Problem Solving (A3) Report

Topic: **Place Explorer**

Date: August 24, 2020
Name: The White Lotus
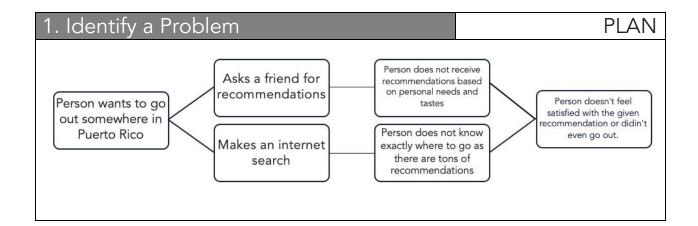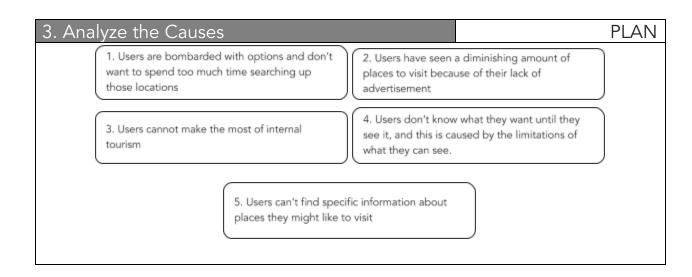
1. Identify a Problem   PLAN

2. Set the Target   PLAN

The target user of this product is anyone who is in Puerto Rico or is planning to go and wants to explore different places on the island. This product is expected to provide users the opportunity to find new places in Puerto Rico based on their choices (proximity, budget, mood, ambience, etc.). The user will be able to find reviews and exact location of each place on the platform. Additionally, users will have the option to save the places they liked (Favorite places), those that they didn't (Blocked places), and those they would like to visit in the future (Wish list).

3. Analyze the Causes   PLAN

4. Propose & Implement Countermeasures   PLAN/DO

The countermeasure for this problem would be to create a platform that recommends places in Puerto Rico based on a simple test that helps filter the places by personal needs and tastes, giving the user more accurate alternatives to the previously mentioned causes. features would include:

1. A filtering system to make sure that the user can choose what to see.
2. A recommendation system that shows users good places to go that aren't that popular.
3. Allowing local business to expose themselves within the platform
4. The main page that shows users places they might be interested in. They can also follow communities based on hashtags.
5. Have detailed information available to the user about places based on their preferences.

5. Check/Evaluate   CHECK

Criteria to evaluate success:
- Engaging of the users in general, making sure that the app is being used.
- Reviewing successes of self-promoted businesses within the platform.
- Provide statistics for the places and recommendations that the users of the platform have visited or preferred.
- Seeing more engagement from smaller businesses on the platforms.

Criteria to evaluate failure:
- Lack of user engagement with the filtering systems.
- The platform did not help struggling businesses succeed.
- No growth in small businesses traffic but rather in mainstream/popular businesses.

6. Act and/or Standardize   ACT

Ways we can make sure the platform keeps running:
- Make sure that the data is accurate at all times by making sure to update any changes.
- Keep updated list of places
- Taking feedback from users.
- Taking feedback from the businesses we are trying to promote.
- Do sponsored posts so the platform can be self-sustaining.
- Keep an eye out for other platforms and keep innovating

Template by Ignacio Tampe