

**School of Engineering Technology and Applied Science**

**ICET Department**

**Mobile Application Development Project**

**MAPD-726**

**Submitted to: Prof. Vinayagathas Vaithilingam**

**By: Group 1**

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## 1. Elevator Pitch

FOR	Online Shoppers
	<u>Target Customers</u>
WHO	Desire an intuitive and efficient shopping experience
	<u>statement of need or opportunity</u>
OUR PRODUCT IS A	Snapify E-commerce Platform IS A advanced online marketplace
	<u>Product category</u>
THAT	Offers a streamlined and user-centric shopping journey
	<u>The product's key benefit, compelling reason to buy it.</u>
UNLIKE	Traditional e-commerce platforms
	<u>The product alternative</u>
OUR PRODUCT	Integrates responsive design, efficient administration, and seamless API connections
	<u>describe what the product does, its key features.</u>