PRODUCT CANVAS

UNRAVEL BRYAN
Team Name: AggieSprint
Members: Udit Guleria &
Venitto Chettiar

UNRAVEL

Bryan

your one-stop destination for exploring Bryan!

Product Name: Unravel Bryan

Vision: To make the Fridays a fun filled day with food, drinks, music for the entire community of Bryan - College Station and it's guests.Product Name, Vision, and Goal

Product Success Metrics:
- Increase the attendance of First Fridays by 20% over a year Product Success Metrics
- Allow admins to see the report of past sales and insights about various events organized

User Personas:

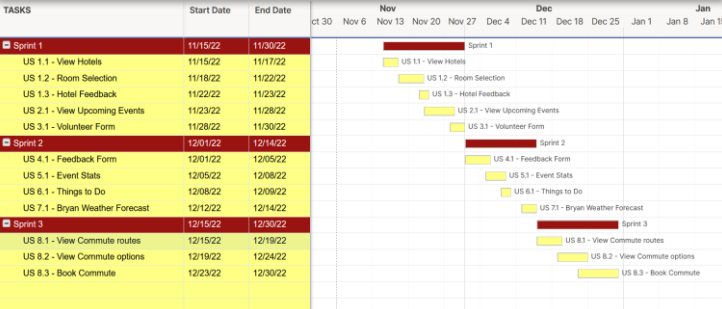## Storyboard :

Big Picture :

Epic

Create an integrated system for the downtown bryan association, which guides and enables users to explore the hotels, restaurants, events and various volunteer opportunities in the Bryan downtown area.

1. Search and booking facility for Hotels in the bryan downtown area.
2. Information updates regarding the ongoing and upcoming events
3. Facility for users to volunteer for chosen events
4. Feedback, and discussion forum for the first friday event
5. Event statistics and Analytics for the admin user.
6. As a user I should be able to view the things to do in Bryan(Leisure Activities)
7. The user is able to check the weather forecast of Bryan in the near future days.

Workflow :

Wireframes & Mockups :

Sprint Plan :

SPRINT 1 (11/15/2022 - 11/30/2022)

Feature ID	User Story	Acceptance Criteria	Priority	Estimation (In Man Days)
1	1.1 As a user I should be able to view the list of available hotels so that I can chose the best hotel for my stay	1> From the landing page the user is able to navigate to the hotel browsing page. 2> The user is able to view a list of the available hotels, the amenities and the room prices	High	3
1	1.2 As a user I should be able to select the required number of rooms at the desired hotel, so that I can make a booking	1> The user is able to select the required number of rooms and view the price accordingly. 2> On clicking the 'book your stay' button the user is directed to the Hotel's dedicated site, where the transaction can be made.	High	3
1	1.3 As a user, I should be able to provide a feedback for a hotel where I have stayed, so that I can let the owners know about my experience	1> The user is able to select the required number of rooms and view the price accordingly. 2> On clicking the 'book your stay' button the user is directed to the Hotel's dedicated site, where the transaction can be made.	Medium	2
2	2.1 As a user I should be able to view the upcoming events and their details so that I find events as per my interest	1> The user is able to navigate to the Events page from the Landing page 2> On the events page the user should be able to view a list of the upcoming events along with the event descriptions and links.	High	3
3	3.1 As a user I should be able to provide my details in order to be contacted regarding any volunteering opportunities in the downtown bryan area.	1> The user should be able to navigate to the 'Volunteer' page from the Landing page 2> The user should then be able to fill the personal details in the volunteer form. 3> The user should receive a confirmation mail regarding the form submission.	High	3

TASKS	Start Date	End Date
Sprint 1	11/15/22	11/30/22
US 1.1 - View Hotels	11/15/22	11/17/22
US 1.2 - Room Selection	11/18/22	11/22/22
US 1.3 - Hotel Feedback	11/22/22	11/23/22
US 2.1 - View Upcoming Events	11/23/22	11/28/22
US 3.1 - Volunteer Form	11/28/22	11/30/22
Sprint 2	12/01/22	12/14/22
US 4.1 - Feedback Form	12/01/22	12/05/22
US 5.1 - Event Stats	12/05/22	12/08/22
US 6.1 - Things to Do	12/08/22	12/12/22
US 7.1 - Bryan Weather Forecast	12/12/22	12/14/22
Sprint 3	12/15/22	12/30/22
US 8.1 - View Commute routes	12/15/22	12/19/22
US 8.2 - View Commute options	12/19/22	12/24/22
US 8.3 - Book Commute	12/23/22	12/30/22

Product Name, Vision, and Goal

Name: UNRAVEL BRYAN

Vision: To make the Fridays a fun filled day with food, drinks, music for the entire community of Bryan - College Station and it's guests.

