# MakeYourMaps

# Product Requirements Document (PRD)

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# Problem Statement

Users **lack the ability to share their personal insights and recommendations** of places of interest as well as reading other users' opinions and ratings of places within the MakeYourMaps app.

To pride ourselves as the best local guide app we should give the power to the users to express themselves, to foster a sense of community, with a rich and detailed database of information about places of interest, as **users often rely on peer reviews and ratings to make more informed decisions** to visit, as seen during our User research, even those who usually do not use guide apps rely on their family or friends for advice regarding places of interest.

**80%** of the interviewees mentioned this one way or another. They love when other apps show ratings and reviews. Some even use it for safety tips.

The lack of this ability reduces user engagement and interactions with the app.

# Product Audience

## Personas



On the other hand, based on Persona Spectrums we could also have the following:

| 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. |

# Solution Justification

To address these issues and enhance the user experience on our MakeYourMaps app, I propose the implementation of the Reviews and Ratings feature.

This feature will enable our users to contribute with their own reviews and ratings to our platform, **increasing engagement and fostering a sense of ownership and community**. It will also enable our users to research directly within our platform in a possibly vast, diverse, trustworthy database of user created content.

Due to the availability of this feature, the **time spent within the app will drastically increase as well as bringing new users to our user base**. They will more likely return to the app for further reviews or recommendations, as opposed to leaving the app once they have the information of the place of interest.

It will increase the user satisfaction and will bring us up to speed to be true competitors of apps such as GoogleMaps.

We arrived at this conclusion based on our Action Priority Matrix based on our previous User research. As we can see, the impact is really high, and despite the effort being high as well, it will bring a lot of benefits to the table, as we have the Design and Engineering resources to achieve this goal in the next quarter.
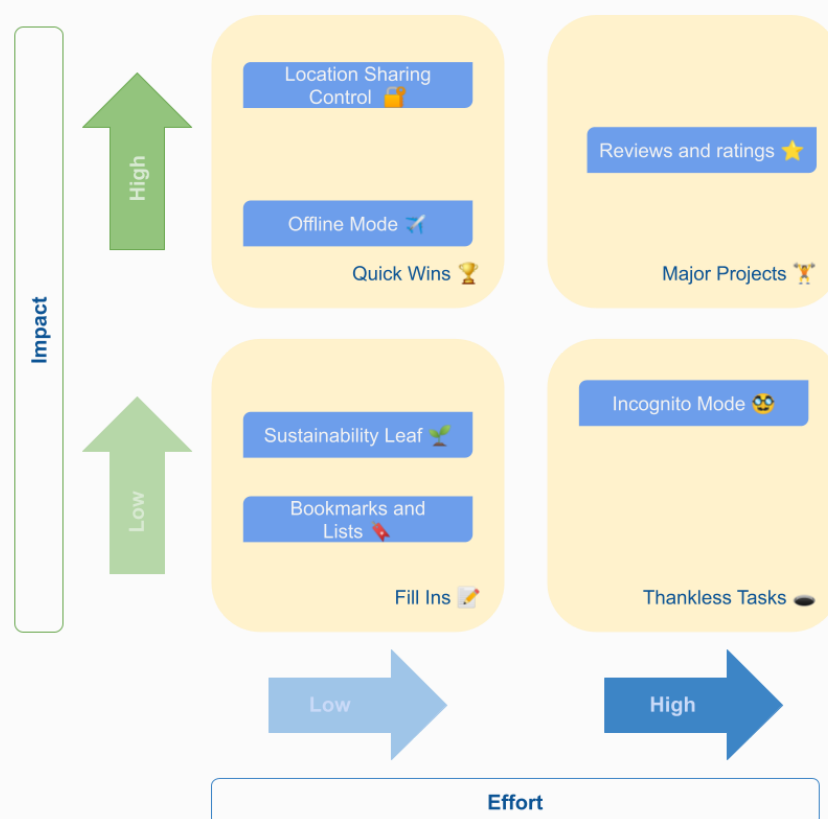
# Objectives and Measures of Progress

## OKRs

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.

## KPIs

**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.

# Stakeholders

**External**: Users (Contributors, Reviewers)
**Internal**: Marketing, Customer Support, Engineering, Design