



CONTENT:

PROBLEM STATEMENT
COMPETITIVE ANALYSIS
LIST OF BUSINESS REQUIREMENTS
USER STORIES

PROBLEM STATEMENT

"Historically, Users have difficulty finding experts in diverse fields in order to get advice on various subject matters. If users query via phone or email, it can take days/weeks to get a response (if they ever do). We will gauge our success by the user onboarding figures, the amount of user engagements, and user reviews and recommendations.

Potential Solution

An application which enables both experienced and inexperienced users to post a question, chat quickly, or schedule a meeting (video call), with experts of various fields to get their advice on a particular task that user want to accomplish.

UX MPETITIVE ANALYSIS

Overview

JUST ANSWER

- Just Answer is an online expert question & answer website (& mobile app) that connects customers with verified experts in several categories, including; medical, legal, automotive, veterinary, and tech support via online chat. In 2015 they expanded their service, enabling customers to talk with experts on the phone.

6YA

- 6ya, founded in 2015, provides instant help with an expert, within seconds, over phone or video call on your smartphone. They have experts from several categories, including; vehicles, home appliances, tv, smartphones, and computers, as well as home improvement (electrical and plumbing).

Key Objectives

Just Answer

- Claim that their experts are licensed professionals (confirmed by a third-party verification firm). They provide experts service 24 hours a day, have 11990 verified experts, one thousand downloads of their app, and 4.3/5 rating on Google Play app store.

6ya

- They have 4.1/5 rating on Google Play app store with a handful of followers on social media. The company is fairly new and are still building their customer base. However they are competitor of Just Answer.

Overall Strategy

- They maintain a strong media presence on CNN.com, NBC.com, but maintain a weaker social media following. Initially they started with chat then added a phone call feature. It can be predicted that a future video feature would be the logical progression, though, to date, this feature is not in the product
- Being that they are new in the industry, they don't hold any significant market-share at this time. But they are giving a good competition to their competitor (Just Answer) as they provide audio and video calls. They have 28 followers on twitter, and 600 fans on Facebook. They need to build up an expert base before going to market in order to offer a useful service to their users.

Just Answer

- When conducting a Google search with the term “Expert Advice”, this application did not show in the search results. By using the term “Expert Advice online” it showed up in a Google Ad. Google search shows 4.9/5 rating from 2,228 reviews (based on data collected by Google and Trustpilot). It appears they have more active users on their website than their application. They have 12k experts, 700 categories, in 190 countries, and support 4 languages.

Market Advantage

6ya

- In 2-3 years, they accumulated good rating & reviews. Their UX /UI is very usable with fast load times, which is their biggest strength.

Market Profile

- Just Answer was founded in 2003 by Andy Kurtzig, whose goal was to create a website that allowed people to ask questions and receive answers from doctors and other experts, 24 hours a day. In 2012 the company received an additional \$25 million in funding. They use Google Ad for advertising. There is no apparent advantage in their user interface or the behavior of the website or mobile application that gives them a particular advantage.

- Marketing strategy seemed to be non-discoverable, and they are not visible on Google Ads. 6ya would benefit greatly to better promote their instant advice delivery. Unquestionably, 6ya has fast and functional UI on both of their platforms, far exceeding Just Answer.

SWOT Profile

Just Answer

Strengths



Strong marketing through TV media.

Provide service 24/7.

Verified Experts.

190 countries & support 4 languages.

Weaknesses



Does not support video call.

They do not have any direct phone call button.

More focused on website than app.

Poor UX/UI design for app.

Opportunities



Support video call & direct phone call service.

Make contact process more direct.

A Better user friendly design app/ website.

A strong marketing strategy.

Threats



Other competitors like PrestoExperts, LiveExperts.tv, ExpertHelp.com etc.

Some hospitals provide on-call service for their patients, which may affect their business.

SWOT Profile

6YA

Strengths



Fast & easy way to connect with experts.

Good UX / UI website & app.

Weaknesses



No chat window.

No verified experts.

Weak marketing strategy.

Opportunities



Free advice on chat.

Verified experts.

Better Marketing strategy.

Threats



App with big budget and reputation like Just Answer.

BUSINESS REQUIREMENTS DOC

Executive Summary

Target Audience



- The Target Audience of this app will be users over the age of 17 who are both new and experienced technology users.

Competition



- There are several competitors on the market whose goal is to connect users to an expert (Just Answer, 6ya, Ask an expert). They all have some strengths and weaknesses if we make their weakness our strength we have chance to capture the market.

Risk/Opportunity



- The primary risk is that our app will get lost in the sea of competition. There are a few seemingly popular apps (Just Answer) with a big budget that makes it hard for us to stand out. They all have some weak points like sub-standard UX, or lacking video call service, or no marketing strategy. If we focus on those areas, there is a chance we might end up with a piece of a very large market. We have an opportunity to capitalize on this by offering a more compelling product and steal market share from both the larger and smaller apps.

