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The Problem Space:

The functional job(s) to be done	Attend online courses on EY platform with VR technology
Market/ User Research:	Main consumer: all full time employees at EY across all offices Key Questions: - How do we make online learning more engaging - How can we bring in more collaboration between employees? - How can we motivate consumers to finish these modules? - How can we have more interaction in the learning modules? - How do we bring more value to badges? Primary Research: - informal interviews with EY employees (mentors) on their experience using EY's learning modules Research Findings: Information on the learning modules: - Learning module platform requires EY employees to log a certain number of hours - Employees choose what learning modules they would like to take - Learning modules typically have videos and scenarios with an exam at the end General comments about modules: - Employees would be skimming and skipping just to get the credit - Many of the topics being taught are repetitive, or noninformative and not beneficial to building their skillset - Lack of interaction between employees so it is hard to stay motivated
Desired customer outcomes	- Increase users' motivation to complete online courses - Increase users' sense of community within EY - Increase interaction between users - Increase recognition and value for EY Badges
Prioritizing desired outcomes	Differentiators: - Increase users' motivation to complete online courses - Increase interaction between users Keep up: - Increase users' sense of community within EY Nice to have: - Increase recognition and value for EY Badges

Product Vision	- to improve user engagement of learning modules by increasing interactivity amongst EY community through a VR classroom learning environment - To promote interaction while learning, EY's learning modules will be incorporated into a 'mini-world' where users can navigate the various topics, modules, and lessons. - To increase users' Collaboration, EY's learning modules provides optional side projects which users can complete collaboratively We want to promote interaction and collaboration between EY employees while they obtain valuable, future-focused skills. Our product will focus on finding creative and engaging ways that encourage EY employees to learn new skills and earn new EY badges.
Customer outcomes based prioritized opportunities and competitive desired outcomes	The VR learning module in our product creates a VR environment where users can attend online lectures, interact with others and solve problems collaboratively.
Solutions	Users can use our product to take online courses in VR environment where they can get POAP badges and points when finish a course or interact with others. The points they get can be used to buy different avatars in the avatar store.

The Solution Space:

Proposed technologies:

Feasibility assessment	There are four main features of our product, including VR learning modules, discussion board, EY avatar store, and POAP badges. The most complicated feature is the VR learning module which requires the company to create a metaverse-like universe where users can use their virtual characters to interact with others and explore the classroom while they watch the robot teaching lessons. Unlike other advanced metaverse worlds, our design so far is a simple version of metaverse since users will only be in
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	limited places of the virtual world. It should not be rather hard to implement. For the discussion board, it's just a forum like Reddit which is easy to build. It's also not hard to build the avatar store because there are a lot of similar feature products in the market. And when it comes to the last feature, POAP badges can be got by the companies as they can apply in the POAP website. So far, Over 7000 POAP badges are given to event participants.
Proposed types of technologies	C++ for VR learning modules and EY avatar store; Unity and Unreal to build virtual environments; Python and Javascript for discussion board; POAP NFT is based on blockchain.

Features:

Feature Name	VR learning modules
Description	Users can watch VR lectures and interact with others
User problem	Users don't have enough motivation to complete each learning module
Value proposition	motivation and interaction
Assumptions	Users will register in different courses
Requirements that are out of scope	None
Is this a MVP feature?	Yes

Feature Name	discussion board
Description	Users can discuss their questions with others and get points
User problem	Don't feel enough sense of community while taking online courses
Value proposition	participation
Assumptions	Users would post their questions on discussion board
Requirements that are out of scope	None
Is this a MVP feature?	No

Feature Name	EY avatar store
Description	Users can use points they get to buy different avatars
User problem	Don't feel enough motivation when finish courses or solve others' problems
Value proposition	motivation
Assumptions	Users want to change their avatars from time to time
Requirements that are out of scope	None
Is this a MVP feature?	No

Feature Name	POAP badges
Description	Users can get POAP badges when finish a course
User problem	Don't feel enough motivation when finish a course
Value proposition	motivation
Assumptions	POAP is widely recognized by other companies as well
Requirements that are out of scope	None
Is this a MVP feature?	No