Prompt

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| The product and user description (about a page or two) should consist of:   1. A short description of your company. 2. A paragraph or two about your product/service idea, and why your company would think it is valuable, and describe the value you expect it to bring to users. Why would users want to buy the product or service and use it? 3. A paragraph profile of who the typical user would be, where they would use it, your expectations of their goals, and any considerations that you expect might impact how they would interact with it.   Post the submission in Canvas, but also bring 7 paper copies to class to exchange. |

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PRODUCT AND USER DESCRIPTION

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Group: “CSS360”

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Company Info

Google, Inc is a tremendously successful software and services company headquartered in Mountain View, CA. Founded in 1998 by Larry Page and Sergey Brin, the company now employs nearly 100,000 staff members worldwide and brings in over $100 billion dollars in revenue annually. There are 5 primary programming languages used at Google: C++, Java, Python, Go, and JavaScript.

Product Description

Our product will be a voice assistant application that will help students get valuable information about UW Bothell to help them navigate campus life. We intend to build this application on the Actions by Google platform, similar in functionality to Alexa “skills”. Some examples of functionality include parking availability per-garage, assignment notifications, upcoming campus events, and the weekly food truck schedule. We hope that this product will provide unprecedented convenience and a “one-stop shop” for information that will enhance the UW Bothell campus experience.

Typical User Profile

This product is geared towards students at participating universities across the US. The student will primarily use the service to connect to information about their school from home. Students lead busy lives and often do not have the time to spend checking the multitude of systems their schools provide to get all the information they need to plan their daily lives. Furthermore, many schools have found that many students do not utilize existing “one-stop-shop” services the school has invested in because it is not on a platform that the student is familiar with or uses regularly. The service will operate on the existing Google Assistant and Google Home platforms and will have functionality to remind the student about upcoming assignments, determine when they need to leave for class and the best place to park, etc.

Top Personas

* *Digital Dan*: Full-time student. Dan lives on-campus and is up to date with the latest trends. He tries to do all of his assignments digitally. He lives on his laptop, and smart watch.
* *Chaotic Chris*: Full-time student, and full-time bartender. Chris lives off campus and struggles with keeping track of everything. He typically works nights and has issues getting to his early morning class on time after work.
* *Parental Patricia*: Part-time student, but works a full-time job. She splits her time between her child in daycare, and her schooling.

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*Product: Google’s Virtual Assistant for UWB Students*

Features & Benefits:

* Easily accessible from variety of platforms
* Connected to calendar for warnings and heads up notifications
  + Campus closures/security alerts
  + Quizzes and exams
  + Reminder to register for classes
  + Events and REC activities
  + Food trucks available each day
  + Assignment Tracking
* Disability friendly
  + Read assignments for the blind or disabled
  + Speech-to-text feature
* Adjustable language options
  + Process and work under different languages for international students
  + Able to translate
* Commuting to school
  + Determines best parking garage to park in
  + Calculates amount of time needed to get to school based on traffic
* Connecting with other students
  + Conference calls
* Degree auditing
  + Tracks classes taken, and inform user of what classes they have left
* Canvas connected
  + Updates when new canvas activity happens