

Product vision board (PVB)

Product Vision Board

Designed by:

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Iteration #: [x]

VISION

Purpose: Reach out more customers through E-commerce website and provide them the easiest way to buy a product.

Positive change: Increase in the number of customers, provide an additional value to the business and give the customer a better vision of the product.

TARGET GROUP	NEEDS	PRODUCT	BUSINESS GOALS
- Admins: product manager and owner - Customers: <ul style="list-style-type: none">• People living in Lebanon.• People who want to buy some products.• People who are searching for products on occasions.	Problem(s) solved: <ul style="list-style-type: none">- Display products in an organized way.- Display special offers.- Manage the products.- Manage transportation based on the location	Product: A website showcasing products for sales with an admin panel to manage the products. Features: <ul style="list-style-type: none">-User friendly design.-Easy to use and manage.-Separate offers section.	Business Goals: <ul style="list-style-type: none">-Increasing the number of customers and profits.-Adding professionalism to the business.-Decrease staff cost.