

Agile Analytics

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What am I doing?

Overview

For this assignment, you'll be developing:

1. Project description
2. Demand/value hypothesis
3. User stories
4. Analytical questions and metrics to answer those questions

Part 1: Positioning Statement

For small NGO's who experiencing financial difficulties or situations of vulnerability, the Me Salva is a software that list for possible donors and angel investors the NGOs most in need of support. Unlike having to contact one investor at a time to ask for help, our product allows the owner of the NGO to put it on our platform and achieve much more visibility and, consequently, obtain financial support in a faster and simplified way.

Part 2: Sketch a Demand/Value Hypothesis

Assignment

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Value Proposition
Daniel needs some online means to show the current situation of his NGO, which is experiencing financial difficulties	He is asking for help from relatives, friends and employees through social networks and emails	Put all relevant information from Daniel's NGO on the Me Salva platform, as well as your contact information.
Daniel needs financial help to keep his NGO running. Any help of any value is already very valuable.	He is making a series of loans at his bank and borrowing money (as stated above)	The software will enable him to securely raise money through online donations, and then transfer it to the NGO's bank account automatically.
Daniel's NGO needs to reach many people as it is at risk of bankruptcy.	He's talking about his situation in Telegram and Facebook groups	The Me Salva software algorithm will be responsible for ranking the NGOs most in need and putting them in evidence for investors.

Part 3: Design a Testable Solution for Your Value/Demand Hypothesis

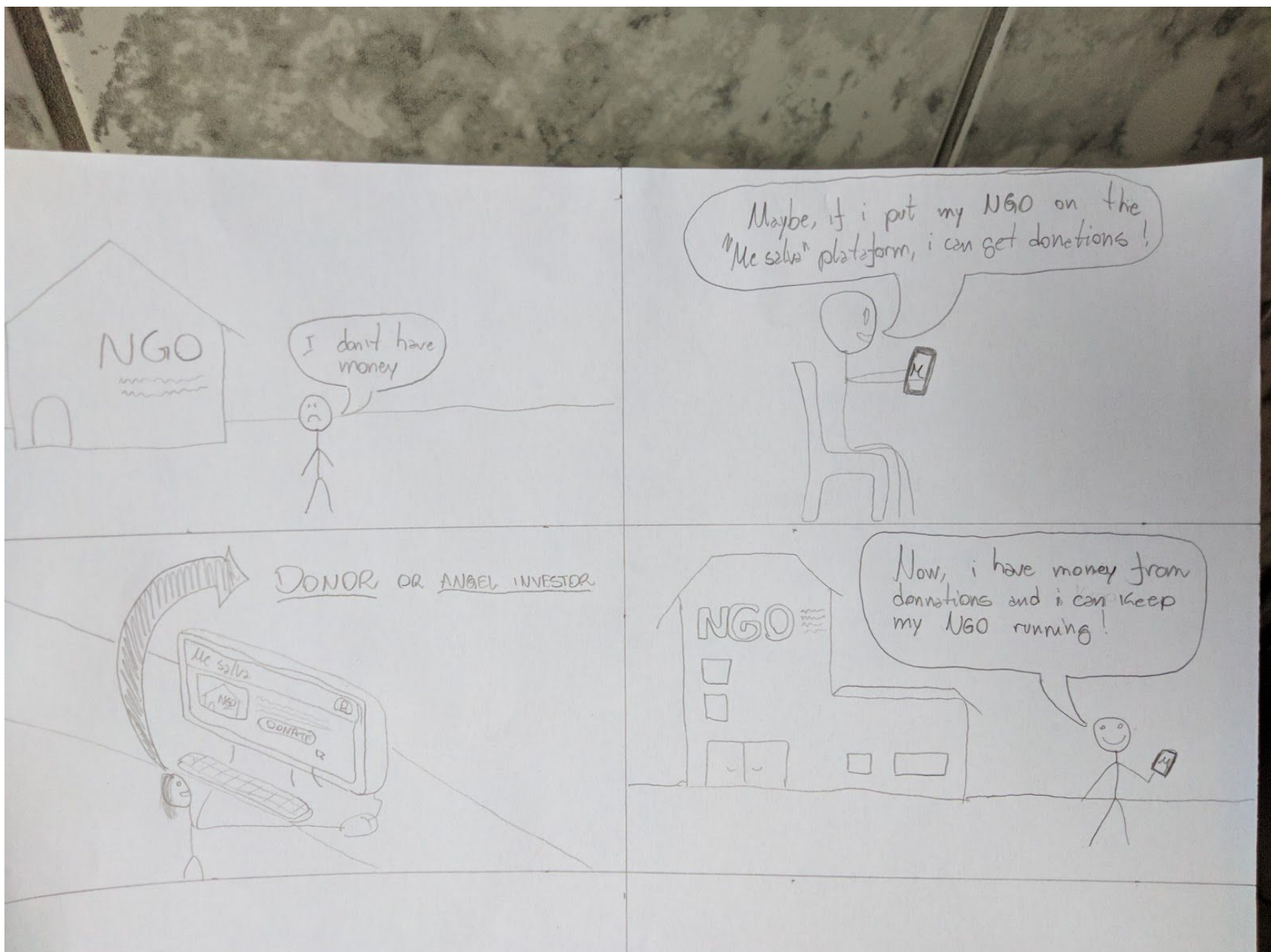
Assignment

Epic User Stories

As a Daniel the NGO Owner, I want to put her on some online platform, so that I can get visibility into my financial risk situation and get support from investors, supporters and donors.

Epic 1- Detail (Storyboard & Child Stories)

Storyboard for Epic 1



Child Stories for Epic 1

Child Stories	Analytical Question(s)	Analytics
Lucia the angel investor wanted to see the NGOs that best suit their causes	In how many categories could we divide the different NGOs on the platform?	Analyze the similarities between the most sought after NGOs Analyze the most searched words on the platform
Daniel the NGO Owner wanted to receive his donation money through a digital bank	How often do NGO owners withdraw their money from the platform? How often do donors make new donations? What payment methods are preferred by NGO owners and donors?	Analyze the most costly means of payment Analyze which means of payment take the longest Analyze the most used payment methods