

Website Name: I need a driver's license.ca | driveitnow.ca <placeholdername>

Group Members: Maha, Srivatsan, Bill

Product Vision Statement

Get drivers the skills and resources they need to drive in Canada, wherever they are from, whoever they are, from their perspective.

Features:

General:

1. **User accounts:** We will capture information such as their name, email, address, their status (temporary resident, permanent resident, etc.). Information gathering: New driver, new to Canada, Driving level (G1, G2, G)
2. **Road Map Graphic:** Show learners the map they need to take to be able to drive in Canada.
3. **Goal:** Set the date by which they want to become a driver
4. **Language selection:** We will provide the site and all of its content in different languages. (Our Website will only feature two languages to start: English and French)

Learning

1. **▶Learner-specific learning paths:** We will build custom learning paths for new learners based on their prior knowledge and where they are from
2. **Learner Progress:** Showing learner progress through the levels through the Road Map Interactive visualization.
3. **🚦Interactive Simulation**
4. **▶Learner stories:** A way for learners to post (their Canadian driving experiences. This will be curated by the site admins and can be filtered based on demographics like country, age, etc.
5. **Learner tests:** Reinforcement tests to help learners prepare for the G Level tests.
6. **Road Signs Flash Quiz:** Rapid Duolingo-style matching games for learners to reinforce their road signs and symbols knowledge.

Resources:

1. **Find a driving school:** It will help users find out the driving school that is nearest to them once they input their ZIP code. They will be able to find affiliate driving schools that are government-approved. They will be able to filter by driving school features like price, distance, whether they pick you up, whether they provide a car for the test, whether they have online lessons, and based on their days open.
2. **Test locations:** The site will recommend test locations closest to the user based on their location and availability. Direct link to the Ontario Drive website.
3. **Appointment Redirect:** This site will help users book an appointment for their driving tests.
4. **Documents checklist:** This will be background and level-specific in addition to what the Canadian government needs by default. We will show only relevant documents based on the user's sign-in information. For example, if an Indian is applying, they would need to bring their Driver's License Extract from their home country. We will provide these links as well.

Job Story - Situation, Motivation, Expected Outcome:

1. **When:** I am a new student who has little or no experience and wants to get a license in Canada **I want to:** learn the basics needed to get my G1 without increasing my workload

and stress while studying **So I Can** pass the G1 test and be on my way to get my G2 or full G!

2. **When:** I am an experienced driver from outside of Canada who is here on a permanent resident visa **I want to:** learn the basics needed to get my G1 **So I Can:** leverage my previous experience and get my full G as soon as possible.
3. **When:** I am a G2 license holder **I want to:** get my full G license **So I Can:** finally be a full-fledged driver
4. **When:** I am a parent living in Oakville who is seeking to enroll their son in a driving school **I want to:** ensure my son gets good lessons and is picked up by the school from my house **So I Can:** avoid the commute of driving my son to school and also ensure my son can drive me everywhere real soon

User Profile/Demographic:

Name: Javed

Age: 33

Location: Oakville

Profession: Software Engineer

Income: 100,000 CAD/year | Low Price Sensitivity

Background: Originally from Pakistan. In Canada on a closed work permit.

Goals: Get a driver's license to commute to his office in downtown Toronto.

Name: Murali

Age: 23

Location: Hamilton

Profession: Unemployed Truck Driver

Income: 0 CAD/year | Very High Price Sensitivity

Background: Recently landed in Canada with prior experience as a truck driver in India. Here as a permanent resident.

Goals: Get a commercial truck driver's license to get a job as a truck driver. | Urgency: Very Urgent

Name: John

Age: 19

Location: Mississauga

Profession: Part-time Sales Associate | Full-time Student

Income: 20,000 CAD/year | Average Price Sensitivity

Background: Canadian citizen. Grew up in Mississauga.

Goals: Needs a license to drive his dad's car to go on road trips. | Urgency: Not urgent

Name: Christina

Age: 49

Location: Toronto

Profession: High School Teacher

Income: 55,000 CAD/year | Average Price Sensitivity

Background: Canadian citizen. Grew up in Toronto. Never needed to drive, but recently decided to drive.

Goals: To be able to visit her family who lives in Hamilton | Urgency: Low urgency