

MakeYourMaps **Stakeholder Alignment**

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Agenda

- 1. Why. What. Who. When:**
 - **Problems and Improvements**
 - **Target audience**
 - **OKRs and KPIs**
- 2. Wireframes for Reviews and Rating feature**
- 3. Roadmap**
- 4. Q&A**

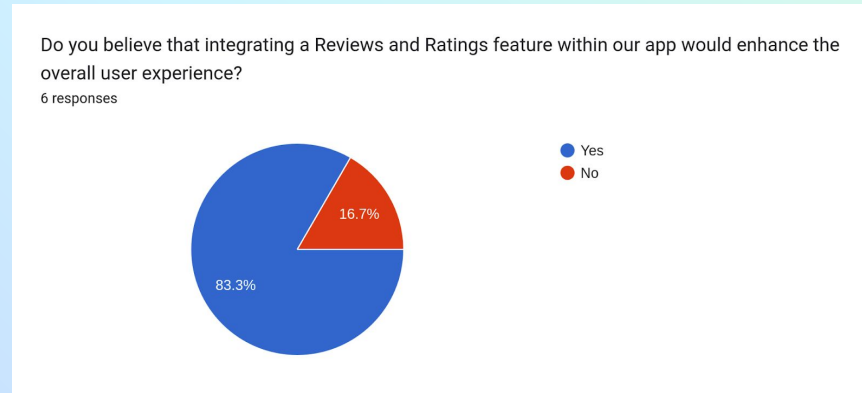
4W: Problems and Improvements

- As part of the “**Improve contributor features for MakeYourMaps**” initiative, this quarter we've conducted research with many users to gain a deep understanding of our users' needs, expectations, and pain points related to user contributions.
- We found out that there was a strong feeling for **privacy**, 80% of the interviewees were interested in some way of **rating places** and checking **other user's opinions**, they wanted a way to make list of places and/or **bookmark** them.
- After analysing all these findings we settled on two major features or improvements for the next 3 sprints:
 - **Reviews and Ratings**: Users will be able to write and read reviews from other people, as well as rating or checking the average score of a place of interest. ***Already in planning.***
 - **Location Sharing Control**: We address the strong privacy concern by allowing them to have control over the location sharing permissions.
- Both these features will help **increasing engagement** and fostering a sense of ownership and **community** within our user base. Time spent in app will increase exponentially.

4W: Problems and Improvements

The proposed solutions were further **validated by our Market research*** through surveys and interviews. Important to know, is, that many rely on reviews for decision making as well as for **safety** tips.

When asked if this feature will enhance their experience, over **80% of the interviewees** believed so.



Backlog has been populated with tasks for Reviews and Ratings, which have been **prioritised** using the MoSCoW method, and the delivery team has already started working on them. **

* Link to Market Research

** Link to prioritised tasks

4W: Audience

- Our audience for these solutions in terms of personas can be in the likes of our "Dora the Persona":



Name: Dora the Explorer

Age: 29 Y.O.

Occupation: Travel Blogger and Freelance Photographer

Location: Lost City of Gold

Pronouns: she/her

"Where do we go next?"

"I need your help."

About

Dora enjoys sports, such as football. She is also a skilled musician. Fluent in both, Spanish and English. Values family. Loves adventure.

Goals and Needs

- Exploration and Adventures
- Community and Sharing
- Being prepared and informed for any new adventure

Challenges and Frustrations

- Wants to be part of a community of explorers who share their experiences and insights. (She can use the Reviews and Ratings feature to connect with like-minded adventurers, exchange stories, and offer tips to others.)
- She would like to access reviews and ratings of various locations and landmarks to decide which ones are worth exploring.
- She wants to find more helpful tips about the best paths to take, animals to look out for, and hidden treasures to discover.

4W: Audience

- Or in terms of persona spectrums, here are a few examples where these solutions will apply:

Permanent	Local with a mobility disability	May want to find out if certain places are accessible on a daily basis. They could get that information from reviews.
Temporary	Adult traveling to a foreign country	May want to explore points of interest at the destination. They will only be interested in reviews and rating probably before and during the trip, so anything from days to months.
Situational	Adult wants to find a specialist doctor	May want to check ratings of several doctors before deciding on one. This could take just a matter of minutes or hours.

4W: OKRs & KPIs

Objective 1: Enhance User Engagement and Interaction

- **Key Result 1:** Increase the number of user-generated reviews and ratings for places of interest within the MakeYourMaps by 50% within the next quarter.
- **Key Result 2:** Achieve a 10% increase in average time spent in app, indicating increased engagement with the Reviews and Ratings feature.

Objective 2: Improve the Quality and Trustworthiness of User-Generated Content

- **Key Result 1:** Implement a content moderation system that reduces the percentage of inappropriate or irrelevant user-generated content to less than 5% within Q1 2024.

KPI 1: Number of User-Generated Reviews and Ratings

We can track the user engagement for this feature and measure the number of reviews and ratings, which helps us achieve our OKR 1.1.

KPI 2: Average Time Spent Reading or Writing a Review

We can track the time a user spends reading or writing reviews on our app, which indicates the engagement as well, as part of OKR 1.1.