Goal: The goal of this project is to make people aware of the rich history and cultural heritage of Bryan by bringing them together for various events and activities. This will also help small local businesses to increase their profits. We want to give Aggies a feeling of belonging in the community.

Product Success Metrics

- Increase the attendance of First Fridays by 20% over a year
- Allow admins to see the report of the past sales and insights about various events organized
- Allow admin to view the statistics of the traffic directed to the websites of all restaurants and hotels
- Increase the revenue of The Bryan Association by 10% over the period of 1 year
- Increase the revenue of the stores by 20% over the period of 1 year
- Make it easier for the attendees to navigate through the events, restaurants, stores, and activities happening
- Help the attendees to arrange for their accomodation

MS. EMILIA DAWSON

Age: 43
Status: MBA

Customer Profile: Emilia Clarke was born in NYC but moved to college station to attend Texas A&M University in 2009. Since then she has been living in Bryan/College Station. She completed her bachelor's degree in Humanities and genuinely believes in helping people. She loves Bryan/College Station and has been involved in various activities around town. She is currently the president of the Downtown Bryan Association. She feels that in order attract more visitors and provide a great customer experience, an integrated platform is needed, which can enable the local businesses and artists to better portray their services and benefit from it. She also wants the town to prosper and bring a feeling of community among the residents.

Motivations

- A sense of community and fellowship
- Attending musical and dance performances
- Spending quality time with family and friends

Frustrations

- Insufficient exposure for the local businesses and artists
- Downtown Bryan not achieving its full potential as a tourist attraction

Goals

- She wants to increase the turnover of the local business in Downtown Bryan
- She wants local businesses and artists to have a platform to showcase their services and art
- She wants a system which would provide a great customer experience

Leisure pursuits

- Eating great Mexican food
- Cultural Events
- Exploring new places

Traits

Tech-Savvy

Early Adopter

Social Network

MR. EDWIN MONROE

Age: 25
Status: MIS

Customer Profile: Edwin is a graduate student at Texas A & M University pursuing masters in Management Information Systems. Edwin is an outgoing person, who loves to explore new places and learn about different cultures. He enjoys participating in and organizing cultural events and has recently come to know about the Bryan Downtown Area.
He has tried doing his research on the various places to explore in Downtown Bryan but hasn't found sufficient information for him to decide on places to visit. He wishes for a platform where he could learn about everything Downtown Bryan has to offer. He also wants to learn about the upcoming events, and find means to reach out to the organizers in order to register as a volunteer.

Motivations

- Learning about new cultures
- Being involved in extracurricular activities
- Trying out new cuisines

Goals

- He wants to visit Downtown Bryan and explore the the best artplaces and restaraunts
- He wants to be able to learn about the upcoming events and volunteer for them

Frustrations

- Being unable to find meaningful information about Downtown Bryan and its facilities.
- Websites with outdated information

Leisure pursuits

- Organizing and participating in Cultural fests and events
- Driving extracurricular initiatives
- Listening to country songs

Traits

Tech-Savvy

Early Adopter

Social Network

MS. HEIDI RILEY

Age: 40
Status: Entrepreneur

Customer Profile: Heidi is from Texas, Houston, and moved to Bryan in 2015 to start up her own Food and Drinks joint. She started her own restaurant known as 'Anthem Restaurant & Bar' in Downtown Bryan. The restaurant has done well in the past years, but Heidi believes there is scope to attract many more customers. To improve the customer experience, Heidi launches various lucrative offers on food on drinks occasionally, and even organizes Live music performances and events at the restaurant. However, she believes she isn't able to reach out to enough customers lately and wants an online system where she can put up notices and information about upcoming events and offers at the restaurant.

