**Assignment 4**

1. **Define functional requirements (job to be done) and information requirements.**

The profit model need to be structured, and further interviews & questionnaire related to students’ consumption habit and merchants (clinics)’ willing for payment need to be done for the design of profit & operation model. A short investigation towards college students’ status of healthcare consumption were conducted this week, the results are showed in the investigation report.

1. **Conduct data research to identify potential sources of data for addressing the persona’s information requirements in getting their job done.**

The most important information related to this platform is the location of different clinics in different regions in Beijing, which might include important business areas. The search and collection of this location data mainly relies on map apps like baidu map, and an API need to be used.

1. **Describe strategy to obtain non-existing data to complete information requirements.**

Except for location information, which could be find in map’s API, some detailed information, such as the latest telephone number or merchants’ ways of contact might be out-dated. I planned to develop a content publishing platform for registered merchants, so that they can generate their latest operating information on the website by themselves, which might be more timely and precise.