Application Definition Statement

A concise, concrete declaration of the app’s main purpose and its intended audience

Purpose or Main Intent

A web and mobile application that helps adventurous travelers find international houses available for temporary exchange / visit.

Description of Intended Audience

Avid travelers looking for international houses to exchange / visit. Age group leans primarily female 24 – 55 years old. As house exchanges are an involved transaction, target audience will establish information channel with exchange. As a result, it must support both mobile and desktop experiences.

Core Functionality

Allow users to access a listing of houses available for exchange / visit. Must support filtering functionality to let users refine results. Will also allow user to create a “passport” of saved items and share finds via social media and email.

Feature Set

* Search for house exchanges
* Filter search results by the following filters:
  + Location
  + Type (Studio, Apartment, Single-family Detached)
  + Size
  + Visit Duration
  + Amenities
  + Exchange Type (Simultaneous, Time Share, Weekend Exchange)
* View Detail of house (including images)
* Library of saved items (Passport)
* User Login / Forgot Password / User Sign Up

Nice to Have

* Filter by neighborhood (urban, rural, suburban), surroundings (beach, forest, lake, attractions) and house rules (pets, children, smoking)
* Email to a friend / share on social networks
* Ability to view house tour video posted by house owner

Primary Persona

|  |  |
| --- | --- |
| John Doe  :::image files:persona-placeholder.jpg | “Input a quote that outlines the personas main use of your application.”  Provide a brief description of typical workflow user currently engages in. |

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| --- | --- | --- |
| Characteristics | Influencers | Pain Points |
| Age:  Education:  Job Title:  Tech Familiarity:  Tech Usage:  Platform: | *In this section, outline the personas concerns and why they would use this web service.* | *In this section, outline any major issues or problems with current workflow.* |

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| --- | --- |
| Scenarios | |
| **Goal:**  List primary goal persona is trying to accomplish |  |
| **Goal:**  List secondary goal persona is trying to accomplish (if applicable) |  |

Secondary Persona

|  |  |
| --- | --- |
| John Doe  :::image files:persona-placeholder.jpg | “Input a quote that outlines the personas main use of your application.”  Provide a brief description of typical workflow user currently engages in. |

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| Characteristics | Influencers | Pain Points |
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