

Product 1 - Web App Proposal

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| PROBLEM Time Constraints Other Priorities Lack of Development Experience | SOLUTION Practice with the technologies Work consistently | UNIQUE VALUE PROPOSITION This product gives users a broad view of quality of a movie. By combining critics with "word-of-mouth" reviews, the product gives a broad perspective. | UNFAIR ADVANTAGE Professional Aid from school Professor | CUSTOMER SEGMENTS Casual Movie-Goers People Ages 13-40 Movie Enthusiasts EARLY ADOPTERS Mid-Twenty Adults Movie Theater Goers |
| EXISTING ALTERNATIVES Set Goals Prioritize Practice Daily | KEY METRICS Number of Users Number of Downloads | | HIGH-LEVEL CONCEPT 24 Raspberries is Pro and Amateur movie reviews | |
| COST STRUCTURE Time | | | REVENUE STREAMS Advertising | |

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