and business owners.

The value we provide to users is that they attain a restoration of trust in the review system by way of high-fidelity assessments of merchants. Moreover, they can tap into the network element for a more effective way to solicit recommendations. Instead of pinging your friends individually to see what you should do, the app provides a simplified, aggregated view of what your friends have done and prefer.

The value we provide to businesses is that they can now protect their business from fake reviews as the widespread visibility of those reviews are, by construction, limited to the reviewers network. Business owners now have a new tool for identifying and isolating fake reviews through a data-driven approach built on examining network characteristics and a new source of data that illuminates the network dynamics of current and potential customers.

Key Features

No.	Target Customer	Feature	Description
1	User	User Onboarding	- create user account through manually inputting or linking to social media/email - app introduction/tutorial
2		Connection Management	- create network on Rek through directly adding, or linking to social media - accept and deny friend requests - see list of friends on Rek
3		Recommendation Management	- see recommendations and reviews from friends - save recommendations to list - share recommendation to friends

4		Search and Filter Features	- search results with keywords - filter search results through users' preferences
5		User Referral	- invite friends to join Rek through links - share promotional/referral codes - receive referral benefits
6		Chat Feature	- send and receive messages - receive notifications for the messages - make groups out of the network on Rek
7		User Review System	- rate X out of 5 stars - written review - photo uploads - check in to businesses - Keeping user's identity anonymous to business
8		Notification/Engagement with Network	- send and receive notifications (crave waves) to friends or groups on Rek - receive notifications to check in to business registered on Rek through location mapping - Business owner notification and response when users write reviews
9		Business Registration (by users)	- search and identify new, target businesses - initialize business owner accounts - input information about the businesses with the auto-populated results - manually edit auto-populated results
10	Business Owners	Business Onboarding	- sign up for business owner accounts - verify information input by the users
11		Business Empowerment and Marketing Insights	- dashboards for aggregating patron and user review stats for the sake of producing insights
12		Suspicious Review Adjudication	- flag and track suspicious reviews - suspicious review 's classification tool (SRE-CT). - user review affirmation workflow

Road Map & Timelines

Priorities for Development Team

This segment will outline the priorities during the application development process before Rek is launched in a year.

Goal Timeline	Task	Goal Timeline	Task
Q1	Develop core features of Rek	Q2	Test core features
	Input initial business information		Develop second-tier features
			Alpha Release
Q3	Collect and process feedback from Alpha Release	Q4	Collect and process feedback from Beta Release
	Develop third-tier features		Debug and Refine
	Beta Release		**Product Launch**

1. First Quarter

Top priorities over the first quarter is to (1) **develop the core features of Rek** and (2) **input initial business information**.

The core features include:
1. User Onboarding
2. Connection Management
3. User Review System
4. Recommendation Management
5. Notification/Engagement with Network

The core features are the foundation of Rek, which are on the end-users' side, rather than the business owners'. They should be completed in the early stage to allow feature testing and user feedback. Additionally, the initial business information is used in the testing process in the early stage and will be used by the real users after the launch. The base business information on Rek will allow users to use the application seamlessly, being able to give review and recommendations without having to constantly register new businesses on Rek.

2. Second Quarter

In the second quarter, we will focus on (1) **internally testing the core feature**s in various test scenarios to ensure that Rek is functional (2) **developing the second-tier features** and (3) **launching the alpha release.**

The second-tier features are the foundational features for the business owners and the drivers of user growth and engagement on Rek. We aim to provide completeness to the application and showcase the main benefits of Rek through these features.

The Second-tier features include:

1. Business Registration (by users)
2. Business Onboarding (by business owners)
3. Search and Filter Features
4. Chat Feature
5. User Referral

Most of these features are considered simple and easy to implement, so we expect to finish the main functionalities of these features and conduct unit testing by the internal teams, alongside other activities in the second quarter.

At the end of the quarter, the alpha version of Rek will be released to the investors, technical experts and patrons. The main goal of alpha testing is functionality and quality of the developed features. The testing will be for both reviewer's and business owner's interfaces. However, the focus of the alpha release will be on the reviewer's side because the features for the business owners are limited.The user feedback will be collected through interviews and observations while the testers are using the alpha product. This release allows us to collect user feedback in the early stage and make changes before moving forward to the next step in the application development process.

3. Third Quarter

(1) **User feedback from the alpha release** and (2) the **development of the third-tier features** will be focused on the third quarter.

Alongside making changes according to the user feedback from the alpha release, we will develop the third-tier features, which are the back-end features for the business owners. These are more complicated than most features on Rek, but provide significant incentives and benefits for the business owners to join Rek.

