**Product Visions**

**Selected**

**1.Product Vision**

**You need to analyze the site based on Moore's Product Vision Template:**

The product would be one that is FOR college students WHO need help maximize their time and efforts to achieve their goal of the right fulfilling career. The PRODUCT NAME would be StudentCareerPal or SCP and would be a time management application THAT uses a specialized software that allow the user to input their desired outcomes, what obstacles they are aware of that might hinder them getting to those outcomes, and other general student information needed to create a plan of action for the user. UNLIKE canvas, google calendar, and other time management applications OUR PRODUCT will be specifically made for college students and have a plan created personally for them based on the data they submit.

**2. List of Stakeholders**

Stakeholders for this project would involve UNC Charlotte (now Charlotte), College of Computing and Informatics (CCI), and other colleges.

**3. Customer Discovery Questions**

1) Why should they get this product and how will it help them?

2) Do you think scheduling more would help your gpa/ college experience?

3) How have you tried to secure funding for grad school?

4) What is the hardest part about achieving your career goal? How do you try and handle this currently?

5) If you don't have work experience, how can you improve your Resume and the recruiter to believe that you are well qualified for the job?

6) What issues do you have trying to keep your workflow manageable?

**4. Personas**

**Timothy, 34y/o Non-traditional student**

Timothy returned to school for his masters degree in Software Engineering, he's a little lost about how college works now, and needs a bit of help. Timothy has a full time job, and his company is paying for him to get his masters.

**Doubting Danny**

This user is a junior that is 25 years old.

They are not transfer students and they are doing classes part time because they are working more than 20 hours a week.

They are extremely hardworking and they like to check their grades and schedule themselves more than 6 times a week.

They keep to themselves and are very busy handling different aspects of their life.

School is a priority for them, but they take it slow to make sure they perform well.

He has a cat but really wants a parrot once his life has settled down a bit.

**The first page is the selected Personas on the jamboard.**

[**https://jamboard.google.com/d/1fTD-BJ66ruQK3cfuL9QVu6qJ2wqDoJ1nBiQovXZSmx4/edit?usp=sharing**](https://jamboard.google.com/d/1fTD-BJ66ruQK3cfuL9QVu6qJ2wqDoJ1nBiQovXZSmx4/edit?usp=sharing)

**5. User Journey Map**

Group-based USJ on Jamboard Page 2

[User-Journey Map on Page 2](https://jamboard.google.com/d/1fTD-BJ66ruQK3cfuL9QVu6qJ2wqDoJ1nBiQovXZSmx4/viewer?f=1)

**6. HMW Notes**

1) How might we make the ui clean and easy to use?

2) How might we assist students in navigating their schedule?

3) How might we make sure the student is having the right career option provided to them?

4) How might we make the students feel confident about the classes they are taking?

5) How might we get the recruiters to work with the student and give them actual feedback that is suitable for that particular student?

6) How might we help funnel prospective grad students into UNCC’s grad program

7) How might we make reminders easy to access and catch the users attention.

**Gather Links**

<https://sites.google.com/a/dexterschools.org/common-scheduling-problems/>

<https://www.prosolutionstraining.com/resources/articles/establishing-a-schedule-is-key-for-pre-k-and-kindergarten-students.cfm>

<https://inomics.com/advice/10-biggest-struggles-of-phd-students-610514>

<http://www.aloul.net/Papers/faloul_sch_gcc07.pdf>

<https://www.researchgate.net/publication/221559130_Flow_Formulations_for_the_Student_Scheduling_Problem>

<https://inomics.com/advice/10-biggest-struggles-of-phd-students-610514>

<https://link.springer.com/article/10.3758/s13423-011-0181-y>

Links to Individual Product Visions

**Robert -** [Product Vision - Robert](https://docs.google.com/document/d/1zE4zXZ_PisweQRmta4pvcLLUarNtZGjwmFm9Jt0Ki38/edit)

**Pranav -** [ICE 4-1 Pranav](https://docs.google.com/document/d/1sX0c-C1eRVB5eEllsUORObY6gctQDW9YYjdWnnr6hJY/edit?usp=sharing)

**Aaron Burgin**: [Product Vision AB](https://docs.google.com/document/d/1XjrntmPjMxWktVAIZ7bmVRl5CsVyGHEZIfL2_6WFcAY/edit?usp=sharing)

**Taylor Rogers -** [Product vision: taylor](https://docs.google.com/document/d/1lpzrv8NUqzxmQM-_UdWBPAHagK2TrQ_kEq24C8ruXsg/edit?usp=sharing)

**Joseph Burger** - [Product Vision](https://docs.google.com/document/d/1BgdFVD7xO8EX5651twWZyNN0QwGcuXZso4PADad_3U8/edit?usp=sharing)

**Houston Sprouse-** [product vision](https://docs.google.com/document/d/1UBExcSqrZBzbul66PJo0ZrMEsFyPa9h4rvyp8BGlkoQ/edit?usp=sharing)

**Bryson** - [4-1 product vision sprint](https://docs.google.com/document/d/1U708qAjNcnCdq2q4htt34g2E7syJ6cUA-Cg6J57Ix-Y/edit?usp=sharing)

**Kory**: [Kinter - ICE 4-1: Design Sprint Day1](https://docs.google.com/document/d/1k289Wxf5hm_tBTwC1DzDb77wz6rUjzK5zs8LC6vfd_Y/edit?usp=sharing)