**Item 4: Experimentation and Priorities**

As stated before, one of the most important aspects of any new tech product, is the source of the technology, what that technology consists of, and whether the product is feasible or not. With that being said, we would have to investigate more detail on the software, hardware, and manpower.

Product Design

The design of the system can be done by setting up a simple webapp that prompts the user to enter their dilemma. The application would then take in that question and prompt out a solution. The user can be allowed to, ‘try again’. In other words the user may not have been very fond or excited about the solution and has the opportunity to have the app reconstruct a new solution.  
Product Implementation

Like before, this program can be implemented through a web app. Upon creation of an account, the web app would require the user to answer 10 initial questions to create a general profile. The questions would then be sent through the server as key value pairs and into the database where they will be stored for the entirety of the account. In the database, we would also store “personality questions” and any future answers tied to accounts. The profiles would have more data as the user interacts with the web app. As a user signs on they can select a few topics that interest them. This would place the user in a group with others that share similar interests. Eventually through machine learning and data based on previous feedback, the web app would learn which questions to ask and which ones to avoid when dealing with a user from a specific group. This would tailor the ideas that are presented based on the profile of the individual, thus making user interaction more interesting.

Product Testing

For testing we thought about having friends/ family test the service as they could be of easy access. We would create a web app that makes a profile on the user based on a short survey. The URL of the web app would be shared via email or text and potentially attract more and more attention due to the ease of sharing the product. This test would be carried out by invoking 10 questions to begin with and building an assumption of what each user would be most driven to choose. Such questions would involve tactics used in fields of psychology, recreational therapy, and forms of interrogation. These questions are ultimately methods to reveal personality traits of an individual. The better we can learn the process that goes behind how someone thinks would allow the system to form educated hypotheses rather than random assumptions when it comes time to present ideas.

Product Deployment

We would create a link to the URL of the web app. The link would be shared via email, text, and social media. It could potentially attract more and more attention due to the ease of sharing the product. The product also works better as more and more people participate as the machine learning program would have more data to work with from a wider array of people.

Priority

Our priority would be to release a beta version to collect enough information to ask more questions and provide more solutions based on the unique responses from the beta users answers. After reaching 100 questions, the program should be unique enough to collect varying data which in turn can be used to generate more questions and potential solutions. Product Review

* Like most technologies, the first thing to do would be to evaluate whether the technology is feasible. This would require to take into consideration not just software and hardware, but also legal aspects along with manpower. Can such a system be accomplished within a reasonable time, money, and the resources provided?
* Once feasibility is determined we would have to consider a proof of concept. This stage would require defining the technologies to be used or whether this sort of technology is even desirable. If so what sort of parameters apart from company policy would be desired or non-desired?
* Implementation of technologies and a prototype would have to be accomplished before any public testing. Once achieved, testing among the company would be key in determining whether this sort of technology would work.
* Over the course of the system, maintenance would probably be the biggest and most crucial part to this product. Since the product works best by learning the sort of decisions a user leans towards, or what defining points should be considered with greatest value, it could prove to be tedious and intricate in setting and keeping up any algorithms up to date.
* Along with time, we would also need to have consideration of the technology in what works and what doesn’t.
* Success, along with many software products, would be based on who uses it? Is it used? How many users on average? Is this service still desired? Does this generate profit/ enough?