

A. State your long term goal/ Product Vision and add a link to the group doc (15 points).

<https://docs.google.com/document/d/1v2l5e0n1yKelO3szR-xKeOTbUcrrcbYhjrBMnc8vtNI/edit?usp=sharing>

ForgetMeNot(WIP) is an app designed to enhance productivity of high school and college students who struggle with time management and forget to submit their assignments in a timely manner.

- **For** high school/college students,
- **whose** lack of accountability or time prohibits them from completing assignments on time,
- **the** ForgetMeNot
- **is a** productivity management software
- **that** enhances accountability and improves time management through assignment reminders and a gamified rewards and punishment system.
- **Different from** Google calendar,
- **our product** doesn't simply remind the user about the upcoming assignments, but actively drives them to remember and fulfill their responsibilities.

B. Include your list stakeholders of the projects (People other than direct users who you could require data or input from or who may indirectly benefit from the product) in the group doc. (5 points)

High School and College Students, University Faculty, Educational Applications (Canvas, Google Classroom, Brightspace).

C. Include links that talk about the problems that students may face in the group doc (5 points). Create a list of customer discovery interview questions (10 points) These links and list will supplement the **Ask the Experts** activity.

<https://www.nea.org/nea-today/all-news-articles/mental-health-crisis-college-campuses>

<https://pmc.ncbi.nlm.nih.gov/articles/PMC11001045/>

https://www.researchgate.net/publication/378709272_Challenges_Faced_By_First-Year_University_Students_Navigating_the_Transition_to_Higher_Education

How often do you struggle with submitting your work on time?

What are some of the obstacles that get in the way of studying?

What strategies and/or tools do you use to track your assignment progress?

Are you familiar with other productivity tools?

Are there any aspects of your work-life balance that you find frustrating?

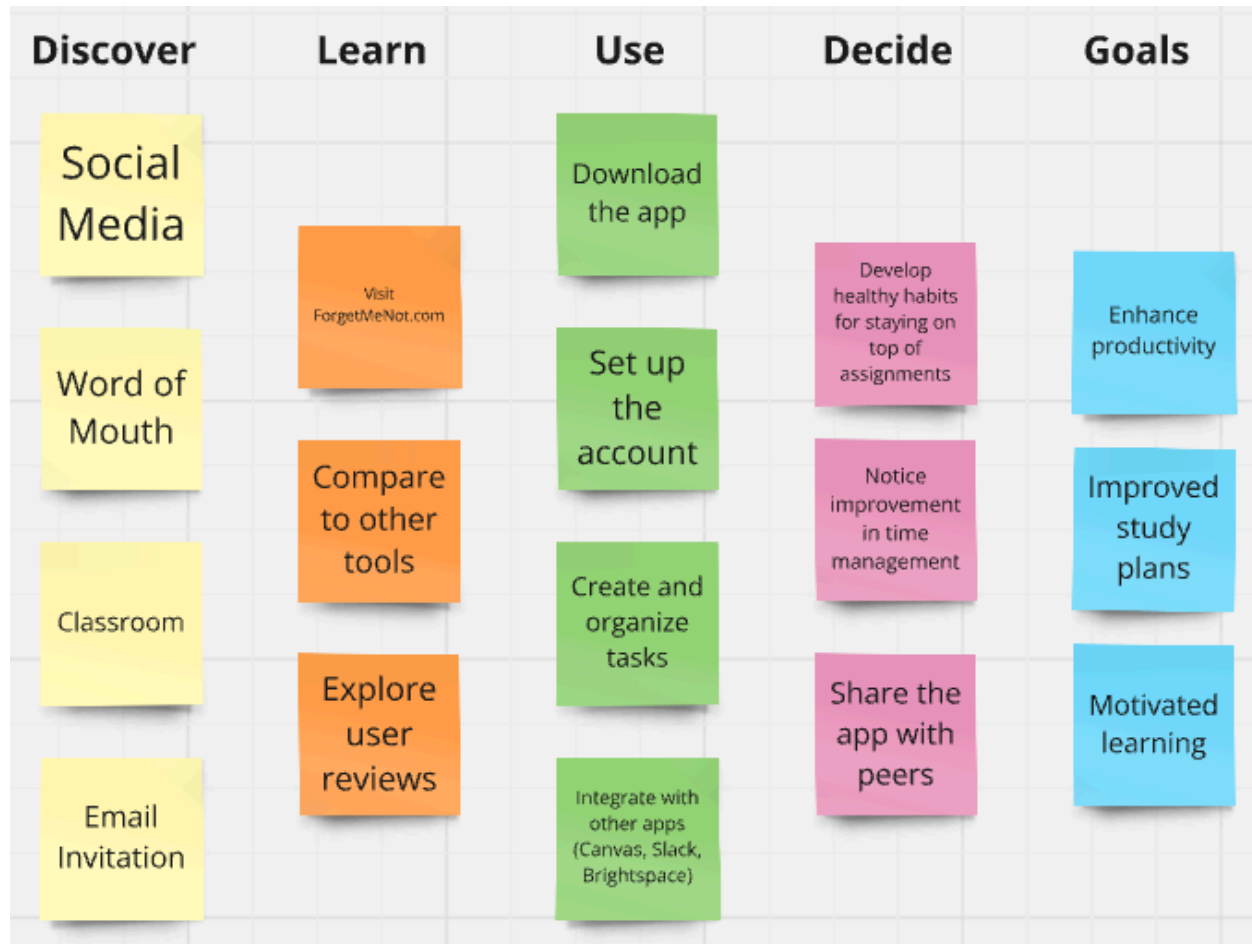
How do you feel about the idea of a gamified progression system?

D. Each member should use it to identify the personas/imagined users for the products (Sommerville Chapter 3, slides 9-21). (20 points)

Alex is a student at UNCC who struggles with procrastination and often misses deadlines. Having moved from a different state, Alex dives head first into university life where he often enjoys partying and going out with friends which inevitably gets in the way of his studies. He discovers ForgetMeNot, an app designed to enhance productivity and encourage students to complete their assignments in a timely manner. Alex uses the app's gamified progression system to help him complete his assignments. Alex invites his friends so they can encourage and compete with each other.

Maria is a professor at UNCC who wants to discover other ways to keep her students engaged and on top of their assignments. She discovers ForgetMeNot and creates a student group. The students take advantage of the app's features and compete with each other by completing assignments on time and getting points which they can spend in the app. Maria believes that blending learning and entertainment, as well as some healthy competition, is a key to successful academic outcomes in the classroom.

E. Each member should generate a User Journey Map (25 points)



F. Generate HMW notes (20 points)

- HMW make the users more aware of the app as a unique solution for time management struggles?
- HMW set ForgetMeNot apart from other time management resources?
- HMW stimulate school partnership and classroom integration?
- HMW create an onboarding experience showcasing key app features?
- HMW leverage user reviews to market the product?
- HMW integrate the APIs of other apps for seamless experience?
- HMW balance the reward/punishment system so that it meaningfully motivates and encourages students?
- HMW personalize the app for different learning styles?
- HMW help users achieve lasting positive impact on time management?