ToDo MVP Document

MVP Objective

This app will aid users to efficiently search for activities/events that they'd be interested in near them.

The objective for this Minimum Viable Product is to gain validation from target users that such an app will be used to find local activities/events and be trusted by its users.

Gathering Requirements

Who is the user?
People looking to discover activities/events in their area. It will also be geared toward those not trying to spend too much time or have too many difficulties throughout the search process.

What major goals and tasks will users want/need to accomplish?
Search through, filter, and have recommended activities/events they'd be interested in. They will also want sufficient details on them to decide what to do.

What will the product do?
List activities/events in select areas.

Where will the product be used?
On people's devices either at home when planning or when out on the go.

Why does the user need the product?
Without it, searching for activities/events can be very difficult and take unnecessarily long.

What kind of information will be created, entered, or featured in the product?
Prices, locations, reviews, photos, and other misc. details.

What particular business goals are you trying to achieve with this product launch?
To work with local businesses/companies and advertise their activities/events. Also, to gain a share of purchases made through the app.

Are there any existing development, design, or business rules that need to be followed?
No.

Which platform and devices will the product live on?
I am currently designing for web apps on mobile devices, but I would also like to make apps for iOS and Android devices.

Hypothesis

I believe that by providing a tool to search through a large variety of activities/events in a smart and time efficient manner **for** users looking for things to do **will result in** users finding something they'd enjoy doing and enjoy the search process itself.

Success Metrics

Quantitative measurement:
- Number of downloads
- Number of active users
- Number of bookings
- Number of "Shares"

Qualitative measurement:
- Feedback from user reviews/surveys

Jobs To Be Done & Feature Requirements

JTBD	Feature Requirements
When I'm open to trying something new, **I want to** be able to look through a number of listings, **so I can** find something to do I'd be interested in.	- Database of events (NEED) - Explore page (NEED)
Rationale: Having an extensive and varied database with a page to explore all of them on will provide the user an opportunity to scroll through a number of different listings, having fun and being well informed while doing so, as he makes his selection of what to do.	

When I have an idea in mind, **I want to** search for that idea, **so I can** find something specifically to do.	• Search feature (NEED) • Database of events (NEED) • Page featuring lists of activities/events (NEED)
Rationale: Even when the user doesn't have particulars in mind, being able to search based on general ideas will simplify and narrow his search.	
When looking at an activity/event, **I want to** be able to review sufficient details, **so I can** decide whether or not it's worth going to.	• Event/Activity Details Page (NEED) • Details to feature: price, location, photos, reviews, and misc. info (NEED)
Rationale: Since not every listing is for everyone, being able to review information on it will allow the user to make a satisfactory choice. Also, when provided with enough details, the user's confidence is boosted and trust gained.	
When I am on a budget, **I want to** be able to filter based on prices, **so I can** avoid spending too much money.	• Price Filter (NEED)
Rationale: Users won't be able to attend all events/activities due to cost restraints. Therefore, limiting the search results by means of a cost filter will speed up the process and avoid the unnecessary frustrations that come when reading through a listing only to see it's not one the user can do.	
When I don't plan on going out until a certain day, **I want to** be able to filter my search by certain dates, **so I can** not waste my time looking at things I won't be able to attend.	• Date filter (NEED)
Rationale: Users won't be able to attend all events/activities due to cost restraints. Therefore, limiting the search results by means of a cost filter will speed up the process and avoid the unnecessary frustrations that come when reading through a listing only to see it's not one the user can do.	

MVP Iteration 2

JTBD	Feature Requirements
When an event is coming up near me, **I want to** be notified, **so I can** plan on going.	- Location save (WANT) - User Permission: Notifications (WANT)
Rationale: When someone misses out on an event that he would've liked to have gone to, it can make them feel upset. These notifications would save the user that frustration and also give him ample time to plan accordingly. Additionally, limiting notifications to only listings that are within a certain area will save the user from being bombarded with too many alerts.	
When I don't have any idea of what to do, **I want to** be recommended some activities/events, **so I can** not spend so long on my search.	- Recommended/Featured page (WANT) - Display suggestions or related events/activities (WANT) - Interests learning algorithm (WANT) - Survey to fill outs user's interests (WANT)
Rationale: Listings that are curated to the user's interest will be more eye-catching to him than the ones that are not. Putting them all together on one page will avoid wasting time on results that will likely not be of interest to the user.	
When I come across something that catches my attention, **I want to** be able to save it, **so I can** revisit the details again and decide on it another time.	- Save feature (WANT) - Saved events/activities page (WANT) - Notifications to remind of past saves (WANT)
Rationale: The user may be using the app while on break from work or during other brief down times. While this spares enough time to glance at different activities/events, this may not be enough time to decide on an activity/event or make any purchases. Therefore, being able to save listings to revisit later will not only give the user another chance to make their decision, but rid them of the hassle of searching for it again.	