BUS Product Vision and Personas

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1 Product Vision

FOR students preparing for exams
WHO need a tool for organising revision and meeting exam deadlines
THE Stacked Deck IS A digital exam planning and revision management platform
THAT provides clear, card based organisation of revision sessions and visualisation of exam
deadlines with task breakdowns and visual progress tracking
UNLIKE generic calendar apps or basic to-do list tools like Google Calendar or Todoist
OUR PRODUCT is designed by students, for students with exam-specific planning and an
intuitive card system which minimises distraction while emphasising organisation.

Note: product name is not final.

2 Personas

2.1 Anita Knapp

Anita Knapp is a 21 year old final year university student. She is comfortable with technology
and has used productivity tools such as planners before, but nothing has quite worked for her
in terms of organising her time. She has a target of a first class degree, so good organisation
of workload and deadlines is critical while avoiding burnout. She also has a dissertation to
manage. She is frustrated that she doesn't always manage to stick to her plans for the week,
and she sometimes loses track of the plans she has made. She also sometimes has several
deadlines in quick succession and may not be fully prepared for all of them due to losing track.

Since Anita has a high degree of technical competence, she prefers capability over simplicity.
As such, she does not mind the tools she uses requiring some amount of initial learning, as long
as their capabilities make this worthwhile. Indeed, she can be frustrated by tools that limit
their functionality in order to simplify initial learning.

Goals

- Achieve a first class degree

- Balance exams, coursework, and dissertation

- Avoid burnout during exam season

- Feel in control rather than constantly behind

Frustrations

- Difficulty in sticking to plans - they need to be clearer and more structured

- Guilt after missing planned revision

- Sometimes caught by surprise by deadlines due to having many close together and having different modules organised differently by different lecturers

- Tools tend to have limited planning functionality beyond setting a reminder for a certain time - Anita wants more than a glorified alarm clock

2.1.1 Anita's Core User Story

AS A final-year university student managing exams, coursework, and a dissertation
I WANT a system that clearly structures revision and exam preparation across all modules, with planned sessions that I can interact with
SO THAT I can have a visual plan that is easy to stick to, I can see clearly which tasks have the highest priority, and I can track my progress, hence meeting my deadlines and avoiding last-minute stress.

2.1.2 Possible backlog items from this user story

- As a student, I want to be able to schedule planned revision sessions and exams and see the plans visually.

- As a student, I want to be able to interact with planned sessions, adding goals for them, and see progress towards these goals tracked visually.

- As a student, I want to be able to see clearly which exams/deadlines currently have the highest priority, so that I do not miss deadlines or go into an exam unprepared.