Vision Statement

The vision statement sets the direction for the project by specifying what will be accomplished. It defines the scope of the project. The main elements of a vision statement include:

- Project goals – Our idea comes to solve a problem where small business owners or a private person have an issue giving their services to small audiences in close by proximity, and our solution comes to solve that issue, via mobile infrastructure.
  Every business has it's own promotional profile and everyone has an option to log into the service and view the business profiles. This would be done with a search by category, price, location, etc, which in return would let consumers to find the desirable product they seek for with ease.
  Another goal would be the app design with two goal in mind:
  Catch the user's attention.
  Make the app easy to use and inviting.
  Other goal would be for the service giver – provide him a dedicated platform for the matter.

- Project scope – The project includes a mobile app featuring our clients which are advertising their services, option to make an appointment, and contact details, to reach the service giver, as well as a swiping interface.
  The project in it's roots do not offer to advertise big corporations, or for big audiences, the goal here is to help service givers and give them a costumer boost.
  The app also do not offer instant connection to the service giver, but includes contact information upon choice from the business owner.

- High-level features or requirements:
  Essential services in our infrastructure are:
  1. Advertising the business (which includes pictures, Description, Pricing) and his contact information.
  2. Easy interface to make an appointment for his services if desired.
  3. Easy searching features for the consumer.
  4. Solid and easy user interface.

Desirable services are:

1. Favorite business tab

2. Rating info for businesses.

- Major milestones and deliverables: Give the business all the tools to successfully manage a small service giving.

  Give a client a comfortable way to find the service he is looking for.

Two useful exercises for developing a vision statement are [Agile Project Management]:

- Key Features that would be printed on the box:

  1. Appointment management with ease

  2. Featuring photos of the desired service

  3.Close-by Service giving location.

  4. Eye catching user interface and user experience.

  5. Find services with ease in realtime.

  6. Easy connection between the two ends.

- Elevator speech:

  Are you in need of local recognition for your service? or in need to find a service quickly for today? We are here to help. Our product offers easy and intuitive connection with the costumer, easy appointment management, includes photos of the desired service and most important helps you to get a Close-by client for the desired service that you as a service provider offer as fast as possible with an intuitive interface.

  We offer a distinguishable platform dedicated to help small business and service providers as well as costumers to find each other near-by and very fast.

  Out platform is targeted currently at Android users and we call it ServoPay (subject to change)