

Product Vision Group 3

Problem Statement

Our target demographic struggles with memory retention and self-paced learning. Students lack study efficiency, while teachers have difficulties in supplying high-quality studying materials. Existing solutions fail to adequately address their specific needs leading to frustration and inefficiency.

Target Audience

The primary target audience for our online flashcard application are students who want to improve their learning experience and memory. This includes university students, vocational students, and high school students who study for courses, exams, or self-learning.

Another target group is teachers who want to support students by making and sharing flashcard sets for different subjects. Teachers can use this system as an additional study tool alongside their basic teaching materials.

Our flashcard system is intended for users with basic computer skills. It's designed to be simple and easy to use for anyone, especially for users who prefer self-paced studying and clear study materials without unnecessary complexity.

Value Proposition

Our product offers an effective and accessible digital learning solution centered on a flashcard-based study method, providing users with improved knowledge retention, flexible self-paced learning, as well as greater study efficiency and a more enjoyable study experience that surpass existing solutions.

The product delivers value through its high flexibility and accessibility. As a free online platform, it allows its users to study across different devices and contexts, which makes learning easier to integrate into daily routines. The application focuses on adapting to individual learning needs, for example, on specific study subjects.

Goals and Objectives

Our goal is to create an intuitive and accessible learning platform by the end of the eight-week period and apply DevOps principles to planning, building, testing and delivering the software. The aim is to follow good engineering practices and ensure scalability and maintainability of the system.

Vision Statement

Our vision is to help users wanting to learn or teach a language reach their goals and ease the studying process with an effective flashcard system. We aim to provide a clean and easily accessible learning platform to empower our users and drive positive outcomes.