PRODUCT VISION BOARD

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VISION

What is the reason for creating the product? What positive change should it create?

- **Simplify and accelerate** Sequelize ORM model creation for MySQL with a **user-friendly visual** interface that **reduces repetitive** coding and errors

- **Enable easy storage, management, and reuse** of model definitions to promote **consistency, maintainability, and accessibility** for developers of all skill levels.

TARGET GROUP

Which market or market segment does the product address? Who are the target customers and users?

- **Software developers** and **backend engineers** using Sequelize ORM with MySQL.

- **Beginner to intermediate developers** learning or working on backend modeling.

NEEDS

What problem does the product solve or which benefit does it offer? If you identify several needs, prioritise them and move the most important one to the top.

- **Reduces repetitive and error-prone** manual coding of Sequelize models.

- **Simplifies model creation** with an intuitive visual interface

- Enables **easy saving and reuse** of model definitions.

- **Ensures consistency and maintainability** across projects.

PRODUCT

What product is it? What are its three to five stand-out features that set it apart from competing offering? Is it feasible to develop the product?

- **Product:**
  A visual Sequelize ORM model generator for MySQL that simplifies backend development.

- **Key features:**
  - user-friendly UI
  - dynamic code generation
  - model storage and management

- **Feasibility:**
  Yes, it is feasible to develop using modern frontend and backend technologies.

BUSINESS GOALS

How will the product benefit the company that develops and provides it? What are the desired business benefits? Prioritise them and move the most important one to the top.

- **Increase revenue** by offering a valuable developer tool that attracts paying customers or subscription users.

- Create **potential for expansion** into related developer tools and services.

- **Strengthen brand reputation** as an innovator in developer productivity solutions.

- **Reduce customer churn** by delivering consistent value and ease of use.