

Phase 2:Scope

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Lady Innovators/Advantageous Technologies

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Content Requirements

Our website will contain photos of the Apple Watch which is an Apple product that is more appealing to the younger generation because of its size and accessibility. The older generation lacks appreciation that technology has to offer. The older generation prefers simplicity. The younger generation is often considered with keeping up with the latest fashion trends. Apple offers a plethora of interchangeable bands and sizes for the Apple watch. Our product objectives include sharing the technologies that Apple has to offer to Millennials. For example, our site will also feature consumers on a FaceTime call because Facetime allows people to be with someone without actually physically being with them. Another technology that caters to the younger demographic is the “Find Friends” application. This application allows users to share their location with their stored contacts. Apple also sells Beats headphones, a product that fulfills the younger generation’s desire of having a surround sound experience outside of the user’s home.

This section will include fictional scenarios based on the two personas we created in Phase 1:

Scenarios

Scenario#1

Task: Purchase iPad for his brother who is a student

Persona: Michael

User Group: Consumer

Michael works at Best Buy. His brother, Joe recently graduated junior high school and is ecstatic about going to high school. As a student, he needs a device that will equip him with the necessary applications that he can take class notes on, research topics that he may be assigned to complete a group project on, and even research helpful resources if he’s struggling in a subject such as Mathematics. What better device to get him? An iPad!

Scenario#2

Task: Purchase MacBook Air and a durable case to help to keep track of notes better

Persona: Sally

User Group: Consumer

Sally is a college student. To take notes, Sally uses a composition notebook and a pencil. While in her bookbag, her notes often get torn out of the binding. Also, they get crunched up. A few days ago, it was raining, and Sally had her crunched up notes in her bookbag. When she took her zipped book bag off, she noticed that her notes got wet and she could hardly read what she wrote. Sally is trying to find an easier way to take notes and keep track of them. Sally is interested in getting a MacBook Air and a case that can withstand all types of weathers.

Requirements Priority List

Task	Team Member	Expected to be Completed by	Completed on	Notes
Revise success metrics of Phase 1	Shannon Breonna Brianna Cassandra	4/20/17	4/13/17	
Create the Information Architecture Diagram for our site.	Shannon, Cassandra	4/20/17	4/16/17	Took longer than expected because research had to be done on exactly what success metrics are.
Submit Phase 2	Cassandra	4/16/17	4/17/17	