

- Project name: UNH Campus Traffic Navigation Web App
- Stakeholders;
 - target users: UNH Students
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- brief description
 - What is the problem you are trying to solve?
 - Optimize navigation around campus on
 - For what audience?
 - UNH residents
 - Students
 - Commuters
 - Visitors
 - What are some constraints?
 - Getting survey results
 - Limited prior knowledge → can improve in additional launches
 - What is the format of the final design / designs?
 - App where you can choose method of transportation, view routes throughout campus, and color coordinate traffic
- Product vision; MOV; product goal
 - Vision: Vision statements are aspirational and communicate concisely where the product hopes to go and what it hopes to achieve in the long term
 - Make a student's life easier and make them feel at home
 - MOV: Measurable organizational value - what value will your product add to the clients / users? See: [MOV activity handout](#)

Six steps to developing a MOV:

- 1. Identify the desired area of impact
 - E.g.: Customer; strategic; financial; operational; social
- 2. Identify the desired value of the project
 - Better transportation across campus, more accurate bus routes
- 3. Develop an appropriate metric / measure
 - At least 100 paths were scouted by users
 - At least 50 5-star satisfaction ratings
 - At least 100 users
- 4. Set a time frame for achieving the MOV
 - 1 month after launch
- 5. Verify the MOV and get agreement from stakeholders
- 6. Summarize the MOV in clear, concise statement
 - The project will be successful if at least 100 paths are generated within 1 month of launch to achieve more efficient transport.
 - Goal: What is your goal for this semester? (i.e. what is your MVP)
 - Have a working product to an extent
- Roadmap

