

# Beta Planning

## Problem statement

<b>Background Context:</b>	Companies tell us that they are time poor and they don't have specialists in funding application process. They are unclear about who are we and what do we deliver	WHO WHAT
<b>This causes problems for:</b>	Mostly SMEs (though it has an impact on all businesses)	WHEN
<b>because:</b>	They are time poor and lack expertise in applying for funding	WHERE
<b>This is important because:</b>	Funding is often time critical for smaller companies	WHY HOW

## Discovery goal

### Decide if:

We can develop a solution which help to reduce application time and rejection/acceptance timescales.

## Problem statement

<b>Background Context:</b>	It's difficult to secure funding because they find our processes hard to navigate. There is a perception that public funding won't require the same level of diligence that a bank might expect.	WHO WHAT
<b>This causes problems for:</b>	All companies as they do not have a clear understanding of the funding process timelines	WHEN
<b>because:</b>	Information they receive isn't on the first one they read and is often too lengthy they are seeking a shortcut	WHERE
<b>This is important because:</b>	It discourages people from making applications and this might have the effect of discouraging people from using our services again	WHY HOW

## Discovery goal

### Decide if:

Our approach to an online application is right and how we can increase its effectiveness

## Assumptions

- We will be doing an online application system
- Companies will be happy to create an account
- People will have a positive attitude towards our organisation
- Customer data will go in our CRM system
- People will be willing to use personal information and documents to verify their business
- People want to be told immediately if they are not eligible
- They are all looking for money

## Objectives

### We need to know:

- What companies need from us
- What problems companies face
- What experience companies have in applying for funding
- Where else companies look for funding
- Comfort levels with online accounts
- 
- 
- 
- 
- 
- 
- 
- 

### We need to have:

- A clear understanding of what companies need
- A clear understanding of companies' problems
- A clear understanding of the problems that companies experience in applying for funding
- A clear understanding of the reasons of funding people look at
- An understanding of companies' experience with online accounts
- The prototypes of proposed solutions
- A copy of the proposed funding process
- Documentation of the research done on prototypes
- Customer perceptions around evidence types
- Web analytics
- Measuring success
- SLAs

## Change statement

### We want to change:

Iterate our online application model

### in order to:

Make it easier and faster for customers

## Success metrics

- Demonstrating improvements in the application process
- Demonstrating a quicker rejection process
- Customer satisfaction post sign-off