So my main audience would be writers. And by writers I mean everybody who loves and enjoys the proccess of writing something amazing. My product would grant us a place free of distraction. Also the main goal of course is to make it possible for everyone to reach their writing goals. Doing it daily will increase the productivity and the chances of actually finishing the story.

My other target group would be the students. Essays are still a good example for this. The pinboard would help with the important details. There is no easier way writing it.

The SAVE model for this project looks like the following:

Solution: increasing writing productivity by denying every kind of distraction

Access: it would be a free program, so it would be easily accessible for everyone

Value: I wish this product would improve the writing conditions of many, reading a book someone would have written with this would be far more valuable then having them pay a monthly subscription

Education: instead of overly aggressive commercials I would use a reverse option, the product would have webpage and there would be small promotions for all the books, novels and storys written with the product

The reverse promoting could go both ways. Using social media like Instagram or Facebook and making bookish workshops would keep the project alive.