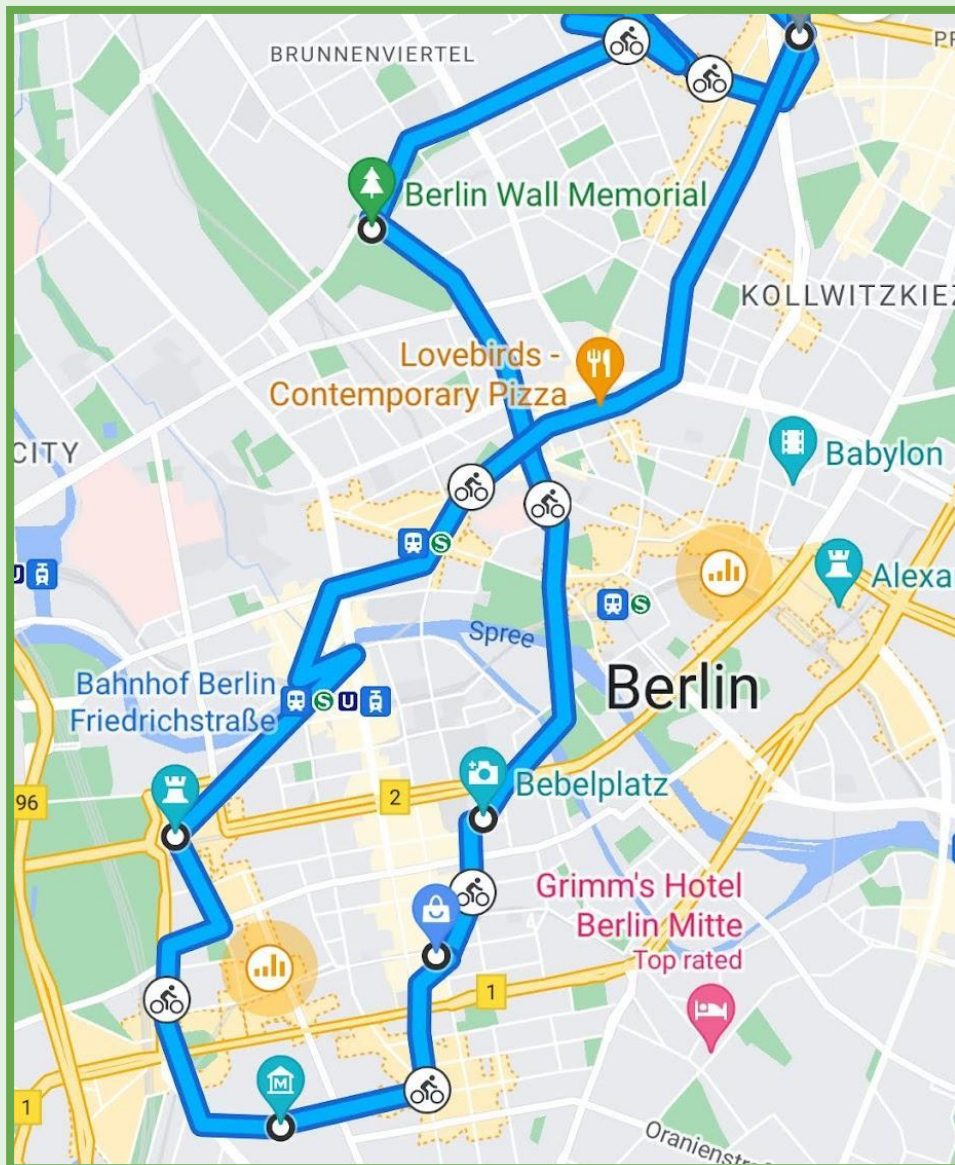


Product Requirement Document



Product Requirement Document

Problem Statements

Product Audience

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Problem Statements

Problem: The problem is that big untargeted banners and advertisements are annoying and distracting to the customer in their purchase journey.

Feature:

