# **CSC289 Programming Capstone**

# **Product Vision Statement**

**Project Name:** {The Store App}

**Team Number:** {10}

**Team Lead/Scrum Master:** {Zachary Devore}

***For***: {Brick and mortar stores}

***Who***: {Want to reach a wider customer base}

***The***: {The Store App}

***is a*:** {Web application}

***That*:** {Increase sales, allows a business to reach out to new customers}

***Unlike***: {Amazon}

***Our product***: {Does not take a commission on each product sold}

## **REFERENCES (re: Geoffry Moore’s Vision Statement template):**

* <https://martinfowler.com/articles/lean-inception/write-product-vision.html>
* <https://www.visual-paradigm.com/scrum/how-to-write-scrum-product-vision/>
* <https://platinumedge.com/agile-artifacts-the-product-vision-statement>
* <https://uxstudioteam.com/ux-blog/product-vision/>