Week of 5/26/24 Progress Report

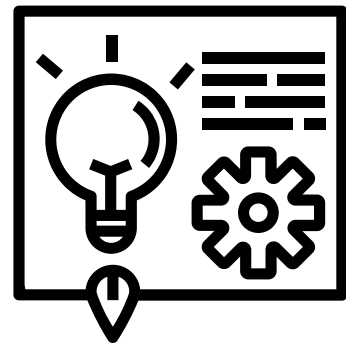# Previous week KPIs

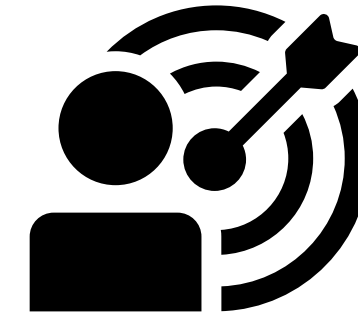The team did not complete all their KPIs as they spent last week creating a **new strategic plan**.

NEW PLAN FEATURES

New Product design

A new product design **introduces various features**, making bar wait times **one of many** use cases that benefit our users.
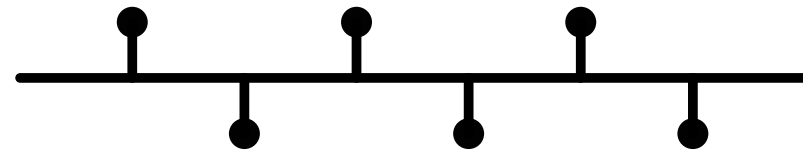
New Target Markets

The product redesign aims to **attract new** user **demographics** by generalizing our product to **appeal** to **multiple markets.**
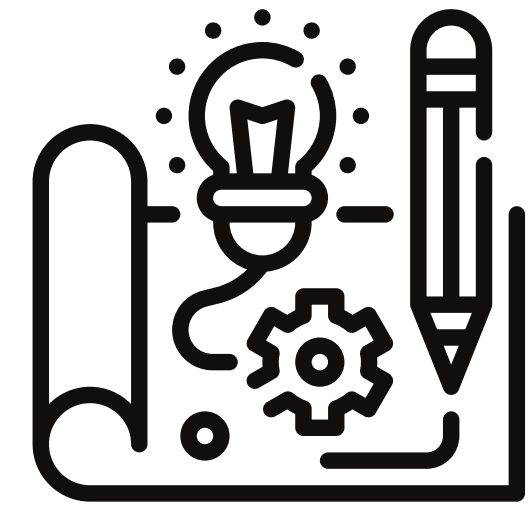
Week 2 KPIS

Finish Roadmap

Identify new PETMUCs

Plan Build Phase

ROADMAP

The Bool team is working to finalize and elaborate on their summer roadmap.