Motivations

- Running her own business successfully and taking it to greater heights
- Coming up with new dish recipes
- Looking after the restaurant and her staff

Goals

- To increase her business's turnover by 20% in the upcoming year
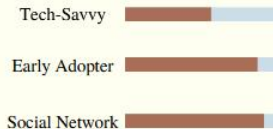- To improve the customer experience at her restaurant

Frustrations

- Not being able to reach out to enough customers
- Not enough customer strength at the restaraunt on First Fridays
- Not producing the desired turnover

Liesure Pursuits

- Travelling to new places
- Wine tasting
- Attending social events

Traits

Tech-Savvy

Early Adopter

Social Network

MR. RITHVIK AHUJA

Age: 30
Status: Software Consultant

Customer Profile: Rithvik is a software consultant based in New York. He'll be visiting TAMU to deliver a series of workshops and plans to stay for a week in Bryan. As it is his first time in Bryan, he wants to explore the town as much as possible. Firstly he wants to learn about the best accommodation options in Bryan, with a suitable location such that it's easier for him to travel to all the famous spots and explore the best restaurants and bars in town. He has come to know about the Downtown Bryan area and would like to learn more about the upcoming events and performances. He wants to know about the best places in the area to stay and try out the Texan cuisines. Overall, he would like to access a system that could provide him with all this information specifically regarding the Dowtown Bryan area.

Motivations

- Having memorable business trips
- Meeting people from different cultures
- Exploring nature

Frustrations

- Having bad experience as customer at hotels with fake reviews online
- Not being able to make good use of his free time
- Not having proper information to devise a travel plan

Goals

- To find a good hotel with a suitable location for his visit
- To explore the tourist spots in bryan
- To fully experience the First Friday
- To utilize his free time after work

