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

<u>For the enterprise as a whole:</u>

For **car renters** who **need a way to move around**, the **HWQ Rent a Car** is a **company focused on mobility with a new car fleet** that **helps people in their daily locomotion**. Unlike **the market**, our **focus is to guarantee a positive and memorable experience to our customers**.

<u>For the specific (internal) product:</u>

For **Front Desk Clerks and Public Relations** who **work at HWQ Rent a Car**, the **HOP-ON** is a **software solution** that **helps employees and customers in their roles**. Unlike **our competitors' solutions**, our product **is based on formulation and validation over real customer experiences**.

Part 2: Sketch a Demand/Value Hypothesis

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Demand/Value Hypothesis
Deciding which car to substitute Engagement Metric [Requested garage reports]	Ask to cleaner/mechanic	If we **can put all information** for **the front desk clerk** then they will **use our tool and it will improve his deliveries**.
What to research on a garage reports Engagement Metric [Check list created]	Daily experience	If we **automate check list/question/answer online**, for **the front desk** then they will **use it and it will improve his deliveries**.
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Part 3: Design a Testable Solution for Your Value/Demand Hypothesis

Epic User Stories

(Epic 1): As **Josh the front desk clerk**, I want to **have an overall view, in only one screen, about the situation**, so that **I can see reservations, car available, car in maintenance period, car to be picked up/returned and make sure about my next steps**.

(Epic 2): As **Josh the front desk clerk**, I want to **know what cars are available/ready for rent**, so that **I can deliver the right one for the customer.**

Epic 1- Detail   **Storyboard for Epic 1**
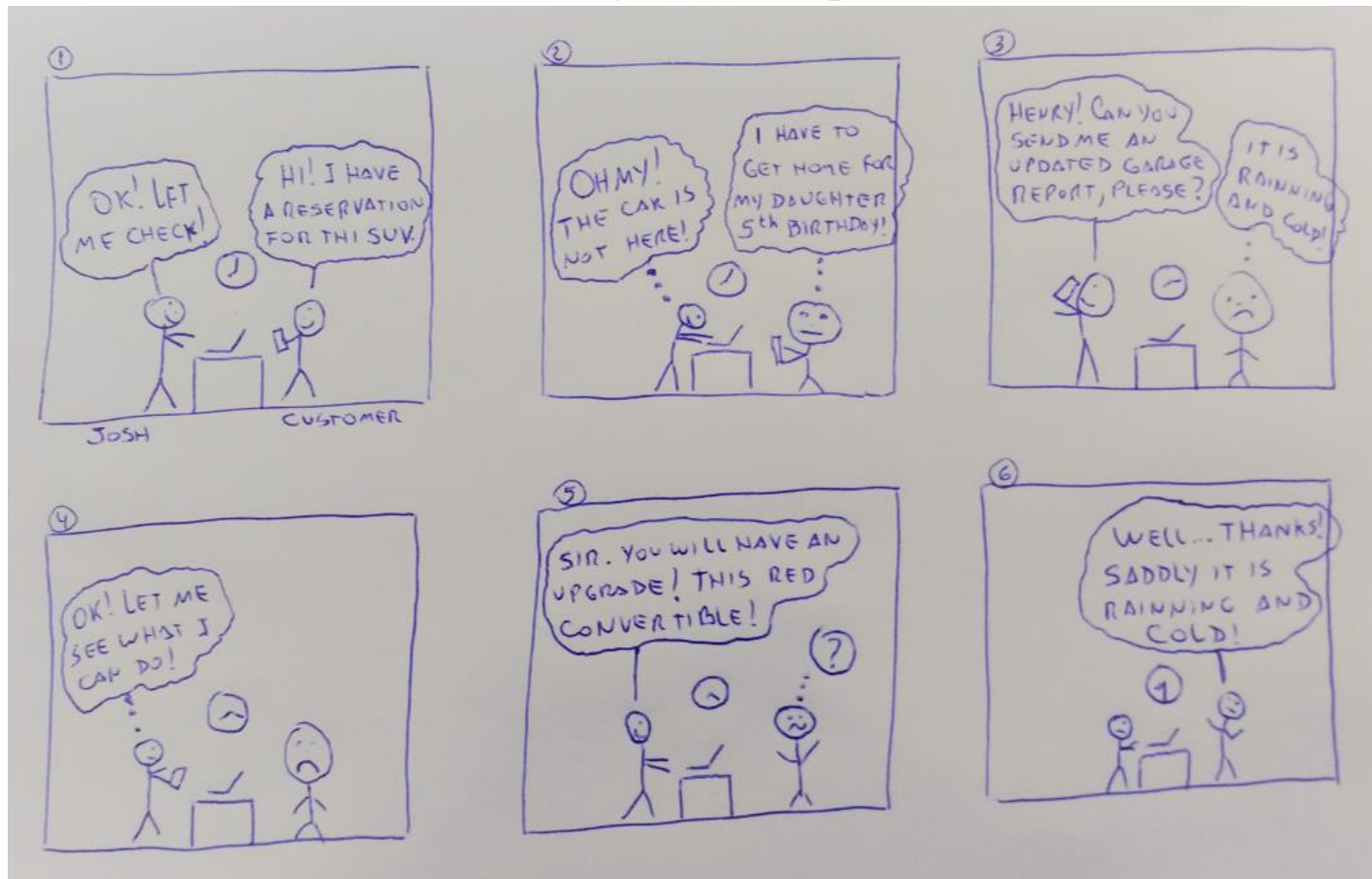
Dependent Variable/Goal for Epic 1

The key questions here are:
a) Do the front desk clerks use the tool to look up and have an overall view about the situation?
b) Does that make them more assertive?

The specific dependent variables for this, observations we might instrument into code and Google Analytics are:
a) Views of reservations and car available result page.
b) Car delivered with a positive experience to the customer.

Child Stories & Analytics for Epic 1

Child Stories	Analytical Question(s)	Analytics
I know the reservation and I want to see on the system.	- How often is this check used vs. the alternative? - How often does this check lead to a car available? - How do front desk clerks perform with this check and without?	Metrics: - Number of this kind of check in relation to other kind of check. - Number of "right" car available on time. - Time on check page. - Number of customers with positive experience.
The system is not updated and I cannot find the car.		
I cannot find the car and I want to find a solution.		
I cannot define a solution.		
I want to see the information so I can make sure about my next steps and delivery a positive experience to the customer.		