Kano-model

|  | Shall | Should | Nice to have |
| --- | --- | --- | --- |
| Functional | Input fields (basic form) | Dynamic form | helpful information/tutorial |
| Display feedback from solution | Database/ API | Was this helpful button on articles provided |
| Integrate option to check for sustainability in existing forms |  |  |
| Non functional | Link solution to communities for new entrepreneurs | AI scalability | Refined UI |
| Having an AI analyze keywords | Fast loading times (1 s?) | Really fast loading times (3 s?) |
|  |  | easy to use |
|  |  | Doing statistics on raw data to provide insights |

Competitor analysis

| Strengths | Weaknesses | Opportunities | Threats |
| --- | --- | --- | --- |
|  |  |  |  |

