

Product Specification

Aa ID	☰ Feature area	☰ User need	☰ Feature	☰ Rationale	▼ Priority	☰ Measure	☰ Values (Minimum and Ideal)
<u>1</u>	Operations	As a company, I want to control the quality of caregivers in the Wisdom Care network.	Platform will request an application or request from caregivers to join the Wisdom Care network.	Audience: Business, Rationale: Wisdom Care can control the quality of caregivers in their network to increase patient satisfaction and platform use, Audience: Customer Support and Engineering, Rationale: Controlling access reduces spam incidents.	P0	% of caregivers with ratings of 4.5 and higher retained on the platform	Min: 75% Ideal: 90%
<u>2</u>	Operations	As a homecare provider, I want to successfully own a homecare business.	Wisdom Care will provide training support for business basics and using the platform.	Audience: Marketing, Customer Support, Rationale: By providing training support, Wisdom Care can ensure caregiver quality and build brand trust to increase platform use by caregivers and patients.	P0	% of caregivers actively using Wisdom Care platform	Min: 50% Ideal: 75%
<u>3</u>	Customer Experience, Operations	As a homecare business owner I want to provide empathetic and considerate care.	Provide training on the standard expectation of care.	Audience: Business, Customer Support, Rationale: By providing training support, Wisdom Care can ensure caregiver quality and build brand trust to increase platform use by caregivers and patients.	P1	Patient/Caregiver satisfaction	Min: Moderate-High Ideal: High
<u>4</u>	Sales	As a homecare business owner, I want to have a consistent stream of customers.	Platform would offer a curated list of local businesses that require caregivers such as hospitals and retirement homes.	Audience: Business, Sales, Rationale: Increases platform use and revenue by ensuring a revenue stream for caregivers.	P0	# of customers converted from local connections offered on the platform	Min: 10% minimum of the home care business's revenue from platform's connections, Ideal: 20% minimum of the home care business's revenue from platform's connections

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5a	Management Platform	As a homecare business owner, I want to maintain a consistent customer base.	Platform will recommend scheduling recurring appointments.	Audience: Business, Rationale: Ensures a consistent revenue stream for caregivers, and subsequently Wisdom Care, by reducing customer churn.	P1	% of visits with repeat staff	Min: 50%, Ideal: 75%
5b	Customer Experience	As a homecare business owner, I want to maintain a consistent customer base.	Platform will offer reviews for elders, and a messaging channel for constant feedback.	Audience: Business, Engineering, Rationale: Maintaining a consistent customer base means a steady revenue stream for both the homecare business owner and Wisdom Care.	P1	Usability testing on how users feel about leaving reviews and what can help improve scores	Min: Average of 4.5 and above out of 5 for most visits., Ideal: Average of 4.9 and above out of 5 for most visits.
6	Operations	As a homecare business owner, I want to be protected from harassment situations.	Provide emergency help response and insurance for incidents.	Audience: Business, Customer Support. Rationale: By protecting our primary customers (home care business owners), we instill a high level of trust in our company and encourage greater use of our services.	P1	Response times for incidents	Min: Within on hour, Ideal: Under 5 minutes
7	Management Platform	As an owner of a homecare business, I want to easily see my P&L for the business.	Platform will offer Smartsheet-like abilities to keep track of finances and forecasts for future revenue.	Audience: Business, Rationale: Keeping track of finances and forecasting revenue will keep homecare business owners using the platform by keeping their information on Wisdom Care's platform.	P1	Test how well owners are able to manage their financials on the platform	Min: 90% of users utilize financial reporting features at least once a month to check P&L, Ideal: 95% of users utilize financial reporting features at least once a month to check P&L
8	Management Platform	As an owner of a homecare business, I want to stay on top of changing regulations.	Platform will send email digests on changing laws and any other news in their local areas that can impact their business.	Audience: Business, Marketing, Legal, Rationale: Ensures homecare business owners on Wisdom Care's network meet a standard of care and are in compliance to keep a level of brand image.	P2	Monitor open/click through rate of email digests	Min: 60% of users open and click on content presented in the email digests, Ideal: 75% of users open and click on content presented in the email digests

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<u>8</u>	Management Platform, Customer Experience	As a homecare business owner, I want to keep track of customers' background and condition.	An editable database with customer history, visit history, medical information, and worker notes.	Audience: Business, Engineering Rationale: Keeping information on the Wisdom Care platform increases homecare business owner's use frequency.	P0	% of caregivers entering notes	Min: 75%, Ideal: 90%
<u>10</u>	Management Platform, Community Platform	As an owner of a homecare business, I want to grow my business over time and employ others as caregivers.	Platform will offer profiles of other caregivers who also do part time work so they can be recruited to help additional customers.	Audience: Business, Rationale: Increases homecare business owner's revenue streams and use of the Wisdom Care network.	P1	Monitor how many times caregivers on the platform are employed by other users	Min: Only 30% of the owner's schedule is filled out non-ElderCare users (when they have to look externally for caregivers) Ideal: Only 20% of the owner's schedule is filled out non-ElderCare users (when they have to look externally for caregivers)
<u>11</u>	Operations, Customer Experience	As an owner of a homecare business, I want to expand the areas of care I give and develop professionally.	Provide additional resources on training, care techniques, or regulations to expand care opportunities.	Audience: Business, Rationale: Expands business need into more areas and gives home care business owners additional need to use the network. Partnerships could provide an additional source of revenue.	P2	% of home care business owners using additional training and resources	Min: 50%, Ideal: 75%
<u>12</u>	Community Platform	As a homecare business owner, I want to feel a sense of community and belonging to a larger group.	Provide networking capabilities for caregivers on the platform to ensure a sense of community.	Audience: Customer Support, Sales, Rationale: Increases confidence in Wisdom Care network and organic growth through word-of-mouth marketing.	P2	Caregiver event attendance	Min: 60% event attendance rate, Ideal: 70% event attendance rate