BUS Product Vision and Personas

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1 Product Vision

First idea for a vision following the given format:
FOR (target customer)
WHO (statement of the need or opportunity)
THE (PRODUCT NAME) IS A (product category)
THAT (key benefit, compelling reason to buy)
UNLIKE (primary competitive alternative)
OUR PRODUCT (statement of primary differentiation)

FOR university students preparing for exams
WHO need a tool for organising revision and meeting exam deadlines
THE Stacked Deck IS A digital exam planning and revision management platform
THAT provides clear, card based organisation of revision sessions and visualisation of exam deadlines with task breakdowns and visual progress tracking
UNLIKE generic calendar apps or basic to-do list tools like Google Calendar or Todoist
OUR PRODUCT is designed by students, for students with exam-specific planning and an intuitive card system which minimises distraction while emphasising organisation.

Note: product name is currently arbitrary. Could expand FOR to include GCSE/A Level students as well, this also leads to more personas.

2 Personas

2.1 Anita Knapp

Anita Knapp is a 21 year old final year university student. She is comfortable with technology and has used productivity tools such as planners before, but nothing has quite worked for her in terms of organising her time. She has a target of a first class degree, so good organisation of workload and deadlines is critical while avoiding burnout. She also has a dissertation to manage. She is frustrated that she doesn't always manage to stick to her plans for the week, and she sometimes loses track of the plans she has made.

2.1.1 Anita's Core User Story

As A final-year university student managing exams, coursework, and a dissertation
I WANT a system that clearly structures revision and assessment preparation across all modules
SO THAT I can have a visual plan that is easy to stick to, and I can track my progress, hence meeting my deadlines and avoiding last-minute stress.

This user story leads directly to the card system by the emphasis on visualisation, and also has a reference to the progress tracking, although we should likely have a separate user story for that specifically.