Conclusions



- We all need the real-time and face-to-face help of an expert sometimes and with the increase in popularity of the peer-to-peer platform or marketplace, we have the potential to build something totally revolutionary. The key will be to focus on, simplicity, accuracy, and trust amongst users. Investing in social media marketing and building a sense of community will be vital to the success of this application.

Product Scope

The product specifications include a responsive web app (mobile-first approach) designed as a platform where experts essentially “sell” their service, which is their expertise and knowledge, to users who are searching for specific advice, tips, answers, etc. The product will also include a website where users and experts alike will be able to gain a complete understanding of what the app is and how to use it, as well as the ability to create and edit their profiles. Social media, Google Ads will play a vital role in marketing the app.

S.M.A.R.T. BUSINESS OBJECTIVES



Build a revolutionary platform with the intent to gain a considerable piece of the market. **Measured by:** Initial user tests and market size estimates. **Deliverable by:** 2-3 months from start date.



500 experts listed on the platform by product launch, **Measured by:** the number of experts available when the app is released, **Delivered by:** 3 months from the initial project start date.



1,000+ user signups to use the platform within the first month of launch **Measured by:** Signup count within first 30 days. **Delivered by:** 30 days after product release.

FUNCTIONAL REQUIREMENTS

Onboarding: Login/Signup

Process for listing service as an expert:

- Creating an expert profile to include bio and background, time zone as well as rates for video calls & phone call.

Search tools for users seeking expert help/advice:

- Search By - category, expert, rating & recommendation, Bookmark (favorites, previously viewed) etc.
- Browse topics and advice

Communication tools:

- Video call, phone call, chat feature, upload feature
- Rating tool for users to rate/recommend experts

Basic payment flow using CC or PayPal:

- Connection to payment gateway - Basic admin area for managing users - Editing existing accounts - Modifying payment (adding tip)

Help & contact us:

- To solve any issue related with payment & refund.



DELIVERY SCHEDULE

Week 1 –

User stories/User Personas and flow charts

Week 2 –

Finalized Design plan for app & create wireframe & mockups

Week 3 –

Create Interactive prototype & start user testing

Week 4 –

Polished app design based on data gathered during user testing

Week 5 –

Begin coding app

Week 6 –

Build Website and social media accounts Finalize website and publish marketing content on social media accounts

Week 7 –

Test app functionality before release

Week 8 –

Launch product

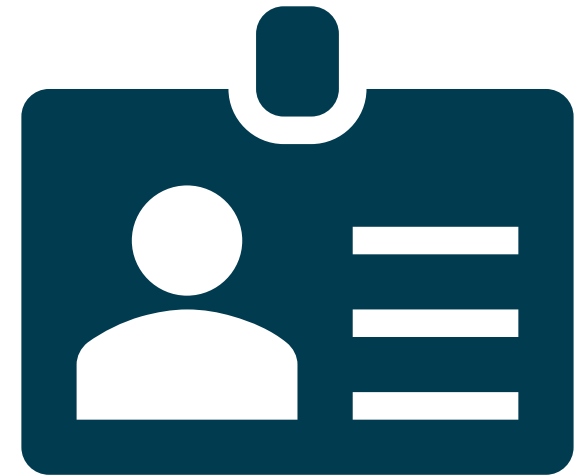
Onboarding, login/ sign up

- As a user, I want to have a quick introduction about the app, so I know how to use it and what are the main services it is offering.
- As a new user, I want to register with my Google account so that I save time.
- As an existing user, I want a way to recover my password in case I've forgotten it so that I can access my account.

Search, Review expert, post question

- As a user I want to quickly search for expert, categories, FAQ so I will get what I want without wasting time.
- As a user I want a quickly & easy way to connect to expert so I can get advice without wasting time.
- As a user I want to see/give rating/review to expert, so it will help me & others to decide on suitable expert.
- As a user I want a way to post simple question so I can get answers.
- As a user I want to set notification so I will be notified whenever someone answer my question.

USER STORIES



Expert profile

- As an expert, I want a way to create my profile so I can display my expertise & what service I can provide.
- As an expert, I want to show my availability, rate so I can manage my time accordingly.
- As an expert, I want to write an articles, so I can share my expert advice to seekers who can benefit.
- As an expert, I need a way to connect with my customers via call or video so I can exactly see what is there problem & communicate clearly without any misunderstanding.

User Profile

- As a user I want to bookmark or save the expert as my favorite so can find them easily whenever I need.
- As a user I want to keep log of my account, so I can keep track of my spending's.
- As a user I want a secure payment so I can feel safe.
- As a user I want to edit my personal & payment information so I can update it.

Help/ Customer Services

- As a user I want to contact Customer service so I can get help from them on any app based/refund issue.