



Product Requirements Document (PRD)

This document defines the goals, purpose and scope of the project.

Client Name: AllGrow

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Project Goals:

We will develop end-to-end designs for the AllGrow app, a learning and collaboration platform that adapts AllGrow's collaborative project-based curriculum to foster design thinking and innovation in young students around the world. By designing this app, our ultimate goal is to enhance AllGrow's global impact and reach by increasing student engagement, improving mentorship connections, and supporting project success. The AllGrow app will reach a larger demographic of global students without the barriers of physical education, thus enabling them to expand their mission in building a more inclusive society with empowered young individuals.

The app will incorporate an onboarding process that matches students to projects and mentors, central project creation/ideation tools, internal communication features, and a points system to encourage progress and track motivation. As a design team, we will establish high fidelity designs with preliminary branding for these core features of the application.

Target users:

Primary user: Students aged 14-25 around the world that have not yet been through AllGrow's design thinking curriculum — students that want personal and project based mentorship to develop their worldviews, expand their industry knowledge, and improve their design thinking skills, ultimately growing their confidence in community involvement and changemaking.

Are already familiar with and beginning to be passionate with social issues that align with the UN's [Sustainable Development Goals](#). Seeking hands-on learning through real-world projects, and are proactively seeking help from mentors and collaboration with peers. Will go through a self-guided three part curriculum in the AllGrow app to ideate, execute, and expand on a social innovation project of their choice.

Secondary user: AllGrow industry mentors. Many from multinational companies with non-technical backgrounds — these mentors want to use their expertise to guide students' projects to fruition, and ultimately play a helping hand in fostering social change while motivating students' personal development/growth.

Passionate about education and are excited to help students find and implement their solutions through insightful questions, feedback, and advice. Will have access to their matched students' project materials, and will use in-app + external communication mediums to foster connection with the students.

Additional users: AllGrow teachers. Educators from global public schools familiar with AllGrow's curriculum. In charge of putting together localized project groups through new project setup or student project proposal approval.

Additional users: AllGrow company sponsors/partners. These sponsors want to inspire, encourage, and enable students to bring their projects to fruition, impacting their community and beyond.

Monetary support makes up the "social innovation fund" that students can have access to in order to support project development. Will participate in additional sponsor specific events on the app, such as project judging and live sessions with the students.

Background:

AllGrow is a nonprofit organization from Romania working in the educational and community building space. AllGrow's mission is to "help build an inclusive society, in which All members have the tools, resources and opportunities to Grow as empowered individuals." Starting in 2017, an entire educational ecosystem has been developed and has since reached over 8500 students in Romania and Moldova (mainly 6 to 14 years old) led by over 900 teachers. AllGrow has built the curriculum with 3 different levels, integrating agile and design thinking, created a community of innovative teachers, and developed avenues for collaboration between corporations and schools.

AllGrow's existing curriculum and educational ecosystem has already been successful in Eastern European schools. However, there is an opportunity to extend its proven educational curriculum by providing these resources to students worldwide by adapting the content into the digital realm. Moreover, AllGrow's curriculum has been less successful for students above the age of 14, as they seek independence from their facilitator's instructions and more guidance from a mentor. Regardless of their location and background, mature students

will be able to develop design thinking and problem solving skills alongside mentorship, peer-to-peer collaboration, and self-guided passion projects.

Functional requirements by priority:

