

Product Specs & Requirements

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Target release	V1 - February 2019 or June 2019
Jira Project	
Document status	DRAFT
Document owner	@ Former user (Deleted)
Product Owner	
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Test Environment	https://apps.staging.aamc.org/account/#/login?gotoUrl=https:%2F%2Fservices.staging.aamc.org%2FAMCAS2_school%2Findex.cfm%3Fiamaction%3Dlogin&allowInternal=false amcastestschool1/Aamc2018!

Introduction & Goals:

The new and improved AMCAS for Schools will be the second iteration of a school portal that AMCAS will provide to AAMC membership schools. This tool provides both unique opportunities to modernize applications, engage with our schools, and provide invaluable information to manage the admissions process efficiently and effectively. Ideally, we want this app not only to be intuitive and to not just not be seen as a tool, but rather a central hub where schools can go to meet their admissions needs and review trends from their own school as well as the national level.

AMCAS for schools should provide an intuitive way for schools to streamline their process and work in parallel with the AMCAS team. We will strive to overhaul manual processes, provide meaningful information through analytics and real-time reports, so that not only our schools' satisfaction rating increases, but the AAMC brand increases positively as well.

Problem

As we look at our product portfolio for AMCAS, we noticed that schools have a huge problem: Schools are using an outdated application to help maintain their critical functions during the admissions process that does not meet their needs. This current tool, School Tools, runs on legacy technology and has some functionality that, to this date, no one really knows what it does (because it's that old). As we strive to modernize, we want to provide schools a meaningful application that will allow them to easily complete their tasks and view data in an intuitive way to make effective and fast decisions during the application cycle. Our current tool also costs more than money to support, and it requires an increase in technical debt for our school-facing team as well as our own tech support team. This not only slows requests and admissions processes down, but hinders the overall AMCAS cycle experience. Thus, we need to find a way not only to modernize, but look to provide an invaluable solution so that we can increase value to our schools and increase the overall satisfaction of our users.

Key problems to note:

- Old technology stack
- Functionality that is so old that doesn't align with modern day admission processes
- Lack of meaningful information and data
- Manual processes
- Current system design and architecture leads to more support tickets and increase in technical debt
- Incorporate design thinking and promote empathy for our users during the user experience

Aesthetic Goals

- Deliver valuable metrics through visuals and dashboard that will incorporate effective decision making
- Eventually allow for responsive web design
- Place a modern look and feel in comparison to standard web applications today
- Develop a solution that will lead to WCAG compliance
- Deliver data points that are important to schools to help more efficient admissions decisions
- Alleviate manual tasks both on the school facing team from AMCAS as well as our schools
- Promote more self-service
- Improve AAMC and AMCAS brand by delivering value to our customers. Dr. Kirch articulated that parts of the AMCAS for Schools needs to be delivered in a very timely manner (this year).
- Achieve a hard launch of major features by start of Application Year 2020

Goals to Measure Minimum Criteria of Success (TBD)

- Reduce the amount of incidents and tickets by 15% within 6 months of hard launch in comparison to previous year
- Improve overall school satisfaction rating by 25% within 6 months of hard launch
- Achieve an adoption rating within 1 year by 100% prior to retirement of the current School Tools
- Have our Analytics and Reporting feature be the most heavily used feature:
 - Achieve a satisfaction rating of 9/10 for this feature
 - Have the usage of this feature be 50% higher than each individual feature release within AMCAS for Schools.

*These goals are subject to change through the product development life cycle

Product Vision

AMCAS for Schools will strive to be the central hub for admissions processing for all medical schools, that will provide meaningful information and data as well as an intuitive modern user experience to manage the AMCAS application process. (Come back to this

@ Former user (Deleted)).

Who's it for?

