EECS 497 User Requirements Document

1. Project Context, Expected Deliverables, and Scope

i.   The primary goal of our project is to create an improved college tour experience for prospective college students. At a high level, we feel that the current system of University-run tours provides an overly-prescriptive, biased glimpse at what one's experience at a given college might look like. Despite this, students rely heavily on tour experiences when deciding between colleges. As such, we hope to open a new market for tailored college tours–where a prospective student and her family can receive a tour from a current student that shares similar interests. We feel that this will provide a much more authentic and informative tour experience for the prospective student and her family, in addition to allowing the current student to earn some side money. Accordingly, our group is primarily concerned with two user groups: current students and prospective students (and, by extension, their families). Both user groups are factored into our stakeholder analysis in addition to the University of Michigan (where we plan to pilot our platform) which has a vested interest in prospective students wanting to attend the school.

ii.

    a.   Our most important deliverable is a marketplace-style website where prospective students can browse several "tour guide listings," which will list a short bio and fee amount. We anticipate that this deliverable will mimic Cameo.com.

    b.   We have two potential stretch goals: adding payment processing and improved anonymity to the website to mitigate one's ability to circumvent platform fees and automatic scheduling of a Zoom meeting for those who are unable to schedule an in-person tour with their selected tour guide.

    c.   Scope

        i.   In Scope:

            1.   Primary:

                a.   Development of a working, publicly-hosted marketplace-style website that allows one to browse and select a tour guide from UM

                b.   Finding and vetting a variety of tour guides with different backgrounds from UM

                c.   Advertising the platform to prospective students and modifying, as needed, based on feedback

            2.   Secondary:

                a.   Development of automatic scheduling of Zoom meetings

                b.   Integrating payment processing and taking platform fees

                c.   Incorporating a business and abiding by legal and regulatory requirements

    ii. Out of Scope:
       1. Development of a platform that serves schools outside of UM
       2. Any form of partnership with UM
  d. We have received significant anecdotal affirmation of interest in our idea from prospective college students that our group has conversed with (from each of our hometowns, respectively). We have worked to compile these conversations and identify similar "likes" and "dislikes/concerns." Thus far, the vast majority of those spoken to are very interested in using the platform, if it were to be available in the form we ideated. A primary concern is the price point of tours (which we plan to give guides full autonomy over) but we quelled this concern by reiterating the optionality that our platform provides prospective students with. In other words, if price is a concern, our platform enables one to shop around. However, it is worth noting that this group is exclusively comprised of out-of-state students, and UM's demographics consist of a nearly fifty-fifty split between in-state and out-of-state students. Of the in-state prospective students we conversed with, far more of them knew a current UM student and noted that they would likely reach out to them directly, as opposed to paying someone through our platform. As such, we expect our platform to appeal more to out-of-state students than in-state ones. With that said, though, we feel this still represents a sizeable, unpenetrated potential market.
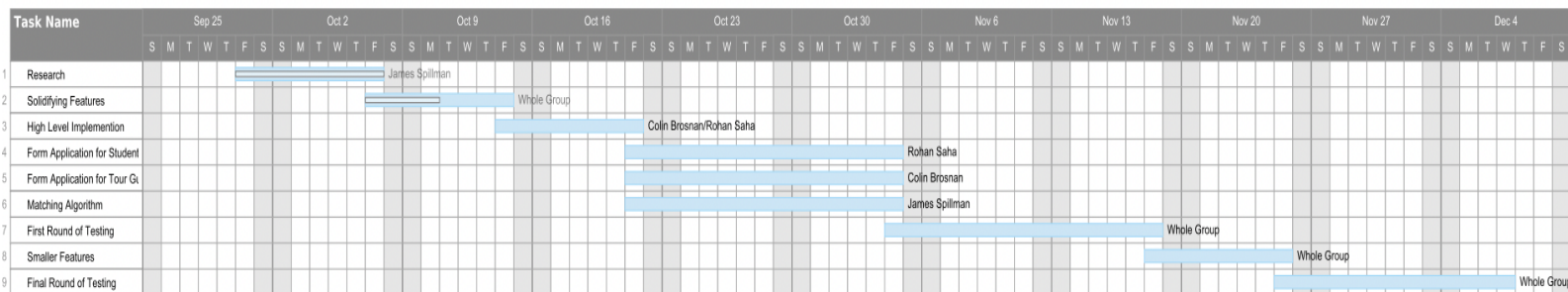
2. High-level, Prioritized User Requirements Table with Target Values

User Requirement	Relative Priority	Specification	Measurement Methodology	Not You?
A sufficient number of tour guides is available on the website	1	10 or more total tour guides	Count the number of tour guide listings on our website	No
There is a sufficient variety of your guides for prospective students to choose from	1	5+ male tour guides, 5+ female tour guides, 1+ LGBTQ+ tour guides. 3+ LSA majors, 3+ Engineering majors, 2+ Art/Theater majors	Count the number of corresponding tour guide listings on our website, using their bios to evaluate	No
Prospective	1	Minimum score of	Check the Google	Yes

students find it easy to find a tour guide similar to themself		4/5 on the Google Form survey given to test users	Form poll responses and view the average for "ease of finding a tour guide you liked" question	
Prospective students find our website easy to use and navigate	2	Minimum score of 4/5 on the Google Form survey given to test users	Check the Google Form poll responses and view the average for "site navigation ease" question	Yes
Tour guides and prospective students find it easy to communicate with one another after selection	3	Minimum score of 4/5 on the Google Form survey given to test users	Check the Google Form poll responses and view the average for "communication ease" question	Yes

3. Project Management Strategy and Plan Update

So far this semester our project management strategy has remained the same. Trello is still being spearheaded by Rohan and it has proved to be an effective tool so far in our development. Our bi–weekly meetings have remained in place and we plan to continue them. Work has been done outside of our regular meetings and nobody has fallen behind. This has allowed us to be autonomous and we have yet to start assigning tasks and deadlines to keep us on track. We still have the same areas of responsibility and our team structure has remained the same. If schedules change or for some reason we have to shift responsibilities around we plan to have a meeting to discuss what needs to be done in order to be as successful as possible. We all have a decent relationship with each other so ideally we can be held accountable, but if problems do arise the two other team members will take on the burden of making sure everyone stays in line doing their respective amount of work.

Task Name	Sep 25	Oct 2	Oct 9	Oct 16	Oct 23	Oct 30	Nov 6	Nov 13	Nov 20	Nov 27	Dec 4
1 Research	James Spillman										
2 Solidifying Features		Whole Group									
3 High Level Implementation			Colin Brosnan/Rohan Saha								
4 Form Application for Student					Rohan Saha						
5 Form Application for Tour G...					Colin Brosnan						
6 Matching Algorithm					James Spillman						
7 First Round of Testing							Whole Group				
8 Smaller Features								Whole Group			
9 Final Round of Testing										Whole Group	

4. Primary Persona

Bio

Claire is a high school senior from Weston, Florida who is choosing between Michigan and Ohio State for college. She intends to study Sociology and is interested in extracurriculars such as dance and marketing clubs

Claire Kava

18 • High School Student • Intends to study Sociology

Motivations

EXTRA CURRICULARS ✳ ✳ ✳ ✳

ACADEMICS ✳ ✳ ✳ ✳ ✳

SOCIAL ✳ ✳ ✳

Goals

• to find a school she loves calling home for four years

• to maximize her Michigan visit

Pain Points

• does not know a current UM student

  • can't "see herself" at any school she's visited so far