#	Requirement	User Story As a [user role], I want to [activity], so that [desired business value].	Acceptance Criteria: Informs technical design (functional capability, measurable criteria such as response rate, or other outcome)
1	Project Setup and Proposal Page	As a teacher, I want to be able to set up projects for my local school groups and enable them to collaborate on projects online. As a student, I want to be able to propose my own projects and find teammates from around the world to collectively solve for issues I'm passionate about.	- Project setup fields for teachers to enter location, school, impact area, group size, project title - Project ID generation and sharing page - Student project proposal and approval page - Given: a teacher wants to facilitate a project group - When: during the project creation stage - Then: the teacher is able to create a unique ID to share with students - And: the student is able to enter the ID to join that project group - Given: a student wants to propose a new project - When: during the project creation stage - Then: the teacher view and approve projects - And: the student is able to join that project group
2	Onboarding with project and mentor pairing	As a student, I want to find a suitable mentor to receive constructive feedback on the projects I'm passionate about to challenge my thinking and gain new perspectives. As a mentor, I want to give back to/assist younger students with my industry expertise and contribute to a bigger social goal that I'm passionate about.	- Login/signup/home page - Selecting one to three Sustainable Development Goals for project matching - Self-rated questionnaire for students on baseline levels of teamwork, self confidence, involvement in community, etc. (see curriculum level 1) - Successful matching of students to mentors - If time permits, addition of an AllGrow mascot guiding user through onboarding - Given: a student wants to be matched with a mentor who can guide them through their project, while a mentor wants to be able to give feedback throughout the student's project - When: the student/ mentor wants to be matched with a mentor/student respectively - Then: the student and mentor should be able to successfully meet a match and set communication methods with each other - And: the student and mentor should have access to the in-app communication/project hub and ideation tools
3	In-App Project Hub and Ideation Tools	As a student, I want to be able to have structured, creative, and	- Minimal project ideation interface - Sketching

		collaborative activities so that I can push my project towards execution while honing in on my design thinking skills.	○ Text ○ Inserting photos ○ Stickies ○ Comments ● Premade activity templates within the projects adapted from curriculum activities ● Given: the student wants to have a dedicated, collaborative space for ideation and project organization in the app ● When: the student wants to work on their projects and interact with other students and mentors/instructors ● Then: the student should be able to access a part of the app that has collaborative features ● And: there should also be a way for students to receive feedback on their projects
4	In-App Communication with Mentors	As a student, I want real-time feedback from my mentor to ensure that my project is on-track, and to foster a 1:1 relationship so that I can network and grow my industry knowledge. As a mentor, I want real-time communication methods to ensure the students are on the right track and better understand their thought process and project/career goals.	● Direct messaging and video calling pages/functionality ● Integration/links/buttons to external scheduling (Google/Outlook Calendar) ● Given: a student and mentor want to be able to have real-time communication methods when working on the project ● When: the student and mentor want to communicate about the student's learning/project progress ● Then: the student and mentor should be able to access a section in the app that has direct messaging/video calling ● And: they should have access to external scheduling apps/websites
5	Grow Hub	As a sponsor, I want to aid student growth so that they have the resources to progress and make further impact with their project. As a student, I want to discover external events and participate in competitions to earn points and recognition. As a mentor/teacher, I want to encourage diverse types of student engagement and learning from each other.	● Events hosted by sponsors (webinars, conferences, live announcements) or other users (community engagement events, school events, team building demos, focus groups, mixers) displayed on grow hub home ● Users are able to see event recommendations, and filter through and search for specific events ● Given: a user wants to host an event and/or challenge for other users ● When: they open the hub through their account ● Then: the host should be able to provide details about the event/challenge ● And: the host should be able to have a way to interact with students progressing with the event/challenge
6	Points System	As a student, I'm looking for physical rewards for positive performance to stay on track with my project and be encouraged to go above and beyond.	● Points bar/tracker displayed on home page for each module or competency ● Shop page for details of points -> merchandise exchange ● Given: the student wants to see their progress rewarded through incentives

			• When: the student makes progress in their project(s) • Then: the student should be able to view the amount of points and customize their profiles with badges they are awarded through the points they acquire
7	Badges	As a student, I want a way to be celebrated for my achievements to keep motivated during the course of the project.	• Badges to earn upon completion of certain points limits • Can customize profile with badges • Social sharing function for earned badges • Given: the student wants to see realtime positive feedback for completing a part of their project • When: the student completed a milestone • Then: the student should be able to view the badge they earned + badges yet to be earned • And: The student should be able to share the badge to their social networks
8	End-of Curriculum Artifact/Social Impact Report	As a student, I want a way to summarize and share my project completion and achievements with others to receive more exposure to my hard work. For sponsors that supported/contributed	• Summarized project details: ◦ One line about the solution ◦ SDGs they impacted and maybe further down the target and indicators ◦ Number of people impacted - beneficiaries ◦ Project team (size, age, location, etc.) ◦ Skills they developed with percentages increase ◦ Mentor information - hours spent volunteering and benefits of such activity ◦ Name of the community impacted with map (geo tag) ◦ List of sponsors and supporters • Given: the student wants to see a summarized view of their project and achievements • When: the student completes their project • Then: the student should be able to share the badge to their social networks

UX Design:

The client does not have existing design systems or branding guidelines, and aside from an organization logo and general color schemes. Therefore, we will also be responsible for creating a consistent design system for the mobile application during our design process.