Wireframes

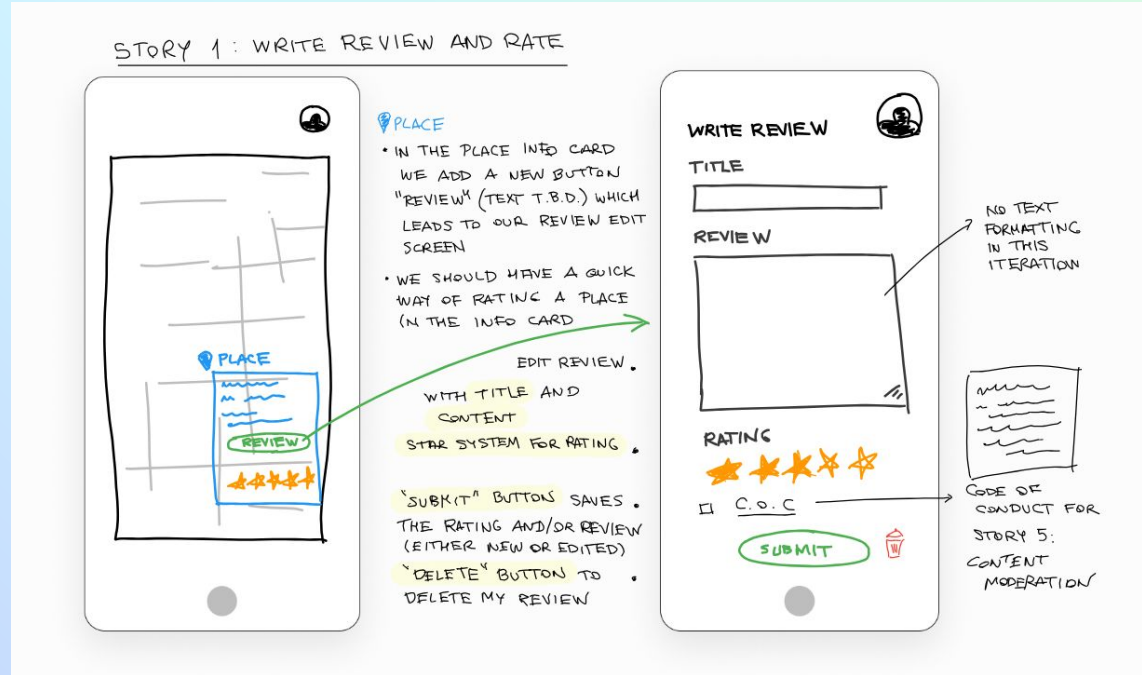


Fig. 1: Write review and rate place of interest

Wireframes

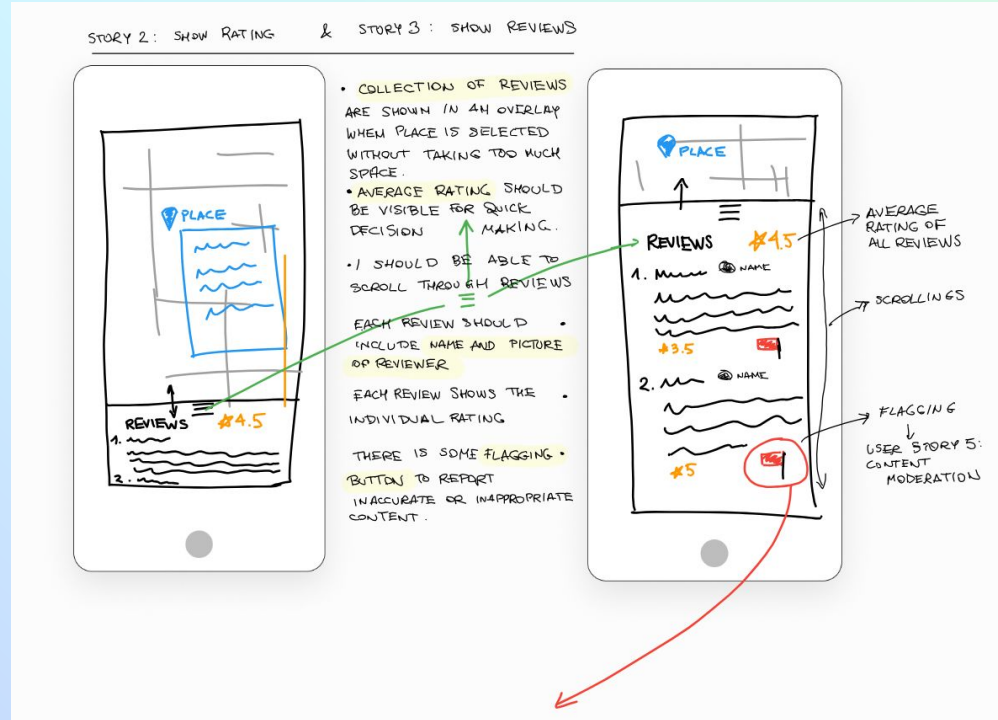


Fig. 2: Show reviews and ratings to users

Wireframes

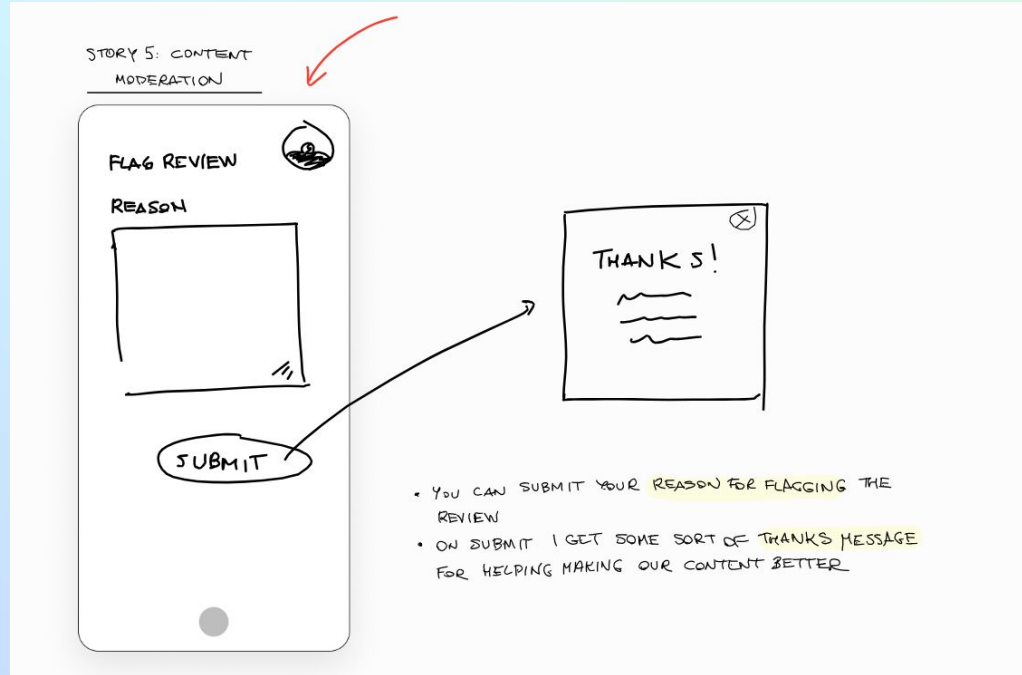
