Capstone Project

Product Backlog

# Module 2

## Exercise 4: Requirement gathering and analysis

**Clear and engaging headline.**

1. (Clear)

* Yes. USN’s wish for a clear and engaging headline is clear and “to the point”. We, as a team, would however encourage USN to stay consistent with as much of the design from other Start franchises, so not to create confusion. This entails making “Start Bø” the attention-grabbing entity whilst a short sentence underneath will communicate the core value of the coworking space.

1. (Consistent)

* No. The team would not consider the headline consistent if it were to align with the Capstone Project Wishlist from USN. From our analysis of Start as a franchises, we believe Start Bø could in a sense “piggyback” of their already established value. In order to do this, we wish for USN to keep their headline in the same fashion as other Start franchises.

1. (Correct)

* No. We believe tests and further communication with USN would help finding the most apt headline. The correct headline, should in our opinion, be determined by the tests elaborated on in point 5.

1. (Unambiguous)

* Yes. We believe the headline is most unambiguous if it reflects the same values as other Start franchises. This contributes to the already established brand and eliminates possible confusion.

1. (Measurable)

* Yes. The headline is measurable through the conduction of various tests measuring metrics of engagement. These will determine which headline has the highest contribution to interest-generation. We plan to conduct CTR tests, which will confirm which headline generated the most desirable interactions. Various surveys with A/B tests will also be conducted.

1. (Verifiable)

* To verify a headline, we ask ourselves if it properly reflects its intended traits. Is it clear? Engaging? Does it communicate the core values of Start Bø? We believe so, yes.

**Compelling visuals.**

1. (Clear)

* Yes. It is well documented that humans respond better to visual information, rather than words on a page. We aim to provide images and videos of the most prominent features of the workspace. We believe this contributes to the websites overall value, which in turn contributes to the workplace itself.

1. (Consistent)

* Yes. The media displayed on the website will be sourced directly from the workplace. We do this to add to the customers perception of the core value.

1. (Correct)

* Yes. The media displayed on the website will be true to reality. We do this to add to the customers perception of the core value.

1. (Unambiguous)

* n/a

1. (Measurable)

* Yes. Tests and surveys could be conducted in order to determine which of the collected media people respond.

1. (Verifiable)

* Yes. We believe as long as the visual media displayed on the website remains clear, consistent and correct, it should therefore be verifiable as well.

**Membership plans and pricing.**

1. (Clear)

* Yes. Both membership plans and pricing are clearly established.

1. (Consistent)

* Yes. The membership plans are consistent with their intended type of member and purpose.

1. (Correct)

* No. We believe that the membership plans should be elaborated on further and the prices should be reduced. We see this hub not only as a workplace, but as a way for students and prospective entrepreneurs to engage with people from established firms in their respective markets. The prices set for each membership plan appears unrealistic for the average Norwegian student and most entrepreneurs.

1. (Unambiguous)

* No. We believe that the membership plans could be made even more unambiguous. They can be elaborated on and hopefully made more reasonable in terms of price and/or featured value.

1. (Measurable)

* Yes. Membership plans and pricing will automatically be measurable due to the database covering all members and their details. Among other things, we can extrapolate the flow of members gained, lost and retained, amount of members within specific plans, popularity, revenue, etc.

1. (Verifiable)

* Yes. This can be verified by utilising and confirming all information published on all channels including the website.

**Amenities and facilities**

1. (Clear)

* Yes. The available amenities and facilities are listed. The visual medias on the website will help conveying the information further.

1. (Consistent)

* Yes.

1. (Correct)

* Yes.

1. (Unambiguous)

* Yes.

1. (Measurable)

* Yes. Database, statistics,

1. (Verifiable)

* Yes. Information.

**Location information**

1. (Clear)

* Yes.

1. (Consistent)

* Yes.

1. (Correct)

* Yes.

1. (Unambiguous)

* Yes.

1. (Measurable)

* n/a

1. (Verifiable)

* Yes.

**Testimonials and reviews**

1. (Clear)

* Yes.

1. (Consistent)

* Yes.

1. (Correct)

* Yes. If verified…

1. (Unambiguous)

* Yes, but shouldn’t be.

1. (Measurable)

* Yes, statistics.

1. (Verifiable)

* Yes.

**Contact information**

1. (Clear)

* Yes.

1. (Consistent)

* Yes.

1. (Correct)

* Yes

1. (Unambiguous)

* Yes

1. (Measurable)

* n/a

1. (Verifiable)

* Yes.

**About us section**

1. (Clear)

* Yes

1. (Consistent)

* Yes

1. (Correct)

* Yes

1. (Unambiguous)

* Yes

1. (Measurable)

* n/a

1. (Verifiable)

* Yes

**Responive design**

1. (Clear)

* Yes

1. (Consistent)

* Yes

1. (Correct)

* Yes

1. (Unambiguous)

* Yes

1. (Measurable)

* Yes

1. (Verifiable)

* Yes

**Privacy security**

1. (Clear)

* Yes

1. (Consistent)

* Yes

1. (Correct)

* Yes

1. (Unambiguous)

* Yes

1. (Measurable)

* Yes

1. (Verifiable)

* Yes, as long as focus remains on security.

