

CommonCensus Use Cases and General Overview

The CommonCensus MVP is a user-friendly app which provides summary population statistics to individuals conducting introductory research on various municipalities in the United States. The MVP version of the app provides a relatively limited dataset for each municipality, resulting in a tool to quickly and efficiently compare pros and cons of cities across geographies based on a handful of key metrics.

Potential near-term use cases for an expanded version of CommonCensus, with more detailed and specific datasets, could include:

- Informing business location or expansion decisions
- Acting as beginning research point or quick reference for urban planning, school districting, etc.
- Providing individual- and family-focused data to assist with family moving/relocation decisions

Screen 1: Email Address Entry Form

CommonCensus

①

Sign in with email:

Email:

NEXT

- As a new or returning user, I want to be able to enter my email, which will direct me to either login to an existing account or create a new account if I do not yet have an account

Screen 2: Signup (new user) or Login (existing user) Page

The image shows two hand-drawn wireframes for the CommonCensus application, separated by a horizontal line. The top wireframe is for the 'Create Account' screen, labeled '2.A.' in a circle. It features the 'CommonCensus' logo in the top left, a back arrow labeled '< CREATE ACCOUNT SCREEN' in the top right, and a central form with fields for 'Email', 'First + Last Name', and 'Password'. The form has 'Cancel' and 'SAVE' buttons at the bottom right. The bottom wireframe is for the 'Returning User Login' screen, labeled '2.B.' in a circle. It also features the 'CommonCensus' logo in the top left, a back arrow labeled '< RETURNING USER LOGIN' in the top right, and a central form with fields for 'Email' (with the example 'email@address.com') and 'Password' (represented by dots). It includes a 'Forgot password?' link and a 'SIGN IN' button at the bottom right.

CommonCensus

< CREATE ACCOUNT SCREEN

2.A.

Create Account

Email

First + Last Name

Password

Cancel SAVE

CommonCensus

< RETURNING USER LOGIN

2.B.

Sign In

Email

email@address.com

Password

.....

Forgot password? SIGN IN

- As a new user, I want to enter my email address, first and last name, and create a password, which will create my CommonCensus account and log me in for the first time
- As a returning user, I want to be directed to the login page which will allow me to login to my account by entering my email address and password
- As a returning user, I want to have the option to reset my password via a link sent to my email, in the event I have forgotten or need to change my password

Screen 3: Search Parameters Entry Form

CommonCensus [Sign out](#)

City Name:

State Abbreviation:

3

- As a logged-in user, I want to be able to sign out to end my session at any time
- As a logged-in user, I want to be able to view the CommonCensus statistics for any city or town in the United States by typing in the name of the city and the two-letter state name abbreviation, then clicking the 'get data' button
- As a logged-in user, I want to be able to quickly run new searches by refreshing the web page and typing in the details for a new location

Screen 4: Search results display

CommonCensus Sign Out

④

City Name

State Abbreviation

Get Data

Seattle

WA

Search Results:

Location:	Seattle, WA
Population:	3,789,215
Median Age:	35.3yrs
% Married:	41.1%
% College Education:	64.1%
% Home Ownership:	45.7%
Median Household Income:	\$92,263
Median Home Value:	\$662,981
Median Rent, Monthly:	\$1,614

* Responsive design to display results on single screen width, all devices

- As a logged-in user executing a search for a specific location, I want to view a small number of the most relevant population and economic statistics, which could serve as a starting point for more detailed external research, or serve as easy points of comparison to other locations inside the CommonCensus app.
- As a logged-in user, I want search results to be displayed concisely, not requiring more space than the size of the screen on my viewing device, so I can easily save search results via printscreen or screenshot for future comparison or reference.
- As a returning user, I want to be able to access CommonCensus' features with the same appearance and ease of use, regardless of whether I am accessing the app from a computer, tablet, or smartphone.