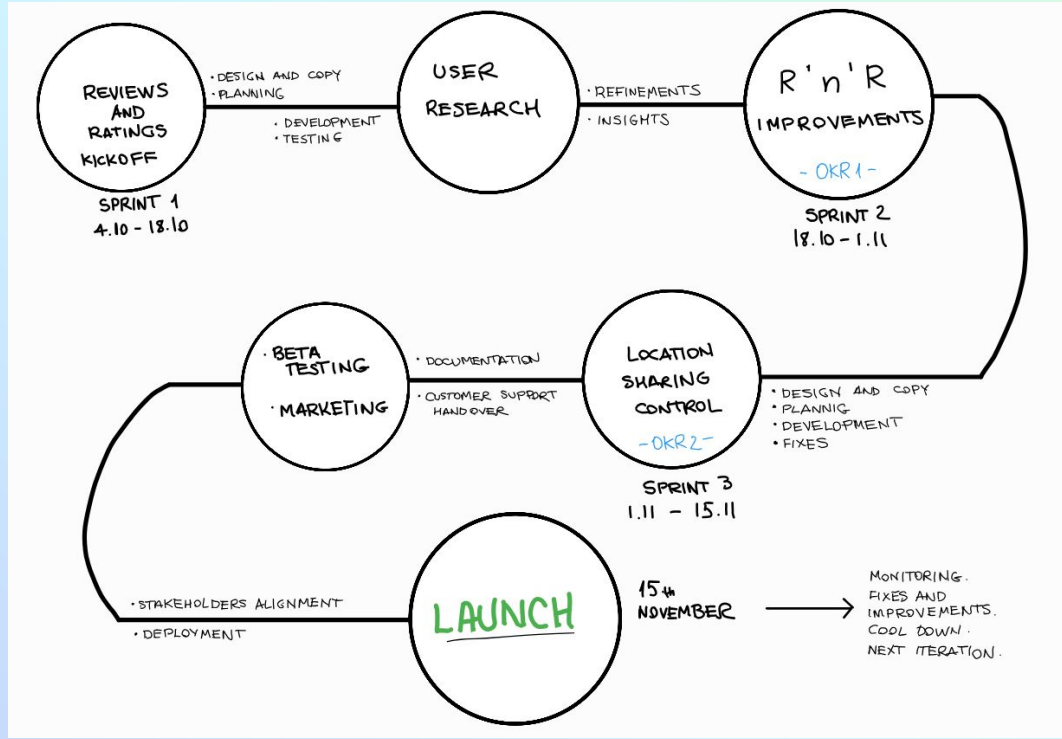


Fig. 3: Content Moderation

Roadmap





Q&A!

Thanks!

You can get in touch with me at
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Credits

Special thanks to:

- Presentation template by SlidesCarnival
- Globe Image from first slide by Megan