- ❖ Timeline:
 - Surveys (defining user needs and pain points)
 - Design and user testing of low-fidelity mockups
 - Transition and user testing of high-fidelity mockups
 - Final deliverables due August 24, 2024

Week 6-7:

- Research, User Surveys
- User persona, User journey mapping
- Mobile app site map, User flow

Week 8-10:

- Brainstorm
- Low-fidelity design, User testing

Week 11-12:

- Mid-fidelity design
- High-fidelity design

Week 13-14:

- High-fidelity design user testing
- Update designs based on user testing feedback

Week 15-16:

- Final documentation of work

Design different mobile screens of the gamified AllGrow mobile app

- Take inspiration/implement apps such as:
 - Trello
 - Seesaw
 - Lucidchart
 - Duolingo
 - Google Classroom
 - Canvas
 - Blackboard
 - Coursera
 - edX
 - LinkedIn Learning
 - MeetUp

Our final deliverable will be high-fidelity Figma design screens and working prototypes of the above 5 features, making up a preliminary education platform with flexibility for AllGrow to customize aspects such as the curriculum content and sponsor events.

Engineering Notes:

AllGrow's internal engineering team will be responsible for the future implementation of designs, development, and deployment of the mobile app. AllGrow may reach out to DFG to propose the implementation as an engineering project for future batches, but we will not be responsible for any development outside of design handoff.

Test Plan/Supported environment:

- Figma
 - User journey mapping
 - Site map
 - Wireframe, low-fidelity and high-fidelity prototyping

- User testing
- User Testing
 - User testing subjects - students aged 14 - 25
 - Low-fidelity
 - High-fidelity
 - Accessible friendly
- Notion, FigJam
 - Brainstorming
 - Documentation
 - User research

Key Performance Indicators:

User Engagement KPIs:

- 1) Monthly Active Users (MAU): Number of unique users engaging with the app at least once per month.
- 2) Daily Active Users (DAU): Number of unique users engaging with the app daily.
- 3) Diversity of users: Ranges in age and location demographics.
- 4) User Retention Rate: Percentage of users who return to the app after their first use over a specific period (e.g., 1 week, 1 month).
 - a) Current teacher retention rate is 70%.
- 5) Session Duration: Average time users spend on the app during each session.
- 6) New Users/Conversion Rate: Number of new users after launch.
- 7) Net Promoter Score: Measures customer loyalty by looking at their likelihood of recommending a given business.

Learning and Development KPIs

- 8) Project Completion Rate: Percentage of projects initiated on the app that are completed successfully.
- 9) Learning Outcomes: Improvement in student learning outcomes, measured through pre- and post-project assessments or quizzes.
- 10) Mentorship Engagement: Number of mentorship sessions held and average duration of these sessions.
- 11) Sponsorship Engagement: Number of sponsor events held and average duration of these sessions.
- 12) Social Impact: Number of people impacted (beneficiaries), number of communities impacted, contributions to SDGs indicators

Out of Scope:

1. Separate User Designs: The team will only create one version of the AllGrow App. Admin features or pages that are exclusive to specific users are out of scope, such as usage analytics, performance analytics, system settings, or dashboards for AllGrow administrators.
2. Cross-Platform Designs: The team will only be focusing on mobile application designs – Android screens, since they are the predominant mobile in European countries.
3. Team leaderboards: Students will earn points on an individual level only.
4. Donation integration page: Sponsor donations will need to take place on an external platform.

5. Mobile App Development: Requests for developing any part of the mobile application are beyond the scope of this project.
 - a. Backend Development: Any feature requests related to server-side functionality or database integration such as API and third-party integration are out of scope.
 - i. Security: The designs will be created to require minimal user information during onboarding, but requests for implementing encryption, authentication, and verification, and access control are out of scope.
6. Deployment or Release: This project's scope does not cover deployment or release processes. Activities such as setting up hosting environments, configuring servers, or publishing the generated designs in a production environment are beyond the scope of this project.