Liesure Pursuits

- Socializing and partying
- Attending concerts
- Hiking

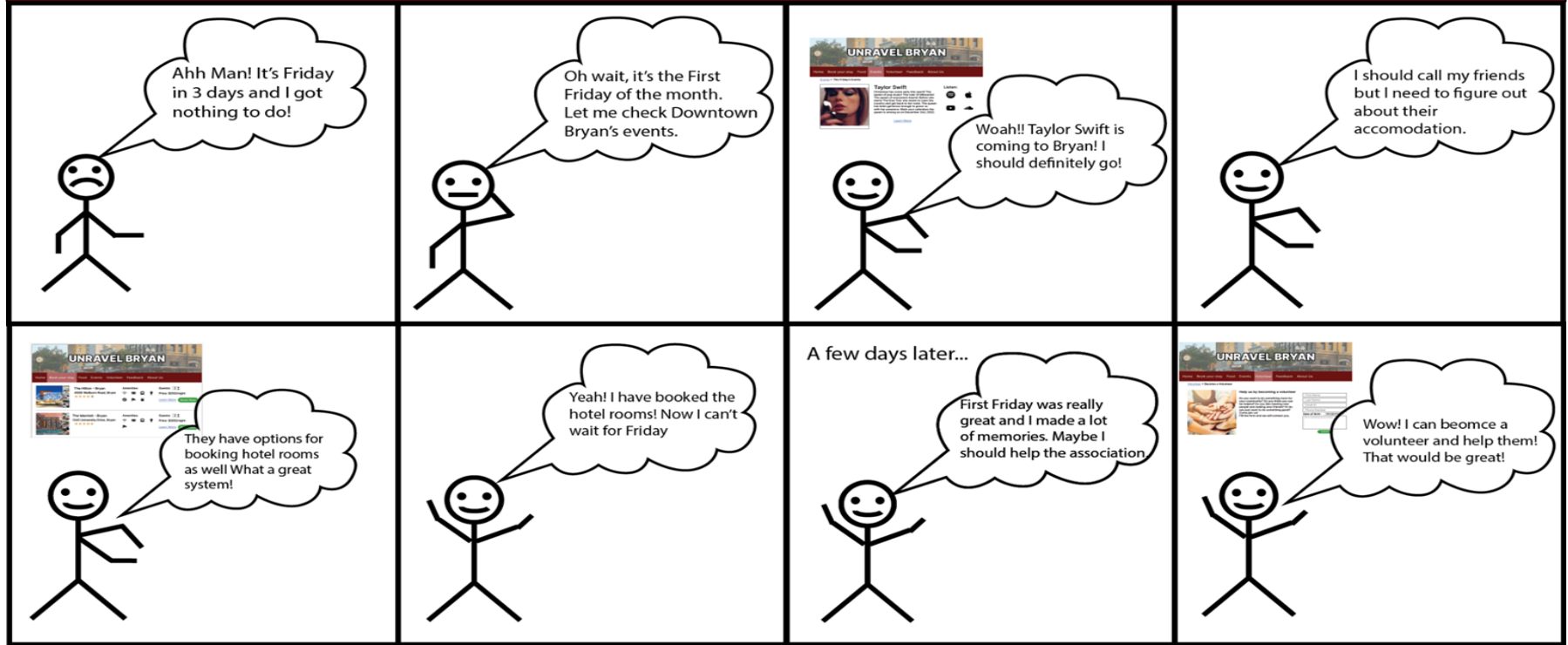## Traits

Tech-Savvy

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Storyboard:

Epic

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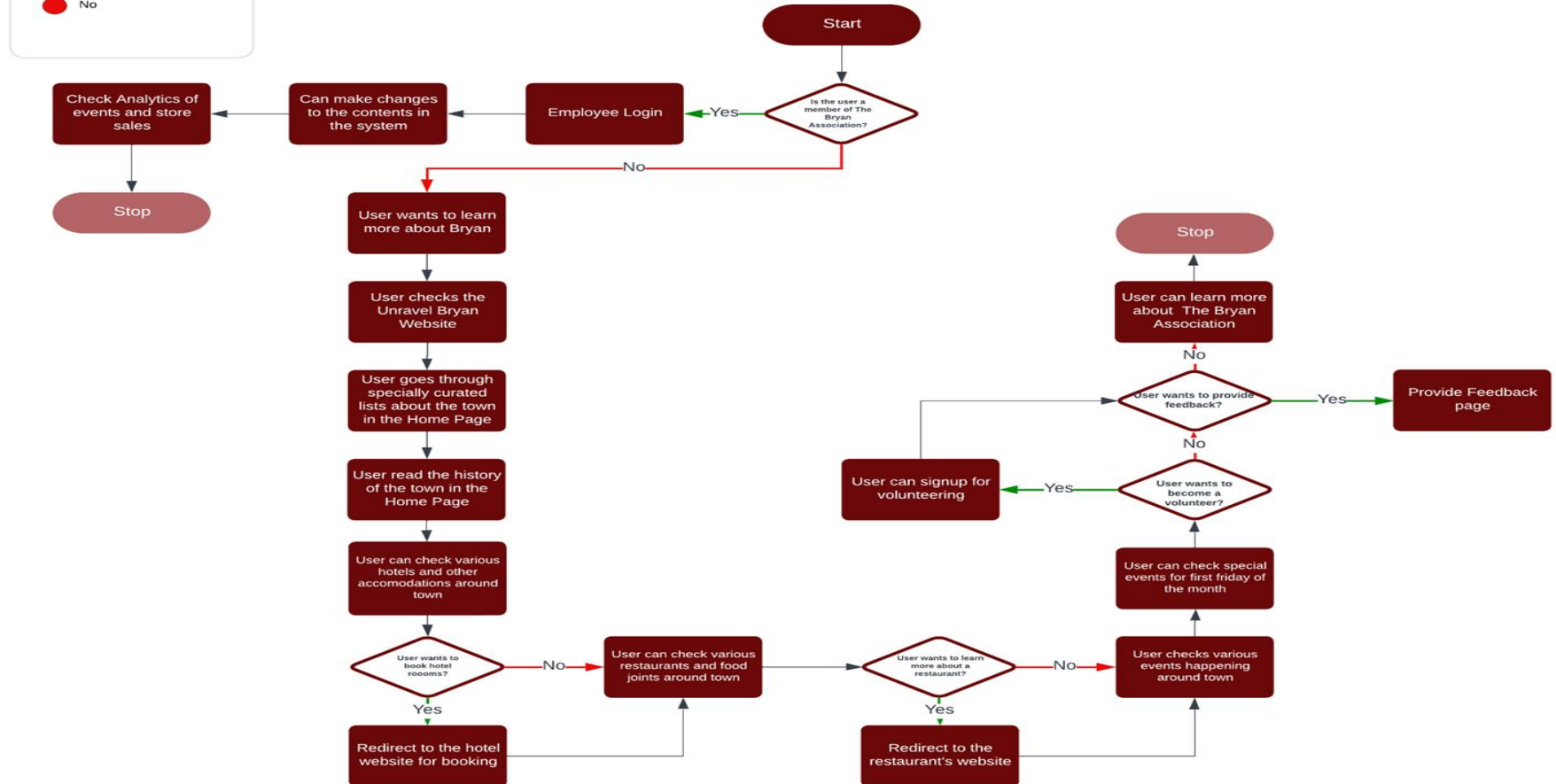| Feature ID	User Story	Acceptance Criteria	Priority	Estimation (In Man Days)
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SPRINT 2 (12/01/2022 - 12/14/2022)

