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:

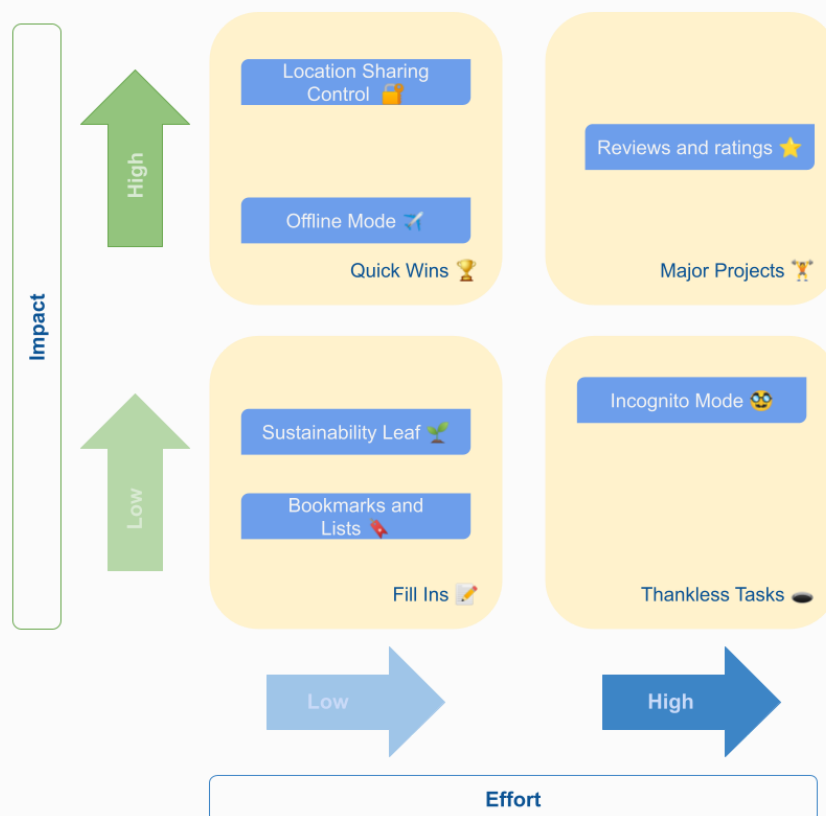| Permanent	Local with a mobility disability	May want to find out if certain places are accessible on a daily basis. They could get that information from reviews.
Temporary	Adult traveling to a foreign country	May want to explore points of interest at the destination. They will only be interested in 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

Initiatives, Epics, and User Stories

User stories

User Story 1: Write Review and Rate

As a user who likes to contribute I want to be able to write reviews of places of interest, so that I can share my personal insights or warn other users of negative experiences.

Acceptance Criteria
- User can write reviews for places of interest
- Review consists of the title, text content, as well as a star rating system (i.e. 1 to 5)
- There is a submission button
- User is able to edit or delete their review when authenticated

User Story 2: Show Rating

As a quality focused individual I want to be able to see how other people rate other places of interest, so that I can make quick decisions regarding places I might want to check out.

Acceptance Criteria
- User can see the average rating for each place when they select a place

User Story 3: Read Reviews

As a user who looks for peer opinions or advice for trips I want to read other people's recommendations, so that I can make my own informed decisions of what to visit.

Acceptance Criteria
- User can see a list of reviews
- Each review shows the name of the user, optionally a profile picture, the title and content of the review, as well as the individual's rating

User Story 4: Accessibility

As a person with a sight disability I want to be able to access the information from reviews or ratings, so that I can make my decisions without the assistance of other non-disabled people.

Acceptance Criteria
- The font properties of the reviews should be appropriate for accessibility
- Make sure the list can be navigated through a keyboard
- Ensure the reviews are compatible with popular screen readers (i.e. VoiceOver for iOS)

User Story 5: Content Moderation

As the MakeYourMaps company I want to be monitor for hateful speech, inappropriate, or irrelevant content, so that I can raise the trust and engagement of our users.

Acceptance Criteria
- Users should be able to flag content for review if they deem it inappropriate or inaccurate
- Have a Code of Conduct document that users have to accept when they submit a review
- Inappropriate of inaccurate content should be promptly removed when the Code of Conduct has been breached

User Story 6: Safety Tips

As a user concerned with safety I want to be able to look for safety tips for areas or places I visit, so that I don't get hurt.

Acceptance Criteria
- There is a safety tip option for the review submitter
- Such safety tips for places with potential safety concerns should be prominently displayed in a collection

User Story 7: Photographs

As a very visual person I want to be able to see what a place looks like before I go there, so that I don't have to just imagine it or look it up in other places.

Acceptance Criteria
- Reviewer should be able to submit multiple pictures and attach them to the review
- Show a collection of the latest images submitted by users

Initiative Overview

Initiative: Improve contributor features for MakeYourMaps.	
Epic 1: Add User-Generated Reviews and Ratings feature	**Epic 2: Improve Reviews and Ratings features for User Interaction and Engagement**
User Story 1: Write Review and Rate	User Story 4: Accessibility
User Story 2: Show Rating	User Story 5: Content Moderation
User Story 3: Read Reviews	User Story 6: Safety Tips
User Story 7: Photographs	