**Product Vision Statement: Software Surgeons**

**What is the product?**

The product is a banking application with a built-in, personal budgeting component.

**What are the possible names of the product?**

We have settled on “AccountAid” as our product name.

**Potential customers, end users, or buyers?**

Any living breathing person with a bank account or money in general.

**What are the potential features, functions, or other important details that would be appealing to customers, end users, or buyers?**

* budgeting system w/ a budgeting “agent”
* user-profile, log-in
* digital wallet
* accounts
* bank statements

**Actual Statement:**

**FOR** any money wielding individual **WHO** needs to organize their finances, AccountAid is a web-based service **THAT** provides an intuitive interface for budgeting and tracking spending habits. **UNLIKE** typical banking or budgeting apps, **OUR** product utilizes tools that are accessible to users who may not have a background in finances.