Target Group	Needs	Value
Admissions Users	Centralized reports and dashboards to review applicant data and data trends	Allows for more efficient and effecting decision-making during admissions process
	Tools to submit medical school information back to AMCAS	Allows to automate a tedious process to submit critical information back and forth between schools and AMCAS
	Access to closed cycle data and applications	Reduce turnaround time for tedious requests
	Manage school programs and deadlines	Promotes self-service
	Send notifications to students and manage emails	
	Receive important announcements from AMCAS	
Deans	Reports and dashboards to view high-level data to see applicant data trends to make high-level decisions + the above	Review general data trends and statistics of various data points at a high level to make decisions for current/future application cycles
MSR Team	Be able to review,manage, and support all schools from our end	Provides support function for all schools and reduce turnaround time for bugs and requests

Why build it?

To meet the growing needs of our schools we need to find a way to build a modernized platform that houses and fulfills those needs. Our current School Tools is hard to use and is running on legacy technology that will not be supported. We also have announced that we will be retiring major parts of it. and eventually, the entire application. Part of our promise and brand is at stake. Earlier this year, Dr. Kirch, our President stated that we will be delivering a handful of these features "as soon as possible, this year" in Orlando as well, which has a huge impact and sets an expectation that AMCAS needs to meet for schools in terms of timing. Also, one of the heartaches and key needs that schools are asking for is better reports and analytics. AMCAS has a monopolized a wealth of data that we can provide tremendous value on, that no one else in the current space has. Combine that with the an easy-to-use experience to manage other tasks, we have the opportunity to become a central hub with AMCAS for Schools. We are also working in tandem with an "Ad-Hoc" group led by senior leaders from AMCAS to communicate and co-create parts of this new product. Not only are we developing our new solution that will meet those needs, but in doing so, we are establishing and reinforcing the voice of our schools.

Key Reasons

1. It provides an easy to understand visual representation of admissions data for schools
2. It solves the problem of comparing individual school data to the national level
3. Solve the problem of using our legacy app and retiring it
4. Commitments made by senior leaders and team as well as our President to deliver this solution (and parts of it)
5. Significant improvement from what is currently available to schools
6. Increase in both AAMC and AMCAS brand
7. Up-keep in our reporting capabilities to our customers in comparison to the general "analytics market" as well as offering a modern tool to automate tedious and manual processes/tasks
8. We are retiring our current School Tools system, and this is a must needed app for AMCAS to function and value to provide to schools, especially for data collection/transmission between AMCAS and schools.

What is it?



MVP1 Requirements for 2020 Application Year Start

1. Home Page
2. User Management and Access
3. Program Management
4. Reports & Analytics (with sub-pages)
 - a. Dashboard
 - b. Map
 - c. Waitlist
 - d. Acceptance

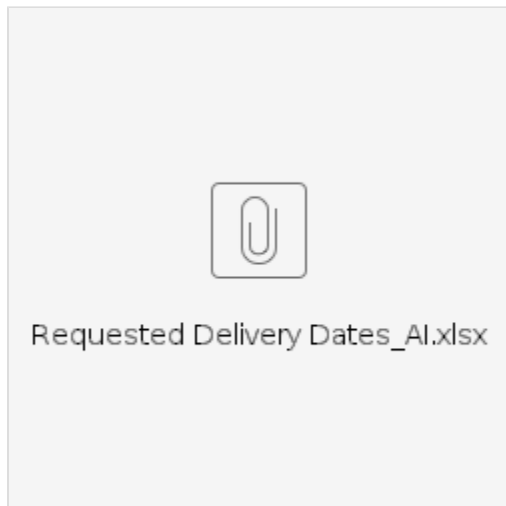
- e. Choose Your Medical School
 - f. School & National reports/data
 - g. Matriculation Summary
5. OneAAMC SSO (implemented with School Portal)
 6. Data displayed will be refreshed daily
 7. Oracle 12c database
 8. Angular 6 code base
 9. Running on Tomcat 8
 10. Running JDK 1.8

Requirements:

Here is a high-level look the features and functions that will be housed within AMCAS for Schools. We These requirements are in aligned with what has been discussed so far in terms of what needs to be delivered by next spring. For all reports, we will only have data available for up to 5 calendar years. The data displayed for most reports, unless specified, will be refreshed daily. The requirements below are not slated for the first release.