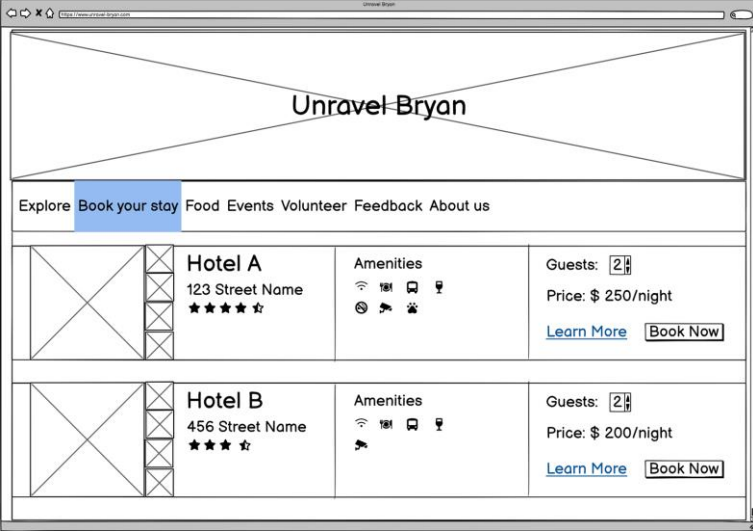| Feature ID	User Story	Acceptance Criteria	Priority	Estimation (In Man Days)
4	4.1 As a user I should be able to access a feedback portal, so that I can share my feedback regarding any of the facilities in Downtown Bryan or the unravel bryan website.	1> The user should be able to navigate to the 'Feedback' page from the Landing page 2> The user should be able to fill the details of the service regarding which the feedback is to be provided. 3> On submission of the feedback, the user should receive and notification email regarding the feedback submission.	Low	3
5	5.1 As an admin user, I should be able to view the statistics and data analytics regarding the event turnover and participation in order to gauge the event performance.	1> The employee user should be able to login to the admin portal on the system 2> The user should be able to navigate to the analytics page from the landing page 3> The user should be able to enter the date and event filters and view the statistics of an event for the particular date.	Medium	4
6	6.1 As a user I should be able to view the things to do in Bryan section, so that I can plan my schedule accordingly	1> The user is able to navigate to the 'things to do in bryan' page from the landing page. 2> The user is able to view a list of restaurants and other liesure activities in Bryan	Low	2
7	7.1 As a user I am able to check the weather forecast of Bryan in the coming days so that I can plan the best date and time to visit the downtown area	1> The user should be able to navigate to the Weather Page from the Landing Page 2> The user should be able to select a date , and view the weather forecast of Bryan for the selected date	Low	4

Gantt Chart

| TASKS	Start Date	End Date
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Flowchart

Unravel Bryan

Diagram Key
- 🟢 Yes
- 🔴 No

Start

Is the user a member of The Bryan Association?
- Yes → Employee Login → Can make changes to the contents in the system → Check Analytics of events and store sales → **Stop**
- No → User wants to learn more about Bryan

User wants to learn more about Bryan
↓
User checks the Unravel Bryan Website
↓
User goes through specially curated lists about the town in the Home Page
↓
User read the history of the town in the Home Page
↓
User can check various hotels and other accomodations around town
↓
User wants to book hotel rooooms?
- Yes → Redirect to the hotel website for booking
- No → User can check various restaurants and food joints around town

User can check various restaurants and food joints around town
↓
User wants to learn more about a restaurant?
- Yes → Redirect to the restaurant's website
- No → User checks various events happening around town

User checks various events happening around town
↓
User can check special events for first friday of the month
↓
User wants to become a volunteer?
- Yes → User can signup for volunteering
- No → User wants to provide feedback?

