Due Wednesday 14th

# Instructions

Create a Vision Statement using the following template:

* For [target customer]
* Who [statement of the need or opportunity]
* The [product name]
* Is [product category]
* That [major capabilities, key benefit, compelling reason to buy or use]
* Unlike [primary competitive alternative, current system, current business process]
* Our product [statement of primary differentiation and advantages of new product]

# Deliverable

Vision Statement

# Table of Contents

[**Instructions**](#_ysau0vql45tm) **1**

[**Deliverable**](#_8ckz1wt7qjg7) **1**

[**Table of Contents**](#_249veb72dkgz) **1**

[**Vision Statement**](#_q0zf5ar1rdv4) **2**

# Vision Statement

* For Staff and Students of CIT
* Who are frustrated by public transport, and are looking for an alternative, more reliable method of transport to college
* The College Carpools
* Is a mobile transport app
* That connects the people of CIT and allows for alternative and more affordable transport options to the the college.
* Unlike Bus Éireann, Iarnród Éireann
* Our Product is quicker than the alternatives, affordable, and tailored specifically to CIT staff and students.