#	Title	Feature Description	JIRA Link	Import ance	Notes
1	User Management	As an Admissions User, I must be able to manage fellow staff access from my school within AMCAS for Schools, so that they can perform tasks within AMCAS for schools.	 AS-23 - Getting issue details... STATUS		first release
2	Home Page	As An Admissions User, I must to be able to see a holistic view of meaningful data and information for my school and take action that will progress the admissions cycle as soon as I log in.		MUST HAVE	first release, though with limited capabilities?
3	Program Management	As an Admissions User, I must be able to manage program deadlines and extensions for all programs within my school for an application year		MUST HAVE	by June 2019
4	Reports and Analytics - School and National Reports (School Tools migration)	As an Admissions User, I must be able to view School and National reports regarding national and my school data so that I can view trends and make effective decisions		MUST HAVE	This one is for current school and national reports
4	Reports and Analytics - Dashboard	As an Admissions User, I must be able to see a dashboard so I can view a holistic view of data on key data points for my school as well as the national level.		MUST HAVE	
5	Reports and Analytics - Maps	As an Admissions User, I must see a data and trends on my school from a geographical standpoint		MUST HAVE	
6	Reports and Analytics - Waitlist	As an Admissions User, I must be able to view data on a the current amount of wait listed applicants at my school		MUST HAVE	
7	Reports and Analytics - Acceptance	As an Admissions User, I must be able to view data on the amount of acceptances during an application cycle		MUST HAVE	
9	Reports and Analytics - Choose Your Medical School	As an Admissions User, I must view data on how many applicants have chosen my medical school from the web application		MUST HAVE	by February 2019
10	Reports and Analytics - Matriculation Summar	As an Admissions User, I must be able to see data on how many applicants have matriculated, based on the final action, into my school for a given application year		MUST HAVE	
11	OneAAMC SSO	As an Admissions User, I must be able to log into AMCAS for Schools with my OneAAMC credentials	 AS-22 - Getting issue details... STATUS	SHOULD HAVE	
12	Closed Cycle Data	As an Admissions User I must be able to access closed cycle data		MUST HAVE	
13	Email Management	As an Admissions User I must be able to manage emails and send notifications to applicants		MUST HAVE	

14	Mobile	As an Admissions User, I should be able to access AMCAS for Schools through a smartphone or tablet		SHOULD HAVE	Glossary
15	Help Text	As an Admissions User, I must see help text or on-screen help in the application to help me navigate through the application and its features		MUST HAVE	Could we use something like pen do.io to save time on implementation?



Glossary:

User Management

- Access: is defined as 'role' or access that allows users to specific part of the application
- SAM: integration with SAM DB

Assumptions

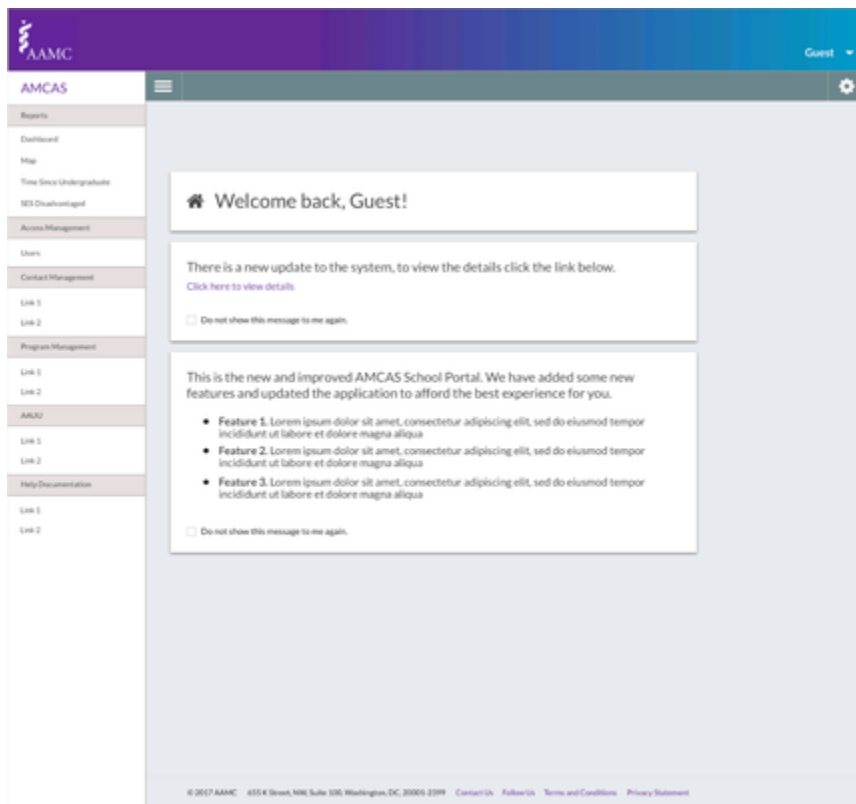
- Schools want more Yield Analysis data regarding admissions
- Schools will want to eventually have a custom dashboard
- Schools will be able to understand basic visualizations
- This tool will be offered as a part of being a member of AMCAS/AAMC
- Version 1 will most likely have 2 or less reports by December
 - There will be sub-pages of reports as well.
- These reports will be pulling data from our AMCAS DB or Data Warehouse, with a daily refresh unless otherwise specified
- These reports will be built on the Highcharts platform
- All users will login using their credentials form OneAAMC
- Product will only be available via web-based AAMC officially supported browsers
- Schools want data visualizations to make faster financial decisions regarding admissions processing
- Data will be able to be reviewed by schools for a potential of 7 application years
 - 2 years given time of year during 2 open application cycles
 - 5 years of historical application cycles
- Certain reports that contain sensitive information will be vetted through AAMC's legal team first
- Unless specified otherwise, the data that will display to end-users will be from Processed Applications from AMCAS

Product Roadmap:

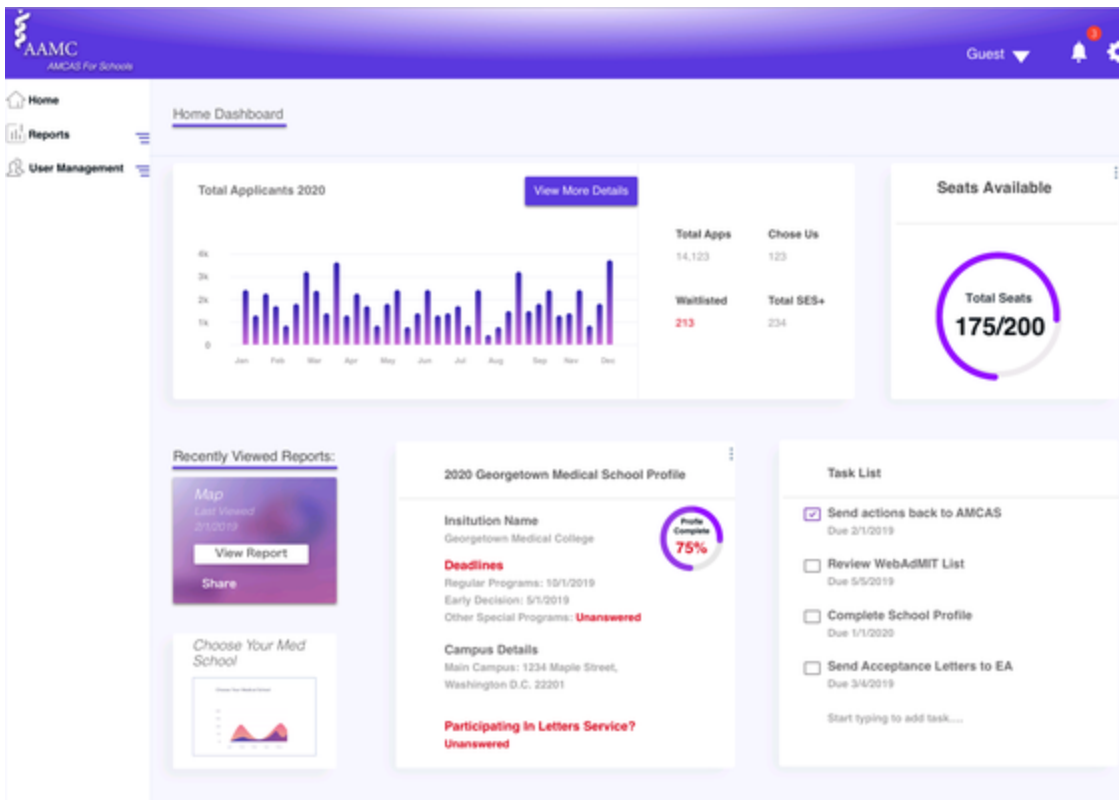
@ Former user (Deleted) insert roadmap. There should be a macro for this or some kind of app integration.

