# First Cut Innovation Funnel

## Example 1:

### Usercase/User Story:

As a registered user, I want other users to have an incentive to answer surveys so my created surveys can get the most engagement.

### Questions:

“What incentives would work?”  
“How would you like us to measure engagement?”

### Individual Tasks:

Business Analyst – Research demographics to help market the app to users who are most likely to use the app.  
Business Analyst – Research into what is the best way to offer incentives. What ways have other apps/websites offered incentives.  
Database Analyst – Create a table within the database that can record engagement data.  
Developers – Develop a part of the app that can display that engagement data to registered users.

## Example 2:

### Usercase/User Story:

As an academic, I want a way to gather coherent data from my surveys so I can use it for my research.

### Questions:

### Individual Tasks:

## Example 3:

### Usercase/User Story:

### Questions:

### Individual Tasks:

## Example 4:

### Usercase/User Story:

### Questions:

### Individual Tasks: