**1.3 Business Objectives and Success Criteria**

**BO1** - Create the most convenient, user-friendly and roomy planner for the number and quality of functions.

**B02** - Develop the planner to the highest possible level, to implement special features available with a paid subscription.

**SC1** - Reaching the 10 000 user mark with this planner.

**SC2** - Achievement in the development of a variety of new features.

**1.4 Customer and market needs**

“Seal the Note" will be designed for people who want to take notes about various aspects of their life, from everyday tasks to creative ideas. The planner will provide various note functions (voice notes, images, tables, etc.), and the ability to share certain notes or groups of them with different numbers of people. Taking into account all the wishes and needs of users, the quality of the service will improve, meeting all their needs.

Further development of the service will lead to the assumption of a paid version that will contain new features in demand.

**1.5 Business Risks**

|  |  |  |
| --- | --- | --- |
| **Risk** | **Severity** | **Mitigation** |
| The initial difficulty in understanding the service due to the large functionality | MEDIUM | Adding a virtual assistant (mascot) that helps the user understand how to use the scheduler |
| Low popularity of the service at the early stages of its existence | HIGH | Creating the most user-friendly service with features that are not available or insufficiently developed in similar models |
| The complexity of storing a large number of user notes and sharing them with others | HIGH | To create such a database you need to spend a lot of time developing each part of the scheduler structure well |