

Part Two: Project Information

(3 Marks) Answer the four questions below:

1. **For** people who want to improve their typing skill / Typing enthusiasts / Keyboard enthusiasts
2. **Who** needs a unified application to handle different preferences and needs for a focused typing session
3. **The** Typing test web application
4. **That** enhances typing skills by offering customizable typing tests and real-time performance feedback. Its engaging, competitive features and user-friendly interface help users improve speed and accuracy efficiently.

5. **Unlike** MonkeyType and Typeracer
6. **Our Product** offers multiple different features to allow the user to type from a multitude of different sources, such as song lyrics and custom user text, and allows the player to type only based off of audio.

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(3 Marks) Answer the four questions below:

1. For (Who is the intended audience or target customer for the product) For students who want to be able to learn the content and review for tests by quizzing themselves with tailored feedback guiding them in the right direction.
2. Who (Why is addressing this problem or opportunity important for the target customer?) Who wants to see that they are on the right track or close to grasping and understanding the concepts? Organizing the topics based on which one needs the most work helps users focus on their weaknesses.
3. The (What category or classification does the product fall into) Quizard, The AI-enhanced advanced flashcard application
4. That (What is the primary benefit or value proposition that the product offers to its target customers)? That offers AI-enhanced feedback based on the user's answers. Our app will also provide a seamless learning experience through flashcard organization and prioritization.
5. Unlike What are the main alternatives or competitors in the market that offer similar solutions?

Unlike well known competitor apps such as Quizlet and Chegg, our app will provide AI-powered helpful guidance fine tuned by current students, making it more reliable.
6. Our Product What specific aspects or features of the product set it apart from competitors? Our product offers enhanced experience to the traditional flashcard app. This includes AI feedbacks, open-ended question support by using AI, and flashcard organization and prioritization capability

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(3 Marks) Answer the four questions below:

<p>1. For:</p> <ul style="list-style-type: none">- Disorganized people, Big Family, Students, Food Banks
<p>2. Who (Why is addressing this problem or opportunity important for the target customer?)</p> <ul style="list-style-type: none">- Helps the customer stay organized on food, helps manage food expenses, make sure customer doesn't run out of food.
<p>3. The (What category or classification does the product fall into)</p>

<ul style="list-style-type: none">- Food, health, fitness, organization, money management apps.
<p>4. That (What is the primary benefit or value proposition that the product offers to its target customers?)</p> <ul style="list-style-type: none">- Keep track of your current food supply (all food in your house) or allow food banks to keep inventory allowing them to know when to restock.
<p>5. Unlike What are the main alternatives or competitors in the market that offer similar solutions?</p> <ul style="list-style-type: none">- CASO Food Management Systems
<p>6. Our Product What specific aspects or features of the product set it apart from competitors? More user friendly, better looking UI.</p> <ul style="list-style-type: none">- Easier to add food items to the app.

Part Two: Project Information

(3 Marks) Answer the four questions below:

1. **For** people looking to get fit, improve physique, or take their workout routine to the next level
2. **Who** need an app to guide and analyze their workout routines
3. **The** fitness app
4. **That** utilizes AI to improve user routines
5. **Unlike** What are the main alternatives or competitors in the market that offer similar solutions?

6. **Our Product** provides AI-backed recommendations for a better result

Part Two: Project Information

(3 Marks) Answer the four questions below:

For (Who is the intended audience or target customer for the product?)

This app is intended for co-op recruits, new grads, or really anyone looking to find a job, but isn't confident with their interviewing skills.

Who (Why is addressing this problem or opportunity important for the target customer?)

Finding a good job is hard, and oftentimes people don't make it through the application despite having the skills because they aren't able to showcase their capabilities during a small conversation with a hiring manager. Like any

skill, interviewing requires practice, and that is what this app will aim to do - help you practice.

The (What category or classification does the product fall into)

Educational, problem-solving app

That (What is the primary benefit or value proposition that the product offers to its target customers?)

Compiling resources and material for users to practice and feel more confident when approaching interviews for their job search.

Unlike What are the main alternatives or competitors in the market that offer similar solutions?