**Floor plan**

1. (Clear)

* Yes

1. (Consistent)

* Yes

1. (Correct)

* Yes

1. (Unambiguous)

* Yes

1. (Measurable)

* n/a

1. (Verifiable)

* Yes

**Booking**

1. (Clear)

* Yes

1. (Consistent)

* Yes

1. (Correct)

* Yes

1. (Unambiguous)

* Yes

1. (Measurable)

* Yes

1. (Verifiable)

* Yes

**Rapport: Hva er problemene med hvert punkt:**

1. Clear and Engaging Headline: The headline may not effectively communicate the unique value proposition of the coworking space, making it difficult for potential customers to understand what sets it apart from other options.
2. Compelling Visuals: If the images or videos of the coworking space are of low quality or do not accurately represent the actual space, potential customers may be disappointed when they visit in person. It's important to ensure that the visuals accurately showcase the interior, workstations, communal areas, and facilities.
3. Membership Plans and Pricing: If the membership options, pricing, and special offers are not clearly displayed, potential customers may find it difficult to understand the cost and benefits of joining the coworking space. The call-to-action button should be prominent and encourage visitors to explore the plans further.
4. Amenities and Facilities: If the key amenities and facilities are not clearly listed or highlighted, potential customers may not be aware of what the coworking space has to offer. It's important to emphasize what makes the space unique and stand out from other options in terms of amenities and facilities.
5. Location Information: If the location information is not clearly stated, potential customers may have difficulty finding the coworking space or understanding its proximity to public transportation or parking options. Providing a map and clear directions can help alleviate this problem.
6. Testimonials and Reviews: If there are no positive testimonials or reviews from current members, potential customers may be hesitant to trust the coworking space. Including real feedback from satisfied members can help build trust and credibility.
7. Contact Information: If there are not multiple contact options provided, potential customers may find it difficult to get in touch with the coworking space for inquiries or bookings. It's important to make it easy for potential members to reach out and ask questions.
8. About Us Section: If the brief overview of the coworking space's history, mission, and values is not compelling or unique, potential customers may not be motivated to join the community. It's important to highlight what makes the coworking space stand out and appeal to potential members.
9. Responsive Design: If the landing page is not responsive and mobile-friendly, potential customers who access the website on mobile devices may have a poor user experience. Ensuring that the website displays correctly on all devices and screen sizes is crucial for attracting and retaining potential customers.
10. Privacy and Security: If there is no section about data privacy and security, potential customers may have concerns about the safety of their personal information. Including information about privacy measures can help reassure potential members that their data will be protected.
11. Floor Plan: If there is no proposed floor plan or images of interior designs, potential customers may have difficulty visualizing the coworking space and understanding the layout. Providing visual representations can help potential customers make informed decisions about desk selection.
12. Booking: If the booking process for day passes or monthly memberships is not user-friendly or interactive, potential customers may find it difficult to reserve desks in the open workspace. It's important to have a clear and intuitive booking system that allows for easy selection and confirmation of desk reservations.

**Konverter listen til en liste over brukerhistorier:**

1. As a potential member, I want to see a clear and attention-grabbing headline that communicates the core value of the coworking space, so that I can quickly understand the benefits of joining.
2. As a potential member, I want to see high-quality images or videos showcasing the interior, workstations, communal areas, and facilities of the coworking space, so that I can visualize the environment and amenities.
3. As a potential member, I want to easily access and view the membership options, pricing, and any special offers or discounts, so that I can evaluate the different plans and make an informed decision.
4. As a potential member, I want to see a list of the key amenities and facilities available in the coworking space, such as high-speed internet, meeting rooms, coffee lounge, and more, so that I can understand the unique features and benefits of the space.
5. As a potential member, I want to know the location of the coworking space, including the address, a map, and information about nearby public transportation or parking options, so that I can assess the convenience of the location.
6. As a potential member, I want to read positive testimonials or reviews from current members, so that I can gain trust and confidence in the coworking space.
7. As a potential member, I want to easily find multiple contact options, including an email address, phone number, and a contact form, so that I can easily get in touch with the coworking space for further inquiries or to book a tour.
8. As a potential member, I want to read a brief overview of the coworking space's history, mission, and values, so that I can understand the community's unique aspects and values.
9. As a potential member, I want the landing page to be responsive and mobile-friendly, so that I can access and view the content correctly on any device or screen size.
10. As a potential member, I want to see a section about data privacy and security, so that I can trust that my personal information will be protected when using the coworking space's services.
11. As a potential member, I want to view the proposed floor plan and images of interior designs, so that I can understand the layout and aesthetics of the coworking space.
12. As a potential member, I want to be able to book available desks in the open workspace with a daypass or monthly membership for the current month. I want to see a floor map where desk selection is interactive and visual and receive a confirmation after completing the reservation.