KU Bookstore Improvements

# 👁Vision

# Our vision is to not only approve on the current KU Bookstore functionality but create additional relevant content. Functionally relevancy and student aid are key to this goal, rather than pure profit center model.

# 🚀 Mission

Our Mission is to unite students around the KU Bookstore as a foundation, rather than a burden.

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| Streamlined Payment Process | Merchandise upgrade & Features | Student Services |

# 🔮 Strategies

Shape the KU Bookstore website into a pro-student offering. If the KU Bookstore operated pro-student, then local third-party stores would not exist. The KU Bookstore needs to match and exceed what is provided by third-party venues.

**Strategic Goals**

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| Streamlined Payment Process | Merchandise Upgrades & Features | Pro-Student Services |

# 💖 Student value

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| Features | |
| Easy Payment Process | Multiple Payment Methods |
| Simulated Merchandise Previews | Ticket Sales |
| Automatic Price Matching | Product based on Major |
| Discount Hub | Community Hub |
| In-text Book Search | Outdoor Pick-up/Drop-Off |
| Online Signup | Feedback Functionality |