Product Statement Document

Version 1.0

ISAS Consultants

3rd December 2017

Purpose:

The purpose of this Product Vision Document is to provide a detailed description of the problem that the product will address and to outline the benefits that it will offer to its users. This document will serve as a guide for the development of the product, outlining the key features, objectives, and target audience, as well as any constraints or limitations that may affect the development process. By clearly defining the direction and vision for the product, this document will help ensure that the product is developed in a way that meets the needs of its users and achieves its desired impact.

Scope:

This Product Vision Document is intended for use by the employees, developers, and project managers at the company, as well as any other stakeholders who are involved in the development and management of the product. This document will serve as a guide for the development of the product and will help to ensure that the product is developed in a way that meets the needs of its users and achieves its desired impact.

Statement of the Problem:

Context:

ISAS Consultants offers legal services to people that want to immigrate to another country. It is also a "study abroad" consultancy service assisting people that are interested in studying at an institution abroad. At the date of writing this document, ISAS Consultants specializes in skilled immigration processes for several countries which include the following i.e. Australia, Canada and New-Zealand. For study abroad services, they usually deal with universities from the UK, USA, Canada, Australia and New-Zealand. A very high number of "leads" are generated either in the form of online email or in-person meetings where people that are interested in contacting the company to initiate the process of their skilled immigration or admission application to study abroad.

The process includes roughly the following steps:

1. Person emails or visits the office in order to get information related to study abroad/skilled immigration.

2. Their details i.e. CVs are captured either on a physical paper form or a web form.
3. Their information is assessed to see if they meet requirements for either skilled immigration/study abroad.
4. They are then informed if they qualify for either of the two processes.
5. An initial meeting is set with them where they are informed of the complete process and are shared a contract highlighting detailed information of the complete process.
6. The person accepts the contract and their "case" is then considered registered.
7. This stage is the beginning of the case of the "client" where the company starts working from initiation to the end where initiation of the case refers to getting all additional information in the form of documents and ending referring to successful skilled immigration or study abroad.
8. During this process, all contact with the client is either in-person, email or by call or a mix of all three of these methods.

These steps involve a lot of processes that are done "manually" i.e. on paper which takes a lot of time, effort and results in the loss of resources. It also plays a major role in the quality of services provided to the clients since handling 100s of individual cases for clients becomes problematic to a degree where many cases face neglect and it affects the client's progress, and the company's ability to deliver as a result hurts its reputation. This also means that the competition which is able to utilize high traffic of clients better gets an edge in the market for immigration and study abroad consultancy.

Some specific statements indicative of the problem:

- *"Unable to keep up with assessment of all leads in a timely manner"*
- *"Potential customers complain about the delays in process"*
- *"Delays cause the work to be rushed with results in mistakes - and the cycle continues"*
- *"There needs to be a way to make all of this easier and smooth"*
- *"In a month, we get about 500 queries, and they all line up because it is not so straightforward to easily carry out assessment of the CV's received. By the time we perform 20 assessments, 20 new ones pop up"*
- *"We communicate by either phone or e-mail, this results in sometimes us forgetting which stage the assessment was due to the heavy traffic load"*
- *"It's hard to keep track of all the cases I am currently working on sometimes because the traffic is just too much"*
- *"Sometimes the clients we are dealing with become unresponsive - so we continue our work on other cases. However, we have a policy of reminding them bi-weekly but it is quite difficult to remember which client to send a reminder too and when"*
- *"Most times, when we communicate with the client, some of the communication is done verbally - It becomes very difficult to save/preserve that communication in a form which I can come back to later when required. Clients forget what they said and so do we"*

Problem Definition:

ISAS Consultants is overwhelmed by the large number of leads and cases that they receive and are struggling to keep up with the assessment process in a timely manner. As a result, clients are experiencing delays and poor communication, which can lead to mistakes and a negative impact on the quality of service provided. The company is in need of a solution that will help them manage and process leads and cases more efficiently, while also improving communication and information management.