

GOAL STATEMENT

Our CandleCraze app will let users order and customize candles
product (what) perform specific actions (what)

which will affect users who can't buy candles in physical stores
describe who the action will affect (who)

by allowing them to order online and have their order delivered to them.
describe how the action will positively affect users (why)

We will measure effectiveness by tracking number of orders placed through the app.
describe how you will measure the impact