

# PRODUCT VISION BOARD



## VISION

What is the reason for creating the product?  
What positive change should it create?

- Streamline the daily decision-making process of choosing meals.
  - Simplify and enhance the dining experience for users.
- Saving users the effort and time spent contemplating what to eat and where.
- Bring a positive change in the users' daily routines, eliminating the mental fatigue associated with deciding what to eat each day
- Make the dining experience more enjoyable, personalized, and efficient, ultimately improving the overall well-being and satisfaction of the users.
- A very intuitive and attractive app, with an easy use and a good accessibility for every kind of person.



## TARGET GROUP

Which market or market segment does the product address? Who are the target customers and users?

- The product is initially targeting the university community, encompassing students, professors, administrative staff, and anyone affiliated with and having access to the university.



## NEEDS

What problem does the product solve or which benefit does it offer? If you identify several needs, prioritise them and move the most important one to the top.

- Reduce the time users spend contemplating and deciding what and where to eat.
- The process of suggesting options should be swift, providing users with recommendations efficiently.
- The product should offer automatic suggestions based on the user's tastes and past choices.
- The product's interface should be intuitive and user-friendly, ensuring a seamless experience for the user.



## PRODUCT

What product is it? What are its three to five stand-out features that set it apart from competing offerings? Is it feasible to develop the product?

- A personalized meal recommendation system based on user tastes and past choices.
- Stand-Out Features:
  - Personalized Suggestions
  - Intuitive Interface
  - Quick and Efficient:
  - Time-saving
- The development of the product is feasible, leveraging available technologies for the implementation of an effective recommendation system.



## BUSINESS GOALS

How will the product benefit the company that develops and provides it? What are the desired business benefits? Prioritise them and move the most important one to the top.

- Increased Revenue Streams: Diversify income by offering premium features or forming restaurant partnerships.
- User Data Monetization: Explore monetization avenues for user data, including anonymized insights, targeted advertising, and strategic partnerships.
- Partnership Opportunities: Attract collaborations with food vendors, restaurants, or campus dining services, fostering mutually beneficial partnerships.
- Subscription Model: Introduce a subscription-based model for advanced features, unlocking a recurring revenue stream for sustained growth.