Finalize **plan** for **building** and **expanding**

Build new **Product**

Travel to new markets and **grow** the **user base**

05/26/24 - 05/29/24

05/29/24 - 06/29/24

07/29/24 - 08/29/24
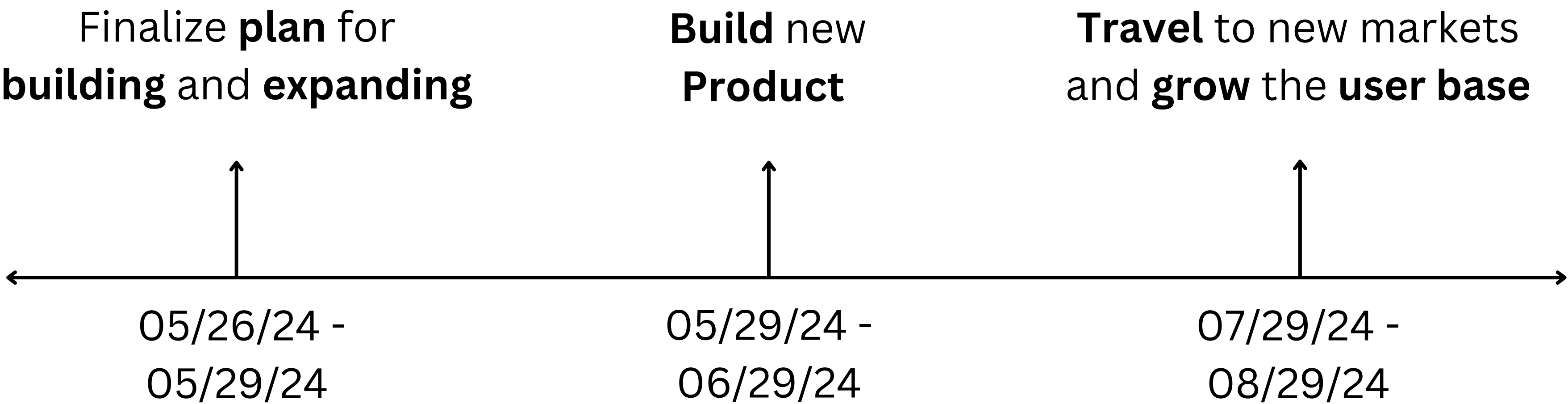
Progress Update

Week 2 KPIs

Summer Roadmap

PETMUCs

Build Phase

PETMUCs

Potential

Entry

To

Market

Use

Case

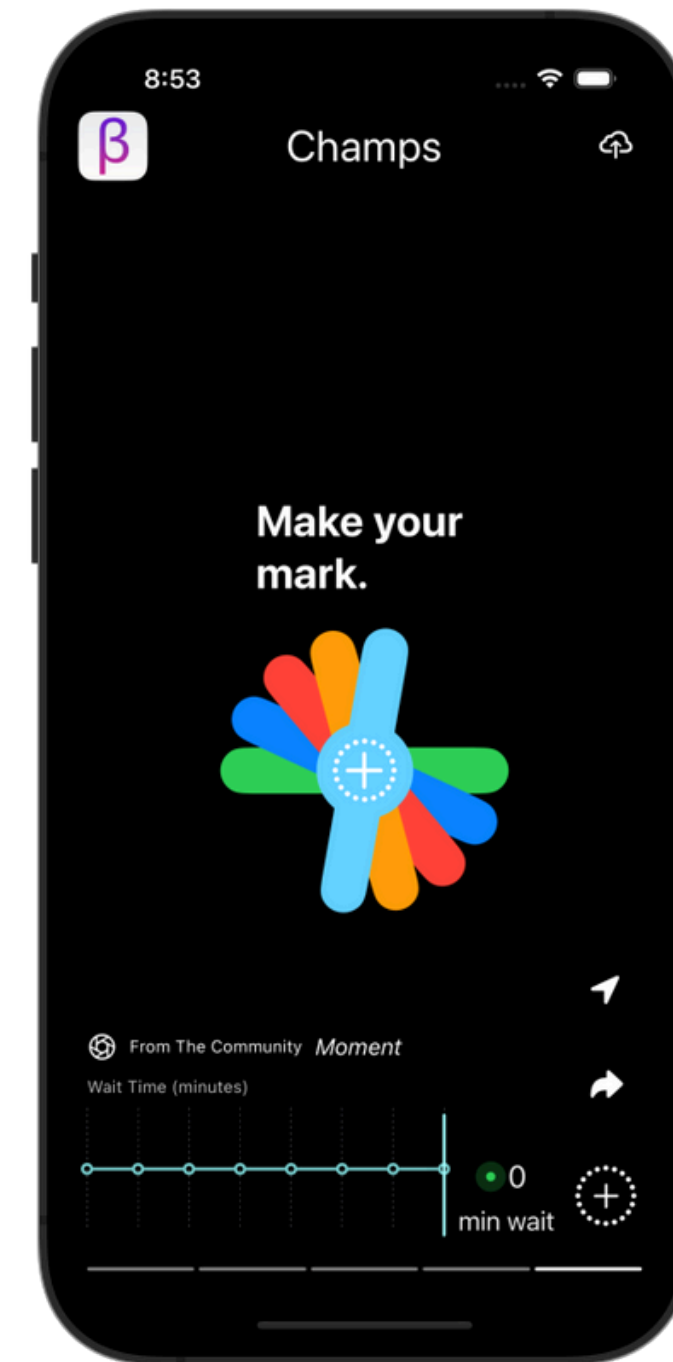A **PETMUC** is a **use case** designed to break into a **new market**.

The team is brainstorming **12+** new **PETMUCs** for **2** different **markets**.

Plan Build Phase

Since this is a **transformative phase** for the product, the team is creating a **new master schedule**, **pitch deck**, and a **detailed product overview** document that lays out Bool's redesign framework.