User interaction and design

Design 1:



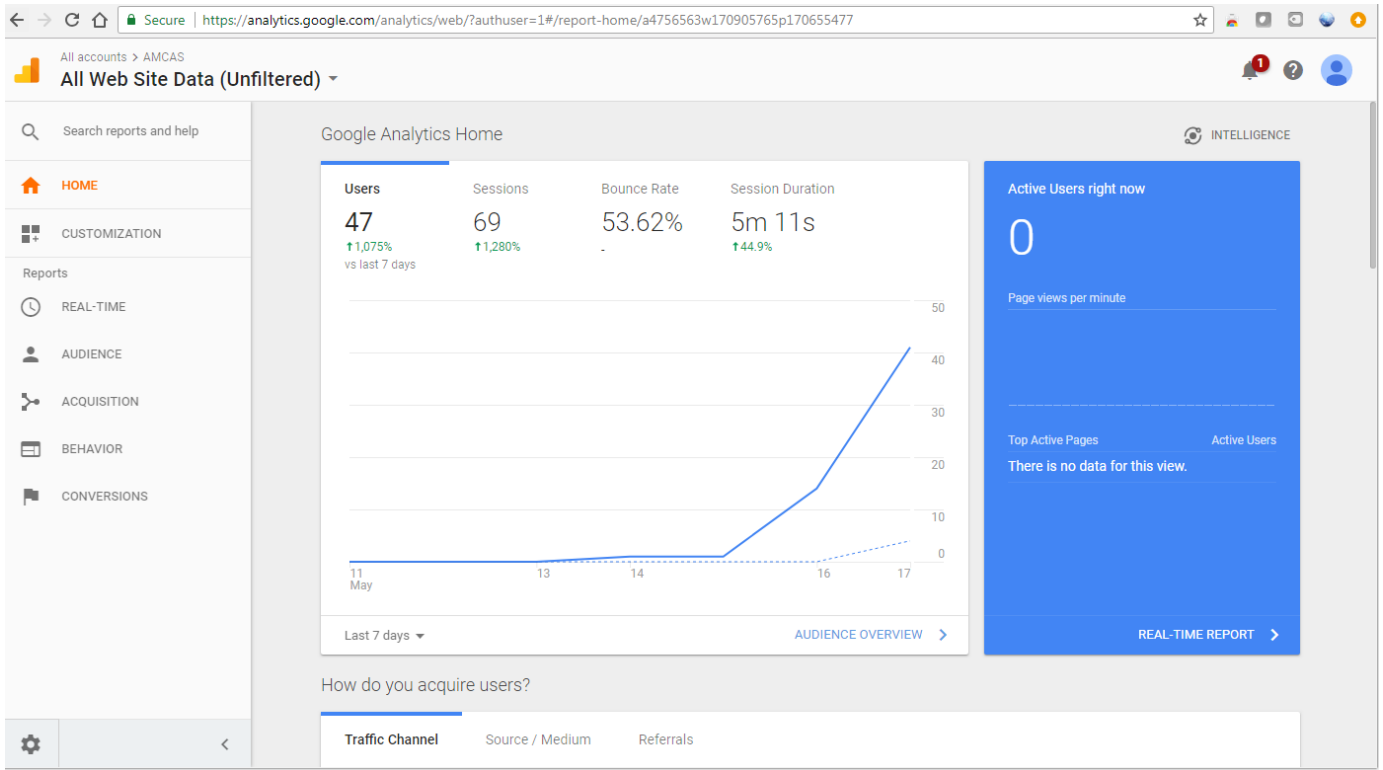
Design 2:



