

ITSC-3155 Design Sprint Day 1
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Group 14, Foreign Currency Exchange Application
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GitHub Repository:
<https://github.com/scottgirard/Group-14-Project>

Identify the personas/imagined users for the products (Sommerville pg. 55).

Personas:

Meet Joey:

Joey, a 23-year-old college graduate is currently working as a software developer for a well-funded startup. He grew up in a small town in Pennsylvania where his father worked in the oil industry. While growing up, Joey dreamed of escaping his small town to see the world.

Joey hasn't traveled much because of finances, but with his new job and carefree lifestyle, he has begun to think about spending some time visiting the countries he heard about in his youth. Joey took a few business courses in college and has a basic understanding of how exchange rates work, but he doesn't want to put a lot of mental effort into converting currencies in his head while traveling.

Meet Ralph:

Ralph is a 33-year-old banker working for one of the large US banks. Ralph grew up with his two brothers in mid-sized Chattanooga Tennessee. Ralph was into sports growing up and while he doesn't play organized sports anymore, he misses the competition and camaraderie of team sports. He has a competitive spirit and a desire to win at everything he attempts.

Ralph stays busy during the day with his work, but finds there are times when he has an opportunity to keep up with a few stocks he invests in. He has recently become interested in foreign exchange trading and would like to try his hand in the forex markets. Before he jumps into the market, he wants to study how currencies move over time. He has a strong desire to assess his ability to make money in forex trading before he jumps into the market.

Meet Frank:

Frank is a 66-year-old recent retiree. Frank lives alone with his wife in snowy Milwaukee, having raised a fine family of four children. Frank retired from a long career as a mid-level manager in the tire and rubber industry and has managed to create a decent retirement fund that allows himself and his wife to live a comfortable lifestyle.

During the long cold Milwaukee winters, Frank starts looking for activities to keep his brain occupied. Frank has always had a mind for numbers, so he seeks out ways to entertain his mathematical interests. One long-time interest Frank has nurtured is the study of historical market data. Frank has a strong belief that over the long run, the financial markets move in a predictable way and that if you study a market long enough, you can spot trends in the data. Frank has become interested in foreign currency exchange markets and he is looking for a way to test his theories about foreign exchange currency price movements.

Identify other stakeholders of the projects (People other than direct users who you could require data or input from or who may indirectly benefit from the product).

Other stakeholders include: foreign exchange brokerage firms, advertisers, currency exchange data providers, investment researchers, and curiosity seekers (just for fun).

Each member of the group should act as an expert for the "Ask the expert section"

See Trello Board: <https://trello.com/b/6bqjhAfx/design-sprint-day-1>

Design Sprint Day 1 | Trello

What is Trello? - Trello Help

Feature Deep Dive | Getting Started with Trello

Boards

Design Sprint Day 1

Group 14

Free

Public

NK

Invite

Butler

Show Menu

Make a Map

A simple diagram showing how a user uses the application.

The map is a rough draft.

Each of us should make our own maps.

+ Add another card

Ask the Experts

Interview each other. Ask questions. Goal is to improve the maps. Listeners create "How Might We" cards.

Is the app customizable to different user's needs?

Can the user configure a default currency setting?

Can the user see multiple currencies at one time?

Can the user display a time-series chart, and if so, can the user select custom time frames?

How will the user enter the number value for the currency she wants to convert?

Will the view adjust to varying screen sizes?

Will this be a web based application?

Will there be a compare currencies function?

How many visuals for the information will be offered?

How often is the data updated?

How will the app bring in revenue?

Will you add more currencies in the future?

How will you determine if a currency should be added?

What is the long term goal for the app?

Why would someone decide to use your app over doing the research on their own?

+ Add another card

"How Might We"

Team takes notes using a technique called How Might We.

List "How Might We" ideas here. Later we will sort them under headings (not yet created)

Put one How Might We on each card.

Move all the notes to a new list(s) and sort them by categories.

HMW: Allow the user to configure a default currency?

HMW: Allow the user to see multiple currencies at once?

HMW: Give the user a place to input a number value?

HMW: Display a time-series chart of historical price movements?

HMW: Allow the user to select a time frame to view?

HMW: Aid the user in knowing what country the currency corresponds to?

HMW: Indicate whether a currency exchange rate is trending up or down?

HMW: Data will be updated every 30 days

HMW: The app will be web based to allow support across multiple platforms

HMW: While a user could definitely look this information on their own we provide convenience to the client with many helpful features all in one place.

HMW: Currency will be added based on all major currencies and requests by users

+ Add another card

Pick a Target for the Sprint

Choose one specific target customer

Choose one specific target on the map

Choose the questions from earlier that you want to try to answer on your sprint.

+ Add another card