

THEME:

A3:

Temp Project Name
Change Later

TEAM:

Software Team 6

AUTHOR:

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DATE:

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PROBLEM STATEMENT What problem do we need to solve for customers and users (either internal or external)?

Do you find yourself wasting valuable time and creating a mess because the online services you use are on many different platforms?

Do you wish all your social sites and webapps where all condensed to a single window/tab?

CONSTRAINTS What existing user workflows and technical constraints should we consider to design a solution?

The biggest constraint would be the limitations put in the web services API and how we could develop the application around them

TARGET USERS Which personas (and editions) are feeling pain now? What job are they hiring us to do?

Productivity Freaks and people who wish to be more efficient with how they browse the web

NEW USER EXPERIENCE How will the interface (web, mobile, API) and user workflow change?

The software will be a web-app that will allow quick access to other services in a more user friendly way. This will allow the user to focus only in their work.

COST OF DELAY What is the opportunity cost if we don't solve this problem? How can we measure success?

The opportunity cost would be moderate due to the fact that the software caters more to work and social uses thus providing an ample userbase
We can measure our success by the amount of traffic we provide to other web services through the use of our software

VALIDATION & MEASUREMENT PLAN How do we make sure that we solved the problem?

We make sure our goal has been met by measuring how much has the software helped the user in terms of completing their work faster and more efficiently
We do this, of course, through user feedback