User wants to provide feedback?
- Yes → Provide Feedback page
- No → User can learn more about The Bryan Association → **Stop**

Mockup and Wireframe - Hotels Page:

Over here the users can see various hotels, lodges, motels and inns around Bryan and College Station. Here, a list of all the amenities and ratings of the hotels are mentioned. The user can select the number of guests and click on the Book Now button. Users will be redirected to the website of the hotel where they can complete their booking.
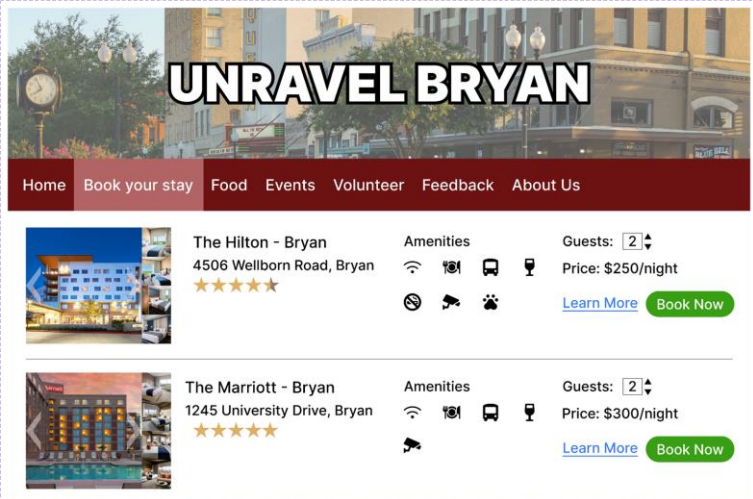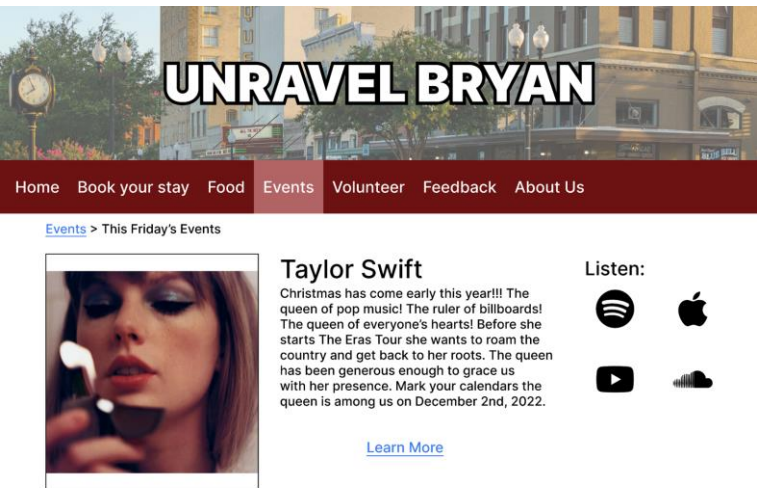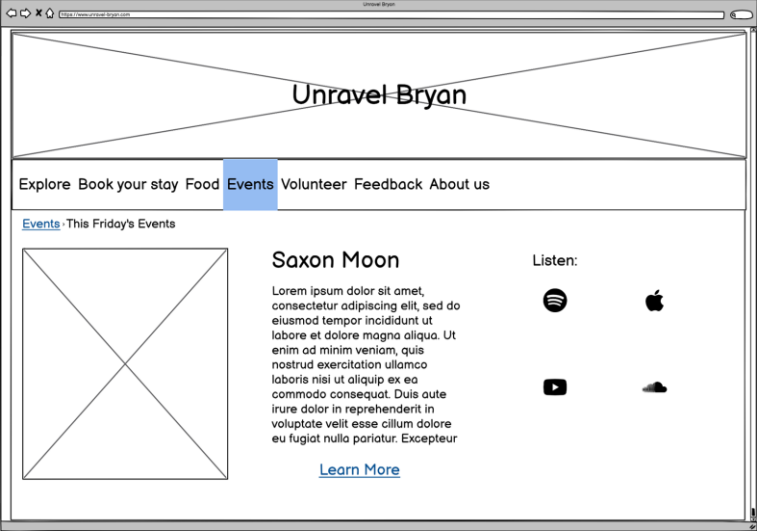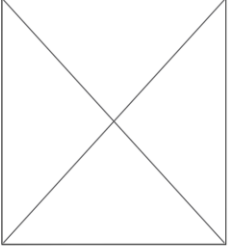
Mockup and Wireframe - Events Page