Main competitors include sites like Leetcode, Algoexpert, and HackerRank

Our Product What specific aspects or features of the product set it apart from competitors?

Our product provides an all inclusive experience for job seekers to access the resources they need to ace their interviews. Unlike HackerRank, Leetcode, and Algoexpert, which focuses on the technical part of an interview, our platform includes mock interviews and behavioural aspects to simulate a real interview.

Part Two: Project Information

(3 Marks) Answer the four questions below:

1. For (Who is the intended audience or target customer for the product) <i>Anyone interested in investing</i>
2. Who (Why is addressing this problem or opportunity important for the target customer?) <i>Want tips on how to augment their portfolio</i>
3. The (What category or classification does the product fall into) <i>Web application Augury is an AI-driven financial software</i>
4. That (What is the primary benefit or value proposition that the product offers to its target customers?) <i>Uses the latest OpenAI models to offer analysis pertaining to stock trading</i>
5. Unlike What are the main alternatives or competitors in the market that offer similar solutions? <i>Traditional financial advisors or robo services</i>
6. Our Product What specific aspects or features of the product set it apart from competitors? <i>Is minimal, accessible, and easy to use without any commitment.</i>

Part Two: Project Information

(3 Marks) Answer the four questions below:

1. For (Who is the intended audience or target customer for the product) People with a large amount of unplayed games on Steam who can't decide what to play.
2. Who (Why is addressing this problem or opportunity important for the target customer?) The main problem we are trying to solve is that people have many games put into the backlog and they don't know what to play at the time. And the solution will help players be able to get easier choices on what they want.
3. The (What category or classification does the product fall into) This product is a website, with potential to be integrated into a mobile app in future development. For now, though, development will focus on the web form of the product.
4. That (What is the primary benefit or value proposition that the product offers to its target customers)? It provides a list of games in the user's Steam backlog so they can purchase fewer games and avoid bad games. They can also find hidden gems in their library so they

won't be worried about having no game in their free time.

5. Unlike What are the main alternatives or competitors in the market that offer similar solutions? This is a fairly niche idea, so the main alternatives would be simply using Steam on its own, or using a non-specific random generation tool such as WheelDecide. These are all non-specific to the needs of our selected personas, and our solution has other features to motivate the user to clear out their backlog.
6. Our Product What specific aspects or features of the product set it apart from competitors? Our product will allow the user to filter randomly decided games by average playtime (from howlongtobeat.com) and genre. It will also track how many games the user has completed in their backlog to give them a sense of accomplishment.

Part Two: Project Information

(3 Marks) Answer the four questions below:

1. **For** (Who is the intended audience or target customer for the product)
The BC Heatmap is intended for potential real estate investors/developers and real estate agents who keep an active eye on the housing market.

2. **Who** (Why is addressing this problem or opportunity important for the target customer?)
This data is currently available in the form of text but visually being able to see which areas in BC are growing the fastest is a valuable resource. It could provide insight into current local trends for people who are looking to buy or develop property to ensure sound investments.
3. **The** (What category or classification does the product fall into)
A data visualization heat map website for real estate activity.
4. **That** (What is the primary benefit or value proposition that the product offers to its target customers?)
The benefit of this is being able to visualize activity data geographically so you can make effective investments in the real estate market, instead of having to look at lists and then locate the area on maps manually.
5. **Unlike** What are the main alternatives or competitors in the market that offer similar solutions?
These two were the most similar ones we could find but they both contain problems. The first link, the heat map is very generalized in the entire city areas and it just looks like blobs of colors. The data doesn't seem accurate and is hard to rely on. The second link is more how we want our map to look but the biggest issue is that it's very slow. The map doesn't load all the way for a long time because of how it's trying to pull data.
<https://wowa.ca/bc-housing-market>
<https://www.zealty.ca/imap.html>
6. **Our Product** What specific aspects or features of the product set it apart from competitors?
Instead of being a strictly price based heatmap, this heat map provides data about general activity (Buying and listing) in a given area. This is unlike anything on the market as currently there are only tables to represent this data. Being able to tie it to certain geographical locations visually will help trends be analyzed in an easier way.