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Marketing Site Discovery Document

Goals

1. Intrigue user enough to scroll down.
2. User sees how the app could be beneficial to them.
3. User goes to the app’s page or the download within an app store.

Features

1. A brief description of who the user wants to be by using this product.
2. Brief descriptions of the apps features and functions.
3. Links to the application/application download.

Problem Statement

Customers do not know what Voyage is nor do they know why it might be useful to them.

Target market

University professors.

Brand Essence

Expedition: The exploration of a new frontier.