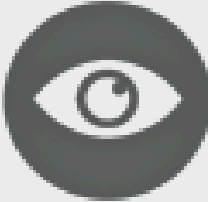






<div><div><div>VISION</div><div>What is the reason for creating the product? What positive change should it create?</div></div><div>The creation of this application aims to provide a tool that enhances transparency and educational quality at EAFIT University, allowing students to rate and comment on their teachers. This will provide new students with a guide to teaching methodologies and allow administrators to obtain constructive feedback on teachers' performance, promoting an environment of continuous improvement and educational quality. Additionally, it seeks to investigate the reliability of the ratings given by students and analyze the impact of emotional factors on these evaluations. Teachers will also be able to receive valuable feedback on their performance from the students' perspective, helping them identify areas for improvement.</div></div>			
<div><div><div>TARGET GROUP</div><div>Which market or market segment does the product address? Who are the target customers and users?</div></div><div><div>Students of Universidad EAFIT:</div><div>Those who seek information about the professors and wish to share their experiences.</div></div><div><div>Management of Universidad EAFIT:</div><div>Those who require detailed and structured feedback on the performance of the professors to make informed decisions.</div></div><div><div>Professors of Universidad EAFIT:</div><div>Those who will receive feedback on their performance to continuously improve.</div></div></div>	<div><div><div>NEEDS</div><div>What problem does the product solve or which benefit does it offer? If you identify several needs, prioritise them and move the most important one to the top.</div></div><div><div>Students:</div><div>They need an intuitive and accessible tool to rate and comment on their professors, thus helping future students make informed decisions.</div></div><div><div>Management:</div><div>They require a system that compiles and analyzes student feedback to identify areas for improvement and recognize good teaching practices. Additionally, they need insights into the reliability of these evaluations and the impact of emotional factors.</div></div><div><div>Professors:</div><div>They need to receive constructive feedback that allows them to identify their strengths and areas for improvement from the students' perspective.</div></div></div>	<div><div><div>PRODUCT</div><div>What product is it? What are its three to five stand-out features that set it apart from competing offerings? Is it feasible to develop the product?</div></div><div><div>Type of Product:</div><div>Web platform with the following key features</div></div><div><div>Rating and Comment System:</div><div>Allows students to evaluate their professors with a star rating system and detailed comments.</div></div><div><div>Content Moderation:</div><div>Ensures the quality and relevance of evaluations through comment moderation to promote transparency and avoid ratings based on negative emotions.</div></div><div><div>Advanced Filtering Capability:</div><div>Filters information by class, major, department, among others, ensuring that ratings and comments are relevant and useful.</div></div><div><div>Intuitive and Attractive Interface:</div><div>Designed to be easy to use and visually appealing.</div></div><div><div>Reporting and Data Analysis:</div><div>Provides detailed reports and analysis of evaluations for the management, including a study of data reliability and the impact of emotional factors on ratings.</div></div></div>	<div><div><div>BUSINESS GOALS</div><div>How will the product benefit the company that develops and provides it? What are the desired business benefits? Prioritise them and move the most important one to the top.</div></div><div><div>Educational Quality Improvement:</div><div>Increase transparency and educational quality through constructive and detailed feedback.</div></div><div><div>Increase in Student Satisfaction:</div><div>Provide students with access to relevant information about teachers, enhancing the educational experience.</div></div><div><div>Optimization of Administrative Decisions:</div><div>Provide reliable and structured data to allow administrators to make informed decisions about the faculty.</div></div><div><div>Research on Data Reliability:</div><div>Analyze the reliability of the ratings provided by students and the impact of emotional factors, such as frustration from failing a course, on their evaluations.</div></div><div><div>Continuous Improvement of Faculty:</div><div>Provide teachers with valuable feedback from the students' perspective to foster their professional development.</div></div></div>