The third-tier features include:

1. Business Empowerment and Marketing Insights
2. Suspicious Review Adjudication

After the unit testing of the third-tier features,(3) **a beta version** will be released to the public. The main goal of the release is to use the user feedback on the complete application to determine customer satisfaction, and further improve and debug Rek before the actual launch. Both reviewer's and business owner's interfaces will be equally focused since all of the features will be

ready. The feedback will be collected through a user survey sent to the beta testers.

4. Fourth Quarter

The priority in the fourth quarter is to (1) **debug and refine** the application based on (2) **the user feedback from the beta release**. Additional field testing might be conducted as necessary until Rek is ready for (3) **the actual product launch.**

Resources

1. Product Research

Marketing team, business analysts and product managers need to work together to create product/market fit hypotheses. While the work in the marketing team is heavily focused on performing market research, the business analysts and product manager uses the insights from the marketing team to identify target markets and opportunities, and develop MVPs.

2. Product Development

During the development process of core, second-tier and third tier features, the main responsible parties are the **development and design teams**. While the engineers focus on functionalities, the designer focuses on the user interface and experiences on the application. However, both teams need to work together to develop the application with seamless flow of the features and data.

3. Unit Testing

After the features are developed to completion, the **quality assurance (QA) team** needs to perform feature testing to ensure that they behave as expected. The testing process includes designing the test cases, setting up testing environments, and conducting automated testing.

4. Alpha and Beta Releases

Quality assurance team is also responsible for the alpha and beta testing. The alpha testing requires setting up extensive testing environments and traceability matrices. It can be performed in multiple 1 or 2-week cycles. The QA team needs to prepare tools and environment for each cycle, as well as capture the user feedback.

On the other hand, the beta testing is performed by real users. The **marketing team** needs to identify beta testers and promote participation. At the same time, the QA team needs to set up an end user environment and tools to capture the feedback from a large mass of the population.

5. After the Releases

After each release, the **development and design teams** will collect the user feedback and share the insights to other stakeholders.

6. Product Launch

Before the launch, the **marketing team** needs to promote Rek to the target audience. At the same time, the **customer support** team has to be well-trained and get comfortable with every feature of Rek to be able to support the end-users after the launch.

Road Map

Timeline	Overview	Key Features	Responsible Teams
Q1	- User's Core Functionality	User Onboarding	Development, Design, QA
		Connections Management	
		User Review System	
		Recommendation Management	
		Notification/Engagement with Network	
Q2	- Business Owner's Core Functionality - User's Engagement and Growth	Automate Restaurant Onboarding	Development, Design, QA
		Business Onboarding	
		Search and Filter Features	
		Chat Feature	
		User Referral	
	Alpha Release		QA
Q3	- Business Owner's Engagement and Analysis Tools	Business Empowerment and Marketing Insights	Development, Design, QA
		Suspicious Review Adjudication	
	Beta Release		QA, Marketing
Q4	**Product Launch**		Marketing, Customer Support
Q1	- Additional Features	Promotional Coupons	Development, Design, QA, Marketing

	- Machine Learning Improvement	Suspicious Review 's Classification Tool (SRE-CT)	

The order of features on the product roadmap heavily depends on the priorities of development teams. We plan to release the features in phases to allow time for different testing stages.

Our focuses after the product launch will be around Business Owner's Engagement and Analysis Tools, which are the most complex feature set of Rek. In particular, the suspicious Review 's Classification Tool (SRE-CT) is a machine learning model that will require continuous refinement even after the launch of the feature. The secondary focus will be addition of user engagement features such as promotional coupons, created by business owners and used by reviewers.

Any additional features after the first quarter after product launch will be considered through feedback from customers as explained in the next section..

After the Launch

The development and launch plan of Rek is tentative. With a one-year launch timeline, we focus on creating an application that is functional and provides seamless and effortless user experience. We prioritize the features that are considered a part of the minimum-viable product (MVP) and plan to focus them earlier in the application development process. If the development process is delayed, we plan to push back the development of third-tier features, which are only available with subscription membership, until after the launch.

After Rek is launched, we aim to enhance the quality of the existing features and add any new necessary features as a part of the continuous improvement initiative. We will determine the improvement opportunities through

1. Feedback from early adopters
2. Customer complaints or feedback from the customer support team
3. Feature Usage
4. Features that fail the success metrics

To ensure the success of Rek, we are committed to proactively update success goals as necessary and monitor them.

References

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