# CS 250 Product Owner and User Focus Group Animation Text-Only Version

## Slide 1:

The Product Owner, Christy, is holding a focus group in which several of the best customers of SNHU Travel are gathered to answer questions. These users currently purchase their niche vacation packages through competitors.

## Slide 2:

Christy (Product Owner) waves to three different customers. Christy: “Welcome! Thank you for coming to our focus group today.”

## Slide 3:

Christy (Product Owner): “We’ve asked you, some of our best customers, to give us input into our new products and booking tool. You currently use some of our competitors to book exclusive adventure travel packages. We are asking you to provide us your thoughts and opinions about this question…”

## Slide 4:

Christy (Product Owner): “If we were to update our tools and offerings, what would you like to see?”

## Slide 5:

Customer 1: “I like having top destinations listed for me.”

## Slide 6:

Customer 2: “Yes! It would be great to have, say, the top 5 or 10 destinations listed.”

## Slide 7:

Customer 3: “...but I would like the list customized for me based on my previous travel or my profile.”

## Slide 8:

Customer 2: “Yeah! Why give me a tropical destination as a top 10 if I never go to the tropics?”

## Slide 9:

Customer 1: “I like cruises, so I should be able to choose that as a profile setting.”

## Slide 10:

Customer 2: “I’d like to be able to set a price limit, see the top destinations based on price, or have hot deals listed based on my profile.”

## Slide 11:

Customer 3: “We should also be able to choose the type of vacation! Like, do we want to go on a cruise, or do museum tours, or do an eco-travel trip?”

## Slide 12:

Christy (Product Owner): “Great feedback, thank you! This is very helpful! I think we have enough information to put together some good features for the initial booking system.”

## Slide 13:

You have finished the animation. Go back and complete your assignment.