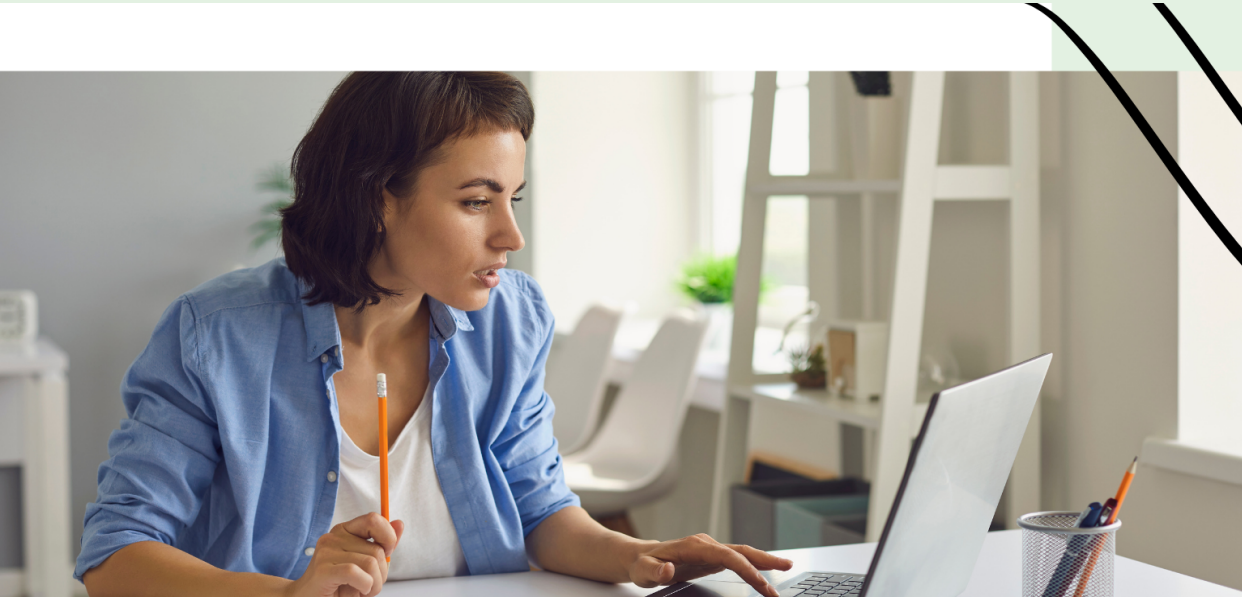
Micro marketing specialised deals for users depending on their searches.

Problem: The problem is that when larger businesses are dominant in the local guiding apps, it becomes difficult to curate a unique travel experience for the customers.

Feature:

Promoting smaller organisations to build a firm foundation within local communities.

Product Audience



User persona

Basic Information

Name: Sofia

Age: 30

Education: M.A. English Literature

Profession: Freelance Writer, aspiring author

From: London, United Kingdom

Background

Sophia is a young, adventurous woman who loves to explore new places and cultures. She is an experienced traveller who has visited many cities around the world, but she often finds herself overwhelmed by the sheer number of tourist attractions and crowded places. She prefers to find unique and off-the-beaten-path experiences that allow her to connect with the locals and immerse herself in the culture.

Motivation

- Discover hidden gems
- Something different that will make her trip unforgettable
- Trying out new and unique food and drinks outside the mainstream.

Pain Points

- Time consuming to find alternative attractions.
- Safety off the beaten path.
- Evaluating the authenticity of her research.

What constitutes a unique experience?

For users like Sofia, a unique experience will be visiting places that are less likely to have thousands of reviews and be able to afford to push their advertisements to the top of a search bar. She and travellers like her are more likely to respond well to companies and organisations which are only based in the location they are visiting, as it will allow them to feel like they have witnessed the “true” culture of the location they are visiting.

Preferred Solution:

Sophia would like a local guiding app that actively promotes unique and alternative experiences and attractions by small organizations, businesses,

restaurants, or individuals. She wants the app to provide recommendations based on her interests and preferences, and she wants to be able to filter the results based on location, price, and rating. Sophia also wants to be able to read reviews from other users to ensure the authenticity and safety of the experiences she chooses. Finally, Sophia would like the app to provide suggestions for lesser-known places to eat and drink that offer unique and delicious cuisine.

Solution Justification

This solution is a result of a clear gap in the market, as reflected in the research, people across all the participating ages wanted to be able to better curate their experiences without having their choices dominated by which companies paid the most in advertising.

1. Growing demand for unique experiences: Many travellers like Sophia are seeking unique and personalized experiences that go beyond traditional tourist attractions. This trend is especially prevalent among younger travellers who are seeking more immersive and authentic experiences.
2. Seeking adventure away from the traditional highlights: People are getting tired of the usual overcrowded tourist attractions and long to have unique experiences, which are seen as more authentic and attractive.
3. Supporting local businesses: By supporting local businesses in the areas of operation, MakeYourMaps will gain access and unique insight into local customs and traditions. This will in turn enable us to curate even more specialised and unique experiences for the users.

Objectives and Measures of Progress

Objective 1: Increase user engagement with unique and alternative experiences and attractions.

- Key Result 1: Increase the number of unique experiences and attractions viewed per user by 20%
- Key Result 2: Increase the number of users who save unique experiences and attractions to their favourites by 15%

Key Performance Indicator:

- The average number of unique experiences and attractions viewed per user, percentage of users who save experiences and attractions to their favourites.

Objective 2: Increase revenue for small organizations, businesses, restaurants, and individuals

- Key Result 1: Increase the number of bookings or purchases made through the app by 25%
- Key Result 2: Increase the number of positive reviews for small organizations, businesses, restaurants, and individuals by 30%

Key Performance Indicator: Total revenue generated for small organizations, businesses, restaurants, and individuals, percentage of positive reviews for these businesses

Measurement parameters:

In order to ascertain whether the KPIs and OKRs have been successfully met, we would need access to the average visits or revenue, overtime with the use of in-app bookings and purchases MakeYourMap will be able to construct its own data analysis and determine the best-increased rates of engagement.