Over here the user can see all the events happening around town for the First Friday. If there's an artist/musician performing then a brief description about them will be given to help the user. User can also get the option to listen to recorded music of the artist through Spotify, Apple Music, Youtube and SoundCloud.

On this page, the user can choose to become a volunteer for The Bryan Association. The user will have to enter their first name, last name, email ID, date of birth, and let the association know why they want to volunteer for them. The responses from this form will be sent to the association and then they can connect with the user if the association wants.
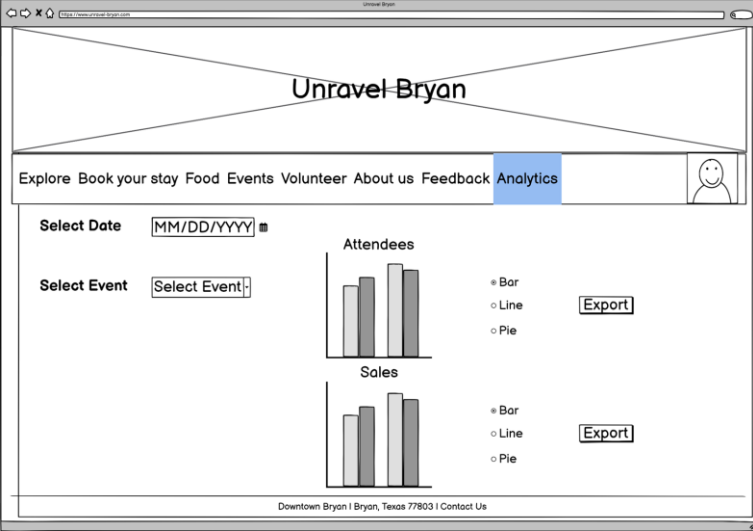
Mockup and Wireframe - Analytics Page:

This is a page only available to the members of The Bryan Association after they have logged in to the system. Over here, they can check the analytics and insights of various events that have taken place previously. The admins can even see the reports of the restaurants and small local businesses around town.
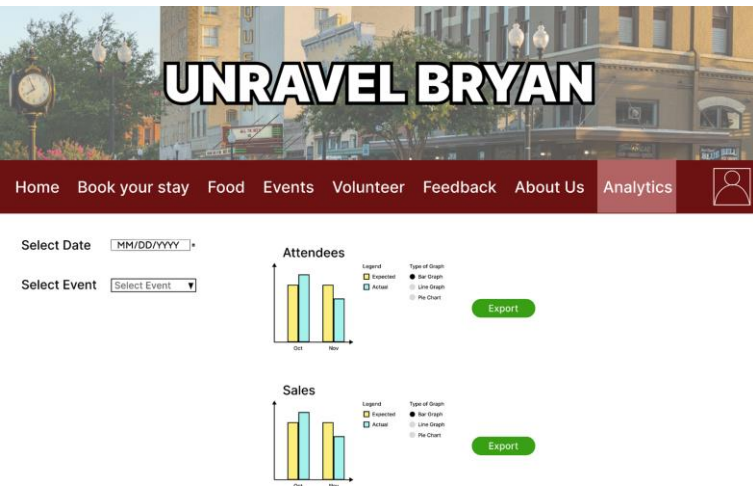
Tools Used:

1. Balsamiq
2. Canva
3. Figma
4. Adobe Illustrator
5. Simpleshow
6. Lucidchart