Category	Design 1	Design 2
Home Page	https://projects.invisionapp.com/share/47LFOI0PJZK#/screens/300481100_AMCAS_-_Home_Page	https://projects.invisionapp.com/share/ZCLJM4YDF2N#/screens/304591167
User Management	https://projects.invisionapp.com/share/47LFOI0PJZK#/screens/304318097	https://projects.invisionapp.com/share/ZCLJM4YDF2N#/screens/304590997
Reports and Analytics	https://projects.invisionapp.com/share/47LFOI0PJZK#/screens/288389508	

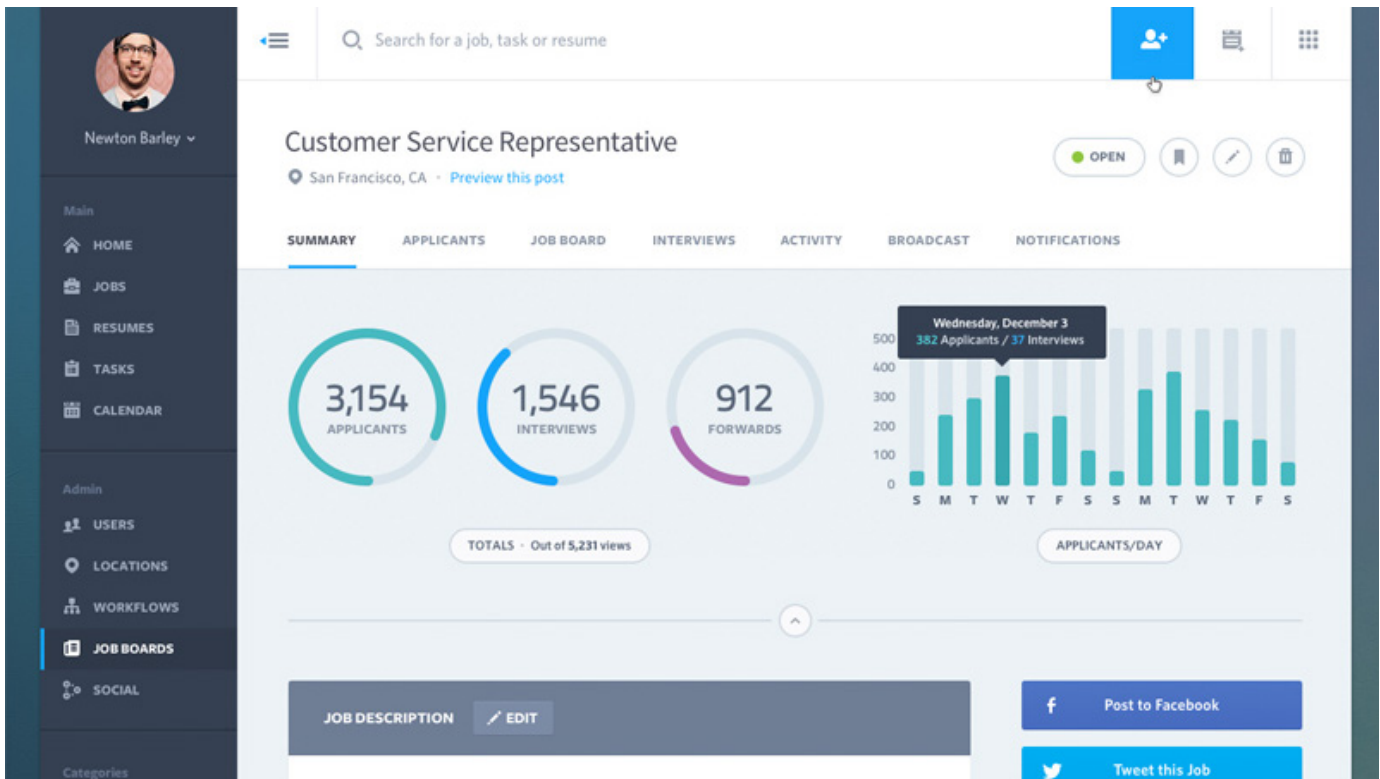
Product Inspiration

Google Analytics:



Clarabridge:





Seeding Users & Feedback

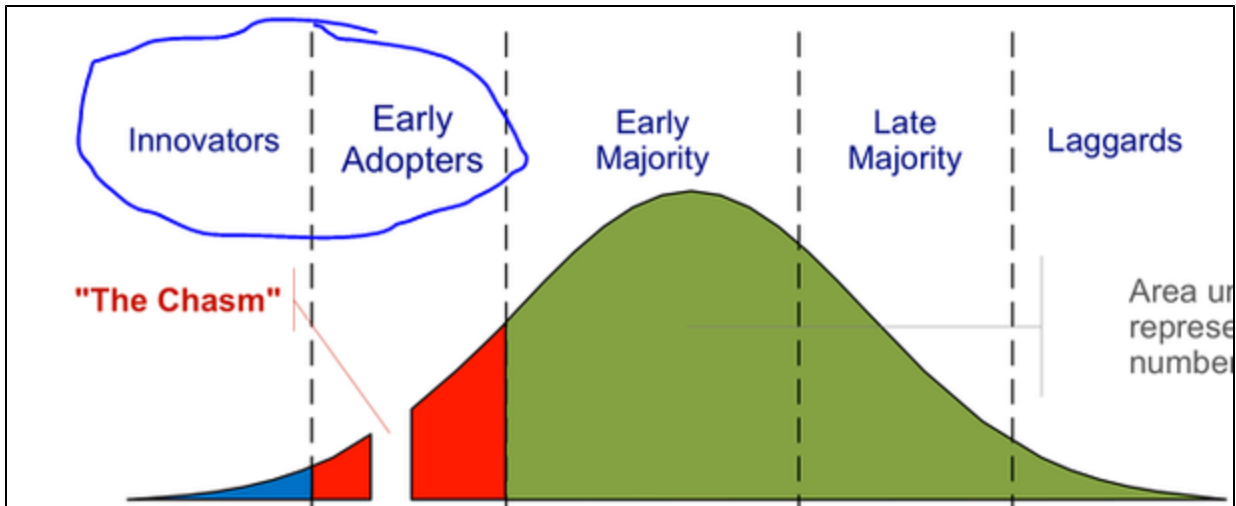
We will need to build rapidly present prototypes to select schools for quality feedback. Based on survey results of who wants to participate, we will hand-pick schools to select to get feedback from at different checkpoints. I propose that we use following following mechanism to test prototypes as it works well with prototype software, like InVision and Marvel: <https://maze.design/>

The idea here, is to follow the strong need of rapid prototype, development, and feedback from actual users. We can survey schools to see who would be interested in a various prototype checkpoints throughout the development cycle in order and send them a link. After x amount of time of working through the prototype, we will have quantitative results in the following areas:

- Find out where they clicked
- Find out what paths they took
- Heatmaps
- Time spent on a page/section

It's free (1 project) and easy to use and gives us the opportunity to "follow the methodology of failing fast" as well as testing our hypothesis and designs. This is also fulfills the request and desire that are we expressed to schools about getting their input actively and consistently to meet their needs.

In terms of releases, we will want to have a closed beta to target innovators and early adopters so that we get iterative feedback. That means developing a functional prototype for them to play around in with dummy data and track their behaviors.