Initiative, Epics and User Stories

<p>Initiative: Improve contributor features for MakeYourMaps.</p>		
<p>Epic 1: Reach out to local businesses to establish a network of providers of unique experiences.</p>	<p>Epic 2: Add a feature that allows users to book or purchase access to local businesses.</p>	<p>Epic 3: Build a feature that allows local businesses to adjust their availability and information with flexibility.</p>
<p>As a small business owner, I want to be able to offer my product to tourists without having to compete with larger corporations so that I can attract more customers and share my culture.</p> <p>Acceptance Criteria:</p>	<p>As a user, I want to be able to book unique travel experiences on a single platform so that I can ensure my own safety, online and eventually when going to the event or location.</p> <p>Acceptance Criteria:</p>	<p>As a small business owner, I want to be able to adjust my opening times and availabilities, so that I am able to have more transparency with my customers in case of emergencies.</p> <p>Acceptance Criteria:</p>

<ul style="list-style-type: none"> • Business owners are able to upload their information on the platform. • Information is presented in a simple overview with the most important details prioritised. • In the platform small businesses are given preference in the algorithm when searches are made. <p>Additional detail/subtasks:</p> <p>Traditionally booking sites favour businesses who can pay for advertising to push their content to the top, here MakeYourMaps will ensure that smaller business has access to be featured with priority.</p>	<ul style="list-style-type: none"> • App will need a vetting system for confirming the safety of the customers to access safe and approved businesses. • Bookings must run smoothly through the app, for all businesses and organisations involved. • Payment integrations will be built into app, to ensure a safe transfer of money from customer to business. 	<ul style="list-style-type: none"> • Different levels of admin profiles are created to allow business owners or managers to be able to inform about the business. • It is possible for business owners to make changes to their information with little delay in publication to the public. •
<p>As a traveller, I want to be able to easily find attractions owned by local people so that I can contribute to the local economy while having a more authentic experience.</p> <p>Acceptance Criteria:</p>	<p>As a business owner, I want to make it easier for my customers to access my goods/services so that I can increase my customer base.</p> <p>Acceptance Criteria:</p>	<p>As a traveller who wants to plan their travels in a timely manner, I need easy access to information about small businesses, such as prices, dietary info and opening times, so that I can trust that the information is correct</p>

<ul style="list-style-type: none"> • App will list relevant attractions/ experiences owned by local businesses or individuals. • Each attraction should include a little overview of the most important information and a booking or purchase option. • User is able to filter search results by parameters such as price, location and dietary specifications (where necessary). 	<ul style="list-style-type: none"> • App makes it easy to locate and purchase or book experiences. • All goods, services or experiences are clearly listed under each business' profile or page. • Customers are able to choose which good, service or experience they want to book. • It is possible to make special requests in the booking process (for example in case of disabilities or dietary restrictions) 	<p>and I can plan accordingly.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> • The traveller can filter their search results with the details they find most important (price, location, diet etc). • The filters applied to the search will be emphasised in the search results to provide the most useful overview. • If changes have been made recently, the user will be able to see the former information with a notice that it has been changed.
<p>As a small business, I want to have access to a platform which specifically targets customers who are interested in my service/good, so that I can maintain my business despite increased pressure from larger multinational corporations.</p> <p>Acceptance Criteria:</p>	<p>As an app user, I want to be able to do all my planning through a single platform where I know the company behind it has ensured the safety and standards so that I can have a pleasant and safe travel experience.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> • Payment function is added to the platform. 	<p>As a business owner, I want to have access to the information about my business on the app so that I can ensure its correctness and maintain my reputation.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> • Review feature is created where business owners, managers, guides or organisations are able to

