

## Group 8 First Meeting

- **App decided: App to give information about visa application. Shows visa requirements for every country. Takes you step by step with a checklist.**

-MVP: A visa guide for Brandeis students who need a visa for study abroad (Wizard of Oz testing). They would tell us their passport/nationality, what program they are in, which country they are planning to visit, and how long. We do the research ourselves on what is required, and send that person back a checklist telling them exactly what they need to do.

-Possible Hypothesis to test with MVP: Students using the app will complete their application faster with fewer issues, and will be more comfortable sharing information with a website than with a person. In order to test this hypothesis, we would also need a physical person to walk someone through the application in person.

-Method of Advertising: Study courses or student centers in high school or any other schools could advertise the app for the students. Students who go to these centers usually prepare for college to study abroad, and all of them need visa or at least some knowledge about visa application, the study centers could advertise the app itself for the students who pursue studying abroad requiring a visa.

-Method of Revenue: Money will be made through one time purchases, each purchase allows 1 walkthrough application, the exact amount of money for each visa walkthrough is undecided, and partnerships with educational institutions. Maybe a monthly subscription for travelers to have unlimited walkthroughs.

## New ideas

- We could target backpackers since they often travel to various countries but want their travel experience to be as simple as possible
- We could use simple advertisements in hotels, hostels, travel blogs, social media groups, etc.
- We need to help people navigate complex border situations - e.g. entering Cuba from the US, entering Israel from certain countries, etc.
- Some consulates e.g. us consulate in guangzhou only have a limited amount of spots; we need to incorporate that in the app
- We are going to need to create an account system for users in case of unexpected updates.
- Making the application a website. More cost-effective, easier to update and use across devices.
- Update website in response to current events such as changes in visa policy.
- We need to have strong security to protect user's personal data.

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- If the user has spontaneous questions, they will be able to chat with a human, or perhaps an AI