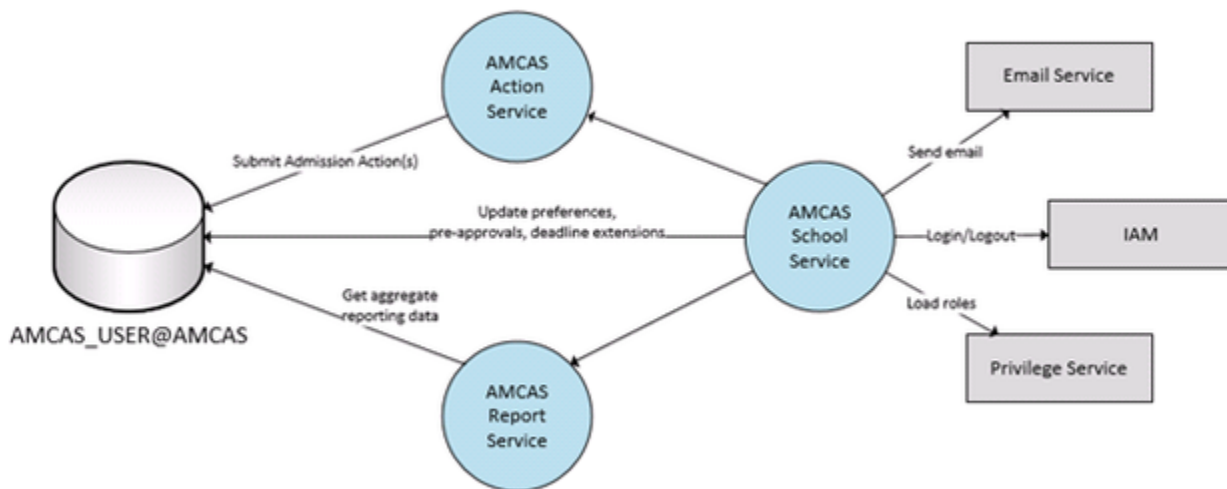


Engineering Notes

Architecture:

Sitemap:

1. Homepage
 - a. Med School Profile
2. Reporting
 - a. Dashboard
 - b. Map
 - c. SES
 - d. Time Since undergrad
 - e. School & National Reports
 - f. Matriculation Summary
 - g. Acceptance
 - h. Waitlist
 - i. Choose your Medical School
3. User Management
4. Email Management



Link to Architecture document: https://aamc1-portal1.sharepoint.com/w:/g/AMCAS-VSLO-CI/AMCAS%20Team/School%20Portal/EePHnU3C2HRKkHvjW_j6bPgBpIKBiZ1dthufuL9cAHdM-Q

Go to Market Strategy

1. We will be launching in close/parallel with the School Portal. As a part of beta, we want users to feel like their voice was heard when developing the product.
2. Soft launch with select schools?
3. We will have a beta to solicit feedback and test early functionality in order to set expectations and gauge initial feedback in preparation for launching MVP1 in conjunction with the new School Portal.
4. We will communicate via email/Highroads to school users regarding training materials, logins, resources etc.
5. We will schedule press releases of the school portal, highlighting the new School & National Reports
6. In terms of betas, we will want to have a closed beta to target innovators and early adopters so that we get iterative feedback. That means developing a functional prototype where users can use dummy data and perform basic functions within AMCAS for Schools
7. The TAM (total addressable market) will be all AMCAS schools. Because of our timeline and limitations for resources, are SAM (Service Addressable Market) will have to be a subset of that after December or February pending if we release with live production data
 - a. Contingent upon promises and reports that need to be delivered by a certain time frame
8. Create launch page and invite users to gauge interest
9. Incorporate Google Analytics to track metrics and behavior

Questions

Below is a list of questions to be addressed as a result of this requirements document:

Question/Notes	Outcome
How do we combine reports and have them be drill-able?	
Do we offer customized reports/dashboards for each school based on their needs?	
Do these anticipated reports and dashboards help mitigate the admissions processing time for the majority of the schools?	
Do we allow multiple acceptance reports to be viewed at an earlier date or all-year around?	
Is there a way we can monetize this valuable data, when as we look at our competitors who try to offer analytics?	
Each category could have it's own dashboard?	
We will need to discuss with Legal periodically to make sure the data and visualizations do not have negative impacts for school/AAMC	
When trying to get user feedback, should we create a landing page to build interest and seed testers?	Probably not.
When will he determine a UI/UX framework/design?	
How fast can we get a functional prototype working in front of innovators and early adopters?	
Can we do a responsive design that allows for mobile use in the future?	
Can we use a combination of data tables and charts	https://www.highcharts.com/samples/data/

Not Doing

- Customized dashboards and reports for each school
- Customized Home page