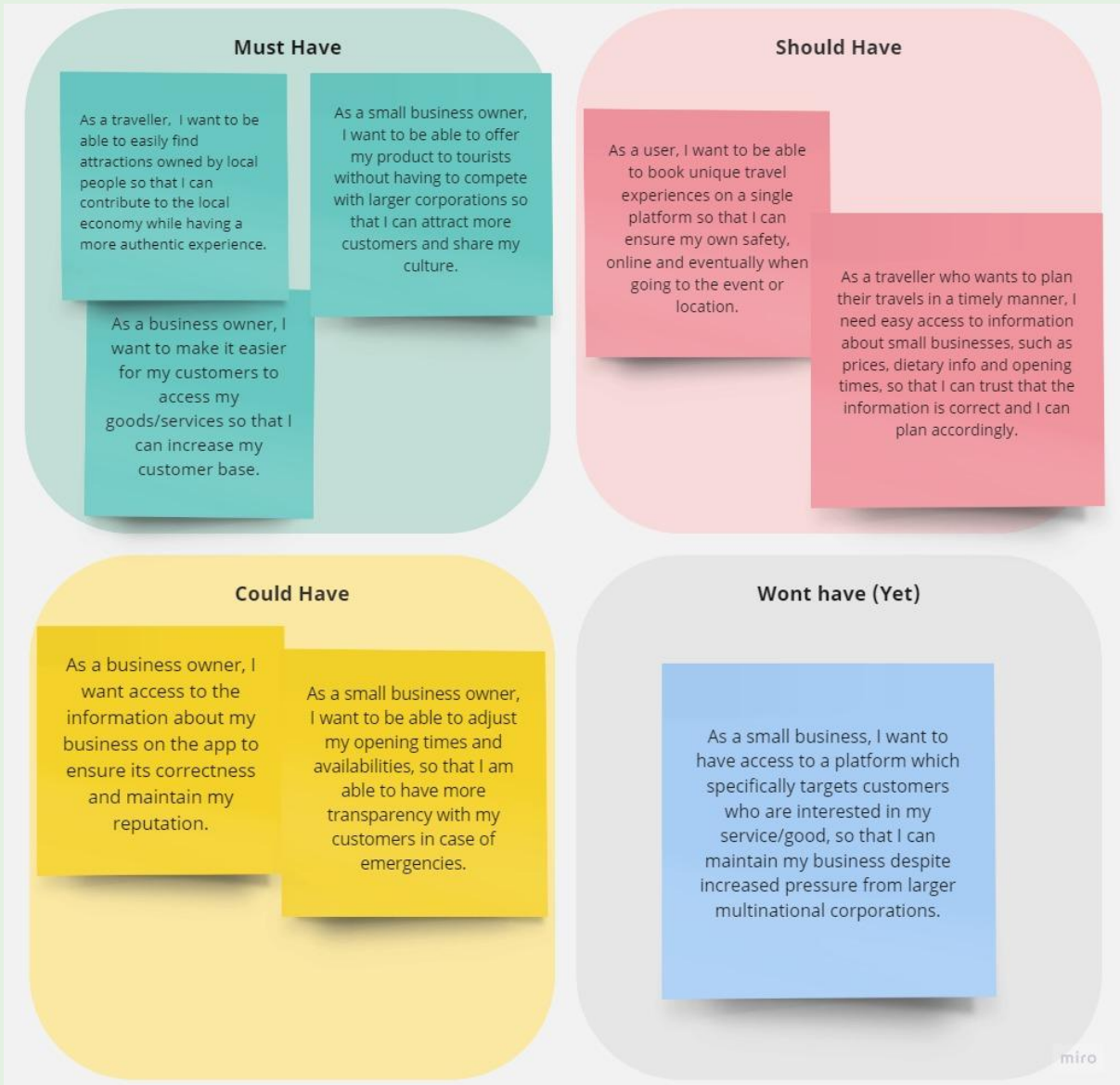
<ul style="list-style-type: none"> Platform will need to be easy to use for all business owners, minimal onboarding should be needed. App will be able to discern which 	<ul style="list-style-type: none"> Booking function is created in app. Health and safety policies are available to the users, to determine if it fits their specifications. 	<ul style="list-style-type: none"> respond to reviews. Responding to reviews will not change the rating of the business. Reviews can be disputed by owners and during the dispute investigation review is hidden from the public until the matter is resolved.
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Product Prioritisation (MoSCoW)

The following prioritisation table has been proposed using the allotted 150-person hours to develop the user stories for the next update for MakeYourMaps.

The table below shows the prioritisation of the user stories based on their impact justification and effort justification. The user stories have been ranked as either "must have", "should have", "could have" or "wont have" based on their level of importance to the success of the platform. The effort justification indicates the amount of time and resources that will be required to implement each user story.

To gain a brief overview see the prioritisation graph, and for a more detailed overview of the user stories, person-hours, acceptance criteria and the Impact and Effort Justifications see the table below.



User Stories:	Prioritisation Code	Effort (Pers on Hours)	Justification

<p>1. As a traveller, I want to be able to easily find attractions owned by local people so that I can contribute to the local economy while having a more authentic experience.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> • App will list relevant attractions/ • experiences owned by local businesses or individuals. • Each attraction should include a little overview of the most important information and a booking or purchase option. • User is able to filter search results by parameters such as price, location and dietary specifications (where necessary). 	<p>Must Have</p>	<p>50</p>	<p>Impact Justification: To be able to offer authentic and unique tours, the local businesses need to be readily available to the users, with little time needed to be spent on finding them. This feature is the main feature that distinguishes the app from its competitors. Rather than the amount of money funnelled into advertising, the companies which are promoted in a search are based on the users' interests and specifications.</p> <p>Effort Justification: This is a high priority, and thus considerable time will be allocated to ensuring proper functioning of this task, as the developers need to ensure that the users' searches are saved and catalogued to ensure more accurate search results and we need to create a new framework for how attractions are prioritised within the app.</p>
<p>2. As a small business owner, I want to be able to offer my product to tourists without having to compete with larger corporations so that I can attract more customers and share my culture.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> • Business owners are able to upload their information on the platform. • Information is presented in a simple overview with the most important details prioritised. 	<p>Must Have</p>	<p>30</p>	<p>Impact Justification: Enabling small businesses to upload their information will have a significant impact on the platform's success, allowing it to offer a wider range of products and services, attract more customers, and promote cultural exchange and diversity. This feature is critical for achieving the platform's business goals.</p> <p>Effort Justification: Allowing business owners to upload their information on the platform is a critical feature that allows them to create a presence on the platform and start reaching out to potential customers. It is essential for the</p>

<ul style="list-style-type: none"> • In the platform small businesses are given preference in the algorithm when searches are made. 			<p>platform to function as intended and achieve its primary goal of helping small businesses connect with tourists. Without this feature, the platform would not be able to serve its core purpose.</p>
<p>3. As a business owner, I want to make it easier for my customers to access my goods/services so that I can increase my customer base.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> • App makes it easy to locate and purchase or book experiences. • All goods, services or experiences are clearly listed under each business' profile or page. • Customers are able to choose which good, service or experience they want to book. • It is possible to make special requests in the booking process (for example in case of disabilities or dietary restrictions) 	<p>Must Have</p>	<p>20</p>	<p>Impact Justification: User research indicates that convenience and accessibility are vital in the research process for customers.</p> <p>Effort Justification: Fairly low effort, design will work with development to create a platform which is easily navigatable and provides the necessary information at a glance.</p>

<p>4. As a traveller who wants to plan their travels in a timely manner, I need easy access to information about small businesses, such as prices, dietary info and opening times, so that I can trust that the information is correct and I can plan accordingly.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> • The traveller can filter their search results with the details they find most important (price, location, diet etc). • The filters applied to the search will be emphasised in the search results to provide the most useful overview. • If changes have been made recently, the user will be able to see the former information with a notice that it has been changed. 	<p>Should Have</p>	<p>40</p>	<p>Impact Justification: This feature is important for the app's success as it allows travellers to find and plan their visits to small businesses more easily. It enables users to filter search results by their specific preferences and prioritize the information that matters most to them. With a clear overview of the most useful information, users can make informed decisions and plan their travels accordingly. This feature will have a positive impact on user engagement and retention, ultimately leading to an increase in revenue for the platform and the small businesses listed on it.</p> <p>Effort Justification: The development team needs to create a search function that allows travellers to find small businesses with the necessary information such as prices, dietary info, and opening times. This requires a user-friendly search interface, filter options, and search result presentation. Additionally, the team needs to ensure that users can see any recent changes made to the information provided by small businesses, as well as see which filters were applied to their search.</p>
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<p>5. As a user, I want to be able to book unique travel experiences on a single platform so that I can ensure my own safety, online and eventually when going to the event or location.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> • App will need a vetting system for confirming the safety of the customers to access safe and approved businesses. • Bookings must run smoothly through the app, for all businesses and organisations involved. • Payment integrations will be built into app, to ensure a safe transfer of money from customer to business. 	<p>Should Have</p>	<p>40</p>	<p>Impact Justification:</p> <p>By providing users with a single platform for booking travel experiences, along with a vetting system for confirming the safety of the customers, the app can provide users with greater peace of mind and convenience. Additionally, integrating a payment system will ensure that the transfer of money is secure, which is important for both the users and businesses involved. Overall, implementing this user story will have a positive impact on the usability and trustworthiness of the app, which is likely to lead to increased user satisfaction and engagement.</p> <p>Effort Justification:</p> <p>The estimated person-hours for implementing this user story is relatively high, as it involves designing and integrating multiple systems, such as vetting, booking, and payment systems. These systems require careful design and implementation to ensure they work together seamlessly, which requires a significant amount of effort and attention to detail.</p>
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<p>6. As a small business owner, I want to be able to adjust my opening times and availabilities, so that I am able to have more transparency with my customers in case of emergencies.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> • Different levels of admin profiles are created to allow business owners or managers to be able to inform about the business. • It is possible for business owners to make changes to their information with little delay in publication to the public. 	<p>Could Have</p>	<p>15</p>	<p>Impact Justification: This feature will provide more transparency for small business owners and their customers. With the ability to quickly and easily change their information, business owners can keep their customers informed in case of emergencies or unexpected events. This will increase customer satisfaction and loyalty, and potentially increase revenue for the business.</p> <p>Effort Justification: The back-end developer will need to create a system that allows for different admin profiles with different levels of access and permissions. The system will also need to handle changes to business information and ensure that the changes are made quickly and accurately. The front-end developer will need to create a user-friendly interface that allows business owners to make changes to their information easily.</p>
<p>7. As a business owner, I want access to the information about my business on the app to ensure its correctness and maintain my reputation.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> • Review feature is created where business owners, managers, guides or organisations are able to respond to reviews. • Responding to reviews will not change the rating of the business. • Reviews can be disputed by owners and during the dispute investigation review is hidden from the 	<p>Could Have</p>	<p>10</p>	<p>Impact Justification: Allowing business owners to review and respond to customer reviews can improve their engagement with customers and help to address any concerns or issues they may have. This can lead to better relationships between the business and its customers, which could result in more positive reviews and increased business. Additionally, the dispute investigation feature can help maintain the review system's integrity and prevent fraudulent or unfair reviews from negatively affecting a business's reputation.</p> <p>Effort Justification: The review feature is relatively simple to implement and can be done with</p>

public until the matter is resolved.			moderate effort. However, implementing the dispute investigation feature requires more effort as it involves designing a process for investigating disputes and temporarily hiding reviews until the matter is resolved.
<p>8. As a small business, I want to have access to a platform which specifically targets customers who are interested in my service/good, so that I can maintain my business despite increased pressure from larger multinational corporations.</p> <p>Acceptance Criteria:</p> <ul style="list-style-type: none"> Platform will need to be easy to use for all business owners, minimal onboarding should be needed. 	Wont have (Yet)	0	<p>Impact Justification:</p> <p>Once the business side of the app is operational, businesses will be able to cultivate their image and relationship with their customers and potential customers and offer their services to the users directly through the app.</p> <p>Effort Justification:</p> <p>While important, in the first round of development, we will focus on the development of user-facing features, as there are other features which are customer-facing, this business-facing feature can wait till later stages of development.</p>
Total Hours Spent		155	

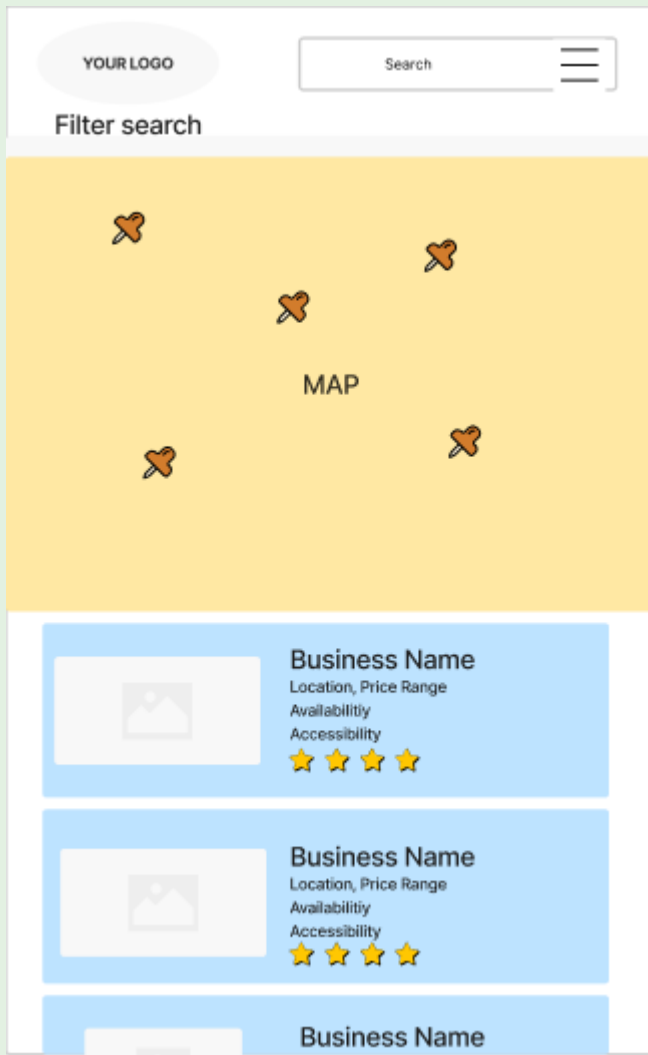
Product Wireframes

User story 1:

As a traveller, I want to be able to easily find attractions owned by local people so that I can contribute to the local economy while having a more authentic experience.

Acceptance Criteria:

- App will list relevant attractions/ experiences owned by local businesses or individuals.
- Each attraction should include a little overview of the most important information and a booking or purchase option.
- User is able to filter search results by parameters such as price, location and



dietary specifications (where necessary)

Explanation

Map is prominently displayed at the top/centre of the screen and it will drop pins based on the user's former searches to help them find locations or experiences which fit their specific interests. At the top, there is a search bar with a filter option, which allows the user to easily customise their searches and ensure results which align with their interests.

The bottom half of the screen is devoted to the search results, which will have are prioritised according to the search parameters, with the first results being the most relevant.

User Stories 2 and 3:

User story 1:

As a small business owner, I want to be able to offer my product to

tourists without having to compete with larger corporations so that I can attract more customers and share my culture.

Acceptance Criteria:

- Business owners are able to upload their information on the platform.
- Information is presented in a simple overview with the most important details prioritised.
- In the platform small businesses are given preference in the algorithm when searches are made.

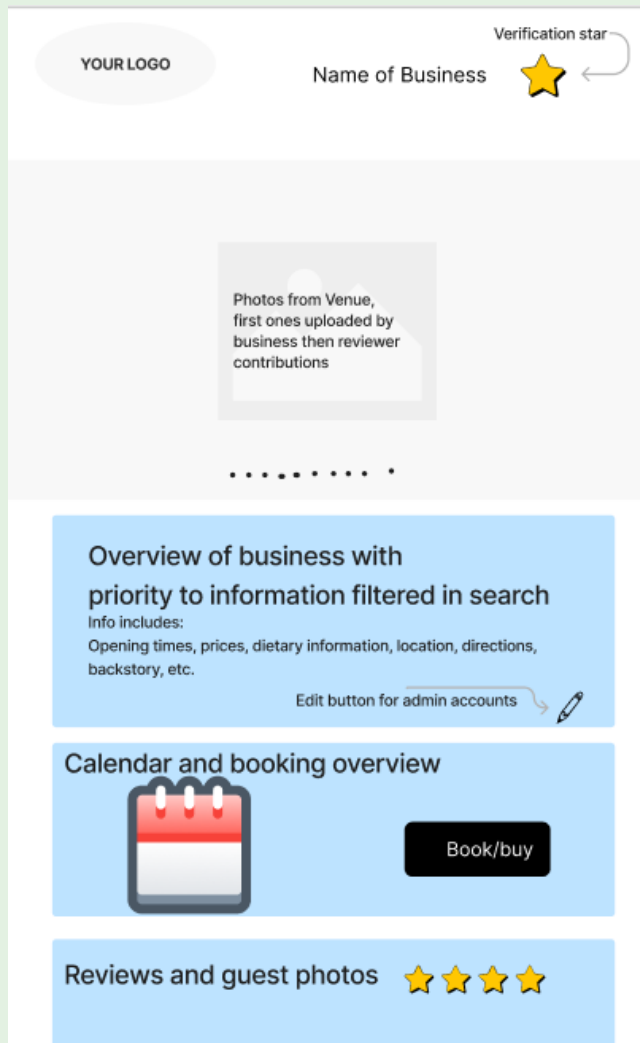
User Story 3:

As a business owner, I want to make it easier for my customers to access my goods/services so that I can increase my customer base.

Acceptance Criteria:

- App makes it easy to locate and purchase or book experiences.

- All goods, services or experiences are clearly listed under each business' profile or page.
- Customers are able to choose which good, service or experience they want to book.
- It is possible to make special requests in the booking process (for example in case of disabilities or dietary restrictions)



Explanation

In this wireframe we see the overview of a business/attraction/location. For user, they will be able to glean insight into the business, where the search parameters they have selected in their initial search will be featured first. They will be able to see the availabilities of the business and book directly and securely in the app.

Lastly, they will be able to see the overall reviews and customer contributions to the information.

The admin account for the business will be able to edit their information in real-time. This is especially important for smaller businesses where changes in circumstances can have a great impact on their capacity.

User Story 4:

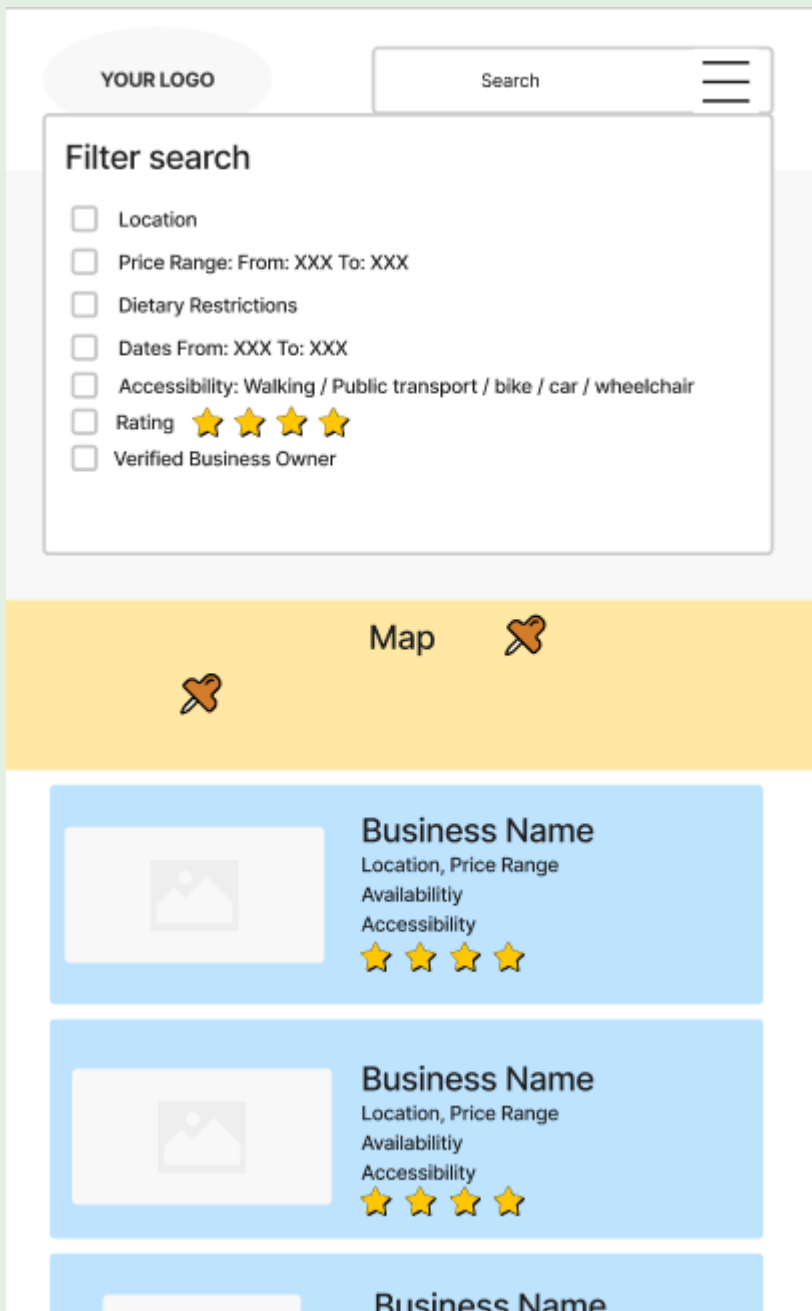
As a traveller who wants to plan their travels in a timely manner, I need easy access to information about small businesses, such as prices, dietary info and opening times, so that I can trust that the information is correct and I can plan accordingly.

Acceptance Criteria:

- The traveller can filter their search results with the details they find most important (price, location, diet etc).
- The filters applied to the search will be emphasised in the search results to

provide the most useful overview.

- If changes have been made recently, the user will be able to see the former information with a notice that it has been changed.



Explanation:

Here we can see how the app user is easily and seamlessly able to navigate the search function to ensure they receive the most desirable. Below the search filter, the map updates the search results in real-time and drops pins to show the locations. The bottom half of the screen is dedicated to the businesses with the highest matches.

User Story 5

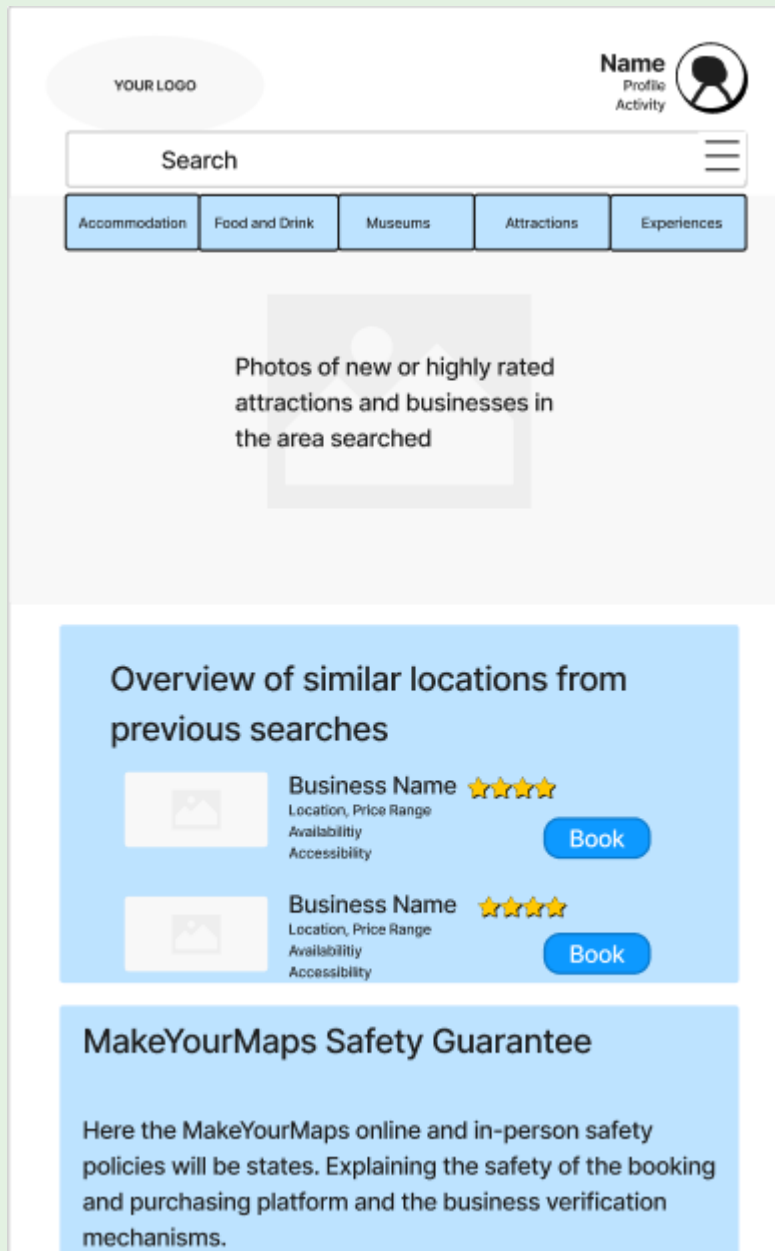
As a user, I want to be able to book unique travel experiences on a single platform so that I can ensure my own safety, online and eventually when going to the event or location.

Acceptance Criteria:

- App will need a vetting system for confirming the safety of the customers to

access safe and approved businesses.

- Bookings must run smoothly through the app, for all businesses and organisations involved.
- Payment integrations will be built into app, to ensure a safe transfer of money from customer to business



Explanation:

This wireframe is an extension of the searching feature, which helps the app user further specialise their search by determining which kind or business or attraction they are searching for and the app will generate a feed which shows them locations similar to places they have previously researched, visited or booked in other locations. Users are also able to book directly in the app. Online and personal safety is outlined at the bottom of the screen to ensure that app users are safe both while navigating the app and also while travelling.