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| **Product Vision: Gamification of learning difficult subjects not typically taught in K-12** | | | |
| **Target Group:**  K-12 students: able to complete games on mobile as homework  K-12 teachers:  Able to instantly track class progress  Guardians/Adults:  Able to track student progress through push notifications  Casual users: play games on mobile if bored or to relax | **Needs**  K-12 students:  Engaging: Able to play an engaging mobile game to complete homework  K-12 teachers:  Gamification: content is gamified  Ease of use given instant tracking and progress metrics  Guardians/adults: Ease of use: mobile push notifications for child’s HW status update: can check % complete and gets a push alert when nightly homework finished  Engagement: a game that parents/adults can play also to relax | **Product:**  **StudyHaus subproduct: mobile game to teach number theory**  Adults:  -App on iOS  -can also link to child’s student account  -can opt-in to receive daily push notifications when child’s homework complete  -can instantly check child’s progress in app  Children:  -App on iOS  -share game status rewards with friends  -get hints for solving difficult problems  -solve a riddle or crack a code  -submit status to teacher account to submit homework after finished playing mobile game | **Business Goals:**  *Who are your competitors?*  Competitors are large digital curriculum providers who mainly provide mainstream curriculum plus some mobile gamification of their content on the side  *What are the alternatives for your product?*  Alternatives for the product provide the full curriculum while StudyHaus will provide only certain extracurricular subjects  For adults who are not tied to the educational aspect, the mobile games are purely for relaxation and gaming while learning. The main alternatives would be games like Candy Crush or Farmville. These users would not sign up for a parent, teacher, or K-12 student account. |