



## VISION

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

- The reason for creating this product is to improve connection and a sense of community among university students. Also, it aims to be an easy way to find social relationships, academic support and efficient mobility within the campus.
- Positive changes:
  - Increases social interaction (find people with similar interests)
  - easy and quick academic information
  - reduce transportation costs
- Reducing academic frustration
- Avoid danger



## TARGET GROUP

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

Our product addresses early university students. The target customers and users are those students who want to know people and make a friendship. In fact, it is useful for those people who require help with different subjects and transportation.

→ Addresses higher education market



## NEEDS

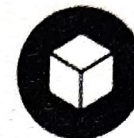
What problem does the product solve or which benefit does it offer? If you identify several needs, prioritise them and move the most important one to the top.

The product will solve:

- Social isolation
- Lack of academic support
- Transportation challenges

Needs:

- \* Enhance university social life
- \* Academic support
- \* Affordable, efficient and sustainable transportation



## 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?

- It's feasible to develop the product. The product is a system of interaction between people, a social network that offers different services such as friend system, educational guidance systems (tutoring) and a transportation demand service.
- Features that set it apart from competing offerings:
  - Exclusive institutional use
  - It encourages student unity and collaboration
  - It promotes interaction between students
  - It's a direct line between students
  - It provides services within the university, within the capabilities of the students



## BUSINESS GOALS

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

The product benefits the company because it's a method created by students for students. Further, when we work on this project, we also get diverse benefits from the skills we develop through the product itself.

The benefits:

- Access to the same socialization system
- Support and tutoring within the university
- Transportation and commerce system