Business Requirement Document

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Preface

We're interested in the particular customer being chosen because we, as students, relate to them. There is nothing more important than taking crucial notes during lectures, business meetings, and many more situations where notetaking becomes essential to our ability to learn. The fact is if you miss a class you are at risk of not learning vital pieces of information, and most people are uncomfortable asking their classmates for the notes that were missed. We will distinguish our product from the competition by trying to make this notefile service as a social media application.

Appendix

User Personas:
- Students
- Business Corporations
- Collaborations
- Educators

Strategy

Problem	Solution	Value Proposition	Unfair Advantage	Customer Segment
Relying on just a few people for notes on a class is unreliable when an absence is necessary.	Creating a webapp that makes notes from classmates as accessible as having a google drive with everyone.	This would allow students to be more connected and allow for people to study better with notes		
	Key Metrics		Channels	
Cost Structure			Revenue Stream	
Users are given limited space for notes and must purchase more space for more notes			We could charge a negligible subscription fee such as 0.99 to 1.99 after a trial period.	

SWOT Analysis

Strengths	Weaknesses
Advantages -Flexible for many users of all needs -Provides an easily accessible way to view notes outside of drive	Areas for improvements - Integration with drive might even make it easier to send notes as opposed to download and upload - Written notes may be difficult to figure out how to get on the platform
Opportunities	Threats
Situations to apply advantages -Students miss class all the time for valid reasons and need a way to access notes for the class easily -Any place of employment or organization that has meetings with minutes	Where at risk -Competition: plenty of alternative webapps that do similar features (Google Drive)

Segment Profile

Geographic	Demographics	Behavioral	Buyer Power
What is the region or other location for this segment?	What similar characteristics does the segment have?	What typical actions can be observed?	What are the common beliefs of this segments?
Size		Growth Potential	
How large is this segment?		At what rate will the segment grow?	
Competitive Activity		Risk	
How many other companies are also trying to serve this segment?		What is the likelihood of success in serving the segment?	
Approach			
How will you successfully serve this segment?			

Market Segment

- Our main demographics would be students or anyone in the education field. According to the National Center for Education Statistics about 19.9 million students will attend colleges and universities in the fall 2019.
- Educators can buy our software and implement it for their classrooms. Market size for educators is roughly 3.7 million in the US.
- Small Businesses; in the US about 30.2 million small businesses.

Primary Research

Questions

- What is your pattern for taking notes in a lecture?
- When it comes to taking notes, what are some important criteria to you?
- What would be some important features that you would like to see in this type of webapp?
- Based on our current project ideas, which ones are the best?
- Which ones are the worse?

User Feedback

- A common pattern was noticed when questioning our users: users generally use a big chunk of space on one side dedicated for notes while another dedicated space for diagrams or images.
- Some stated that they may not have enough room for certain diagrams due to the subject/situation.

Secondary Research

- Google Trends: Based on the keywords "notetaking," there is always a rise of queries amongst the months of August and January while a dip amongst the months of December and June-August.
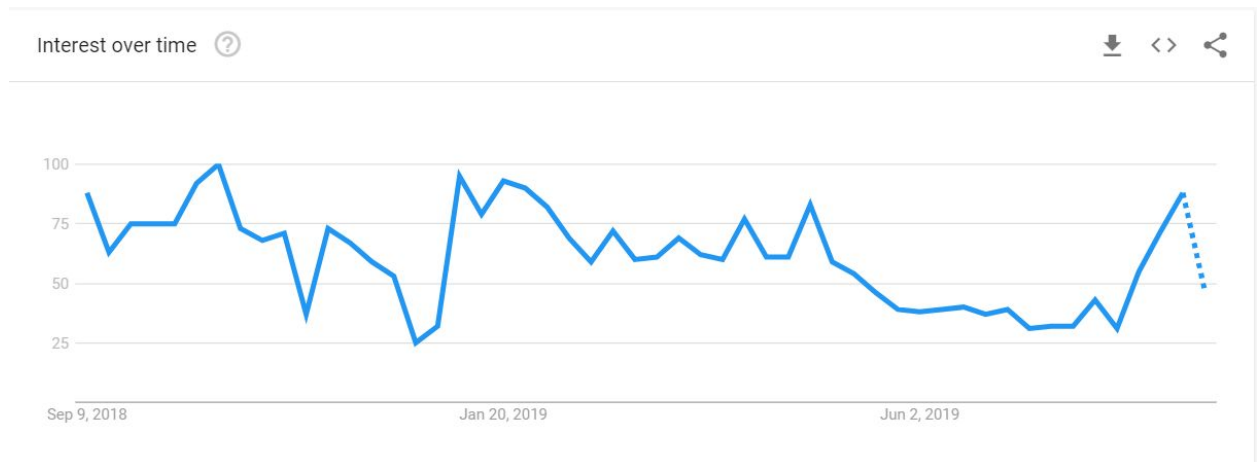
- Increase of usage of online resources: surveys show that there has been an increase of students using online/digital course materials and resources for their classes because of its ease of accessibility. With more students going online for resources, there is a bigger market audience and more appeal for our online note sharing webapp.
  Link:
  https://www.usatoday.com/story/college/2015/07/30/survey-78-of-students-prefer-digital-course-material/37405111/
- These website provides useful tips on how to study. Using that information, we would be able to implement more features to attract more users.
  https://www.how-to-study.com/
  https://www.topuniversities.com/student-info/health-and-support/exam-preparation-ten-study-tips
  The how-to-study website has a big archive of user submitted suggestions to studying which is very useful for what we are trying to do.

Competitor

Mesh Notes (Apple Store): This applications main benefit is that you can edit notes without the use of internet connection just bluetooth. This, however, serves a very specific purpose and doesn't appeal to a broader audience.

Link for Mesh Notes:
https://apps.apple.com/us/app/mesh-notes-nearby-collaborative-editing/id1160071680

Most other note sharing apps also are used just for phone notes and not so much for documents accessible on computer. This would be our main selling point as it is accessible on phone or computer.

Quizlet: This website is a popular studying site. They provide useful studying tools like: flashcards, spelling check, and even provides games to make studying a lot more fun. Although Quizlet provides you with all the tools that you would need to study well, the one thing that it does not do is connect you to other people to further your understanding in a subject. With the connectivity that out product provides, we can gain a point of Quizlet.

Our main competitor would be google drive which after last year has hit 1 billion users. Our main issue marketing the product is differentiating the purpose away from google drive and not stealing users from it, but targeting that market. If we can manage to make use alongside the user's word processor of choice as streamlined as possible, then we have a better chance of success of gaining more users.

Link for google user count:
https://techcrunch.com/2018/07/25/google-drive-will-hit-a-billion-users-this-week/

Commercialization Strategy

1. Target audience to sell the product are students and business owners
2. Contacting by phone and advertisements

Monetization Strategy

1. Market towards students ways to access notes without necessarily paying for the "community" edition.
2. Sell to Educators/Schools too purchase a safe alternative for note sharing. Allows for more control regarding specific classes if purchased.
3. Small companies that have constant traveling sales staff.

Solution

1. A more efficient note taking application that suits the needs of students while providing the appropriate space for diagrams in an environment where other notes can be shared, including your own to those in similar shoes
2. This solution meets the user's needs by allowing the user to take down notes in a more efficient way with the ability to collaborate with other users as well as access published notes.
3. Solution alternatives and trade-offs: