stfalcon

Discovery фаза

Описание процесса

01 Lean Model Canvas

Концептуальное описание
бизнес-модели продукта для MVP

02 Customer Journey Map

Сценарии с основными потребностями,
болями и страхами клиента на пути
достижения результата

03 User Flow

Визуальные прототипы интерфейса
демонстрирующие путь пользователя
системы

04 User Stories

Список функциональных требований
к системе и критериев приёмки.

05 Product Vision

Документ описывающий общие цели
проекта и предлагаемое решение

06 Нефункциональные требования

Свойства системы или ограничения,
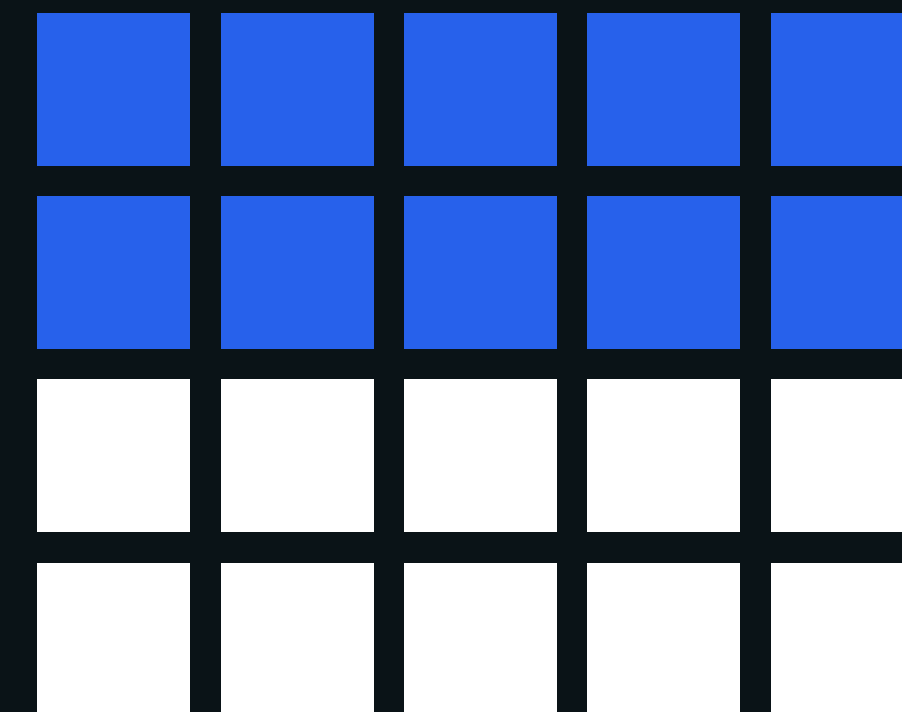не относящиеся к поведению системы

Команда

Бизнес-аналитик

Дизайнер

Техлид

Продолжительность

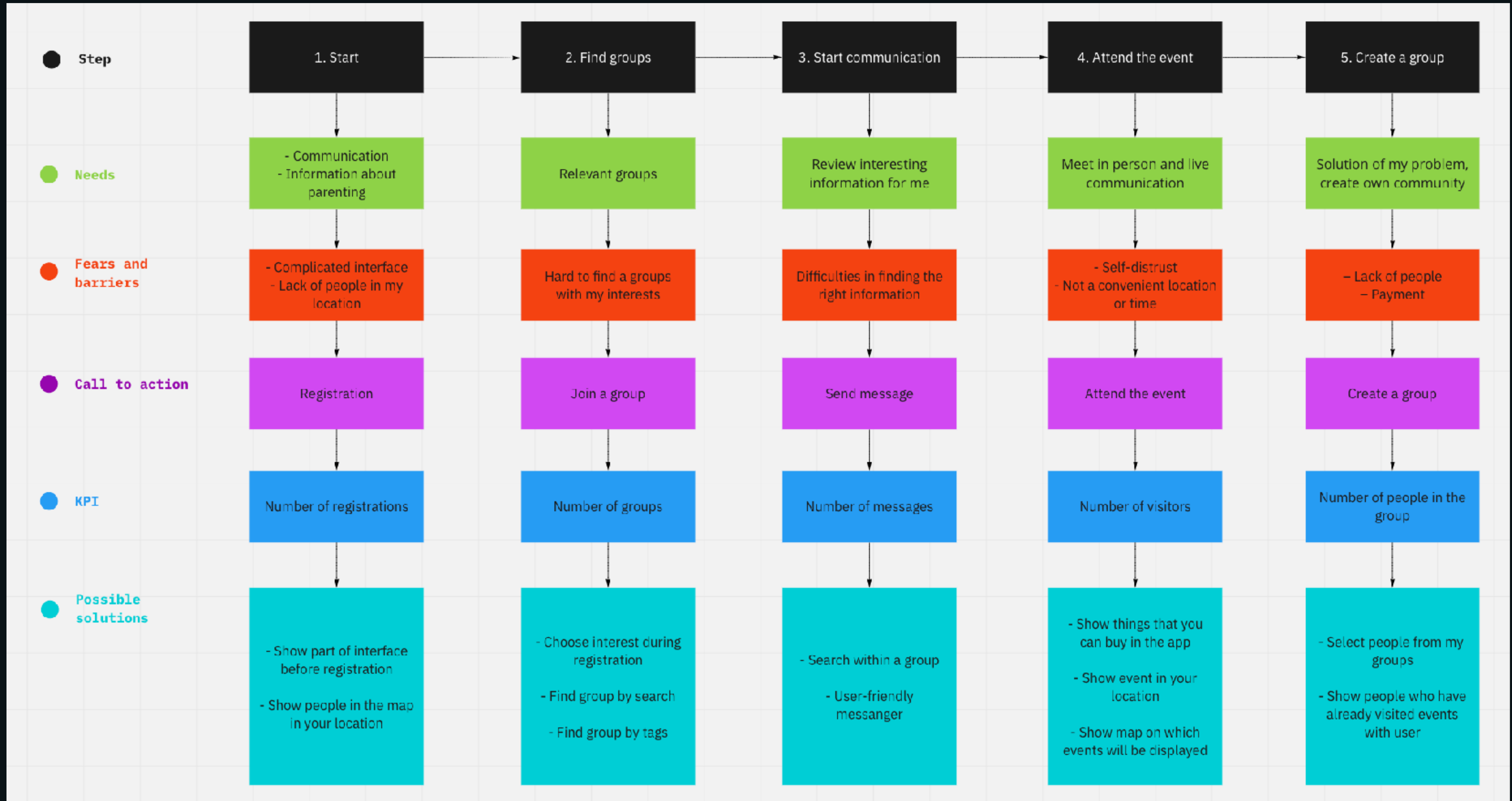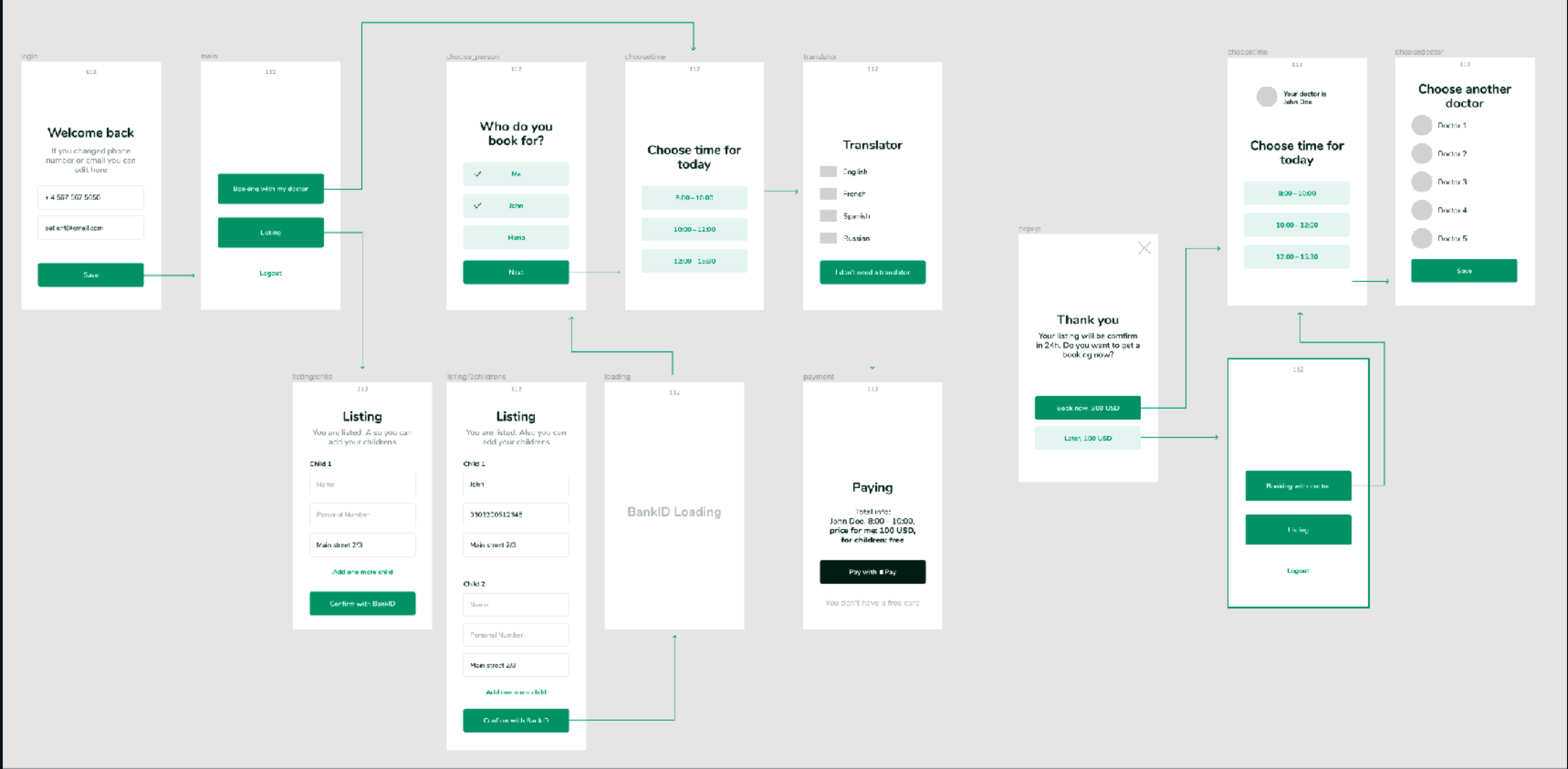**2 недели**

Lean Model Canvas

Problem
Top 1-3 problems

Solution
Posible solution for each problem

Unique Value Proposition
Single, clear, compelling message that states why you are different and worth paying attention

Unfair Advantage
Something that cannot easily be bought or copied

Customer Segments
Target and users

Key Metrics
Numbers that tell you how your business is doing

Channels
Path to customer (inbound or outbound)

Existing alternatives
How these problems are solved today

High level concept
Your X for Y analogy

Early Adopters
Characteristics of your ideal customers

Cost structure
Fixed and variable costs

Revenue streams
Sources of revenue

Customer Journey Map

	1. Start	2. Find groups	3. Start communication	4. Attend the event	5. Create a group
● Step					
● Needs	- Communication - Information about parenting	Relevant groups	Review interesting information for me	Meet in person and live communication	Solution of my problem, create own community
● Fears and barriers	- Complicated interface - Lack of people in my location	Hard to find a groups with my interests	Difficulties in finding the right information	- Self-distrust - Not a convenient location or time	– Lack of people – Payment
● Call to action	Registration	Join a group	Send message	Attend the event	Create a group
● KPI	Number of registrations	Number of groups	Number of messages	Number of visitors	Number of people in the group
● Possible solutions	- Show part of interface before registration - Show people in the map in your location	- Choose interest during registration - Find group by search - Find group by tags	- Search within a group - User-friendly messanger	- Show things that you can buy in the app - Show event in your location - Show map on which events will be displayed	- Select people from my groups - Show people who have already visited events with user

User Flow

User Stories

	A	B	C	D	E
1	**Tiltle**	**As a**	**I want to**	**so that**	**Acceptance criteria**
2	**Web app**				

3	Registration	user	sign in the app	I will have access to the whole app functionality	1. To sign in user should enter:
					  -Name and Surname
					  -Email
					  -Password (user can make it visible)
					2. A user is redirected to the Home screen after he signed up
					3. A user can recover his password via "Forgot password" function. In this case, link will be sent to the email

4	**Calendar**				
5	Calendar view	user	see a calendar with all my events	I could plan my work and events	1. Whole year calendar is displayed 2. A user can switch to different years 3. All weekends are marked on the calendar
6	Workdays statistics	user	see working days and hours statistic for a current year	I could know the number of working hours I need to track	1. List of months is displayed 2. Number of working days for a current year is displayed for each month 3. Number of working hours for each month is displayed, calculated as (number of working days * 8) 4. Current month is highlighted
7	**Vacations**				
8	Create vacation	user	create vacation in the Scheduler	it could be approved	Pre-conditions: 1. A user is logged in the system and on the Vacations page 2. Mentors are assigned to a user 3. A user has relevant number of available vacation days Post-condition: 1. An event is created and sent for an approve to mentors Normal flow: 1. A user clicks on "Create vacation button" and goes to "Create vacation page" 2. A user enters dates of start and end of a vacation (required) Note: only working days counts 3. A user enters Comments if needed (optional) 4. A user saves changes and an event is sent for an approve to mentors within an appropriate notification in the Slack 5. New task for this vacation is created in Redmine in "vacations" project Extension: A user can cancel creating vacation and return to the Vacations page by clicking on "return to the list" button

Product Vision

1. Background

In the submitted company, to get a confirmation of absence at work for some reason (vacation, day off, etc.), an employee must warn the HR manager, his mentor, the project manager, create an appropriate task in the Redmine tracking system, to warn in the chat about the absence and track time by the end of his vacation.

Such manipulations are needed to report all responsible staff and ensure the correct organization of time on projects

However, with the growing number of employees it became difficult for HR-managers to track the number of remaining vacation days, to maintain a single database of sick leave and personal days, and so on.

Project consists of:
- Web-application for users
- Control-panel for administrators

2. Goals
- Automate the work of HR-managers
- Centralize the process of managing vacations and holidays

3. Solution
Create a web portal that integrates with the company's current tracking system (Redmine), alert mentors and responsible employees about the new event, and create such an event into the calendar.

4. Main business flow

1. A user creates an event in the system.
2. The event is sent for approval to all mentors of the user
3. Mentors get notification about a new event that is needed to be approved
4. Mentors approve (or rejects) the event
5. The user gets the notification that his event is approved (or rejected)

5. Role model

Role	Description
Administrator	Assigns users accesses and manages the maximum number of holidays, sick leave and personal days per year
Employee	Active user of the system
Manager	User of the system that manages user profiles and their mentors
HR Manager	User of the system that approves holidays and personal days
Office Manager	System user responsible for compensation
Mentor	Manager of an employee, there may be several mentors for a one user

By default, all active users are employees, but they may have additional roles and, accordingly, additional rights in the system.
Each employee can be mentor to another employee. An employee may have several mentors. For example, team lead and PM of the project.

6. Integrations
- Redmine - for authorization and time tracking
- Slack - for notifications
- Google Calendar - to create an event in a calendar that will be visible to all employees of the company
- Corporate mail - for notifications

Компания Stfalcon занимается разработкой программного обеспечения уже 10 лет.

За этого время существенно менялись технологии, спрос и требования к ПО. Менялся и наш подход к разработке. Набираясь опыта и перенимая западные подходы в процессе сотрудничества с зарубежными клиентами, мы выстроили систему работы, которая не зависит ни от часовых поясов, ни от масштабов проекта (будь то стартап или большой корпоративный проект).

Нашей неизменной миссией и целью на протяжении этих 10 лет было и остается создание программных решений, которые способны увеличивать прибыль, стимулировать инновации и приумножать социальное благо.

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