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|  | **Degree Explorer** | **Date**: 9/27/2020 |
|  |  | **Version**: 1.0 |

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| **Problem**  **List** | **Solution** | **Unique Value** **Proposition** | **Competitive Advantage** | **Customer Segments** |
| *Where can I find and review jobs in the technology field?*  *I’m only curious to know what this job has to offer but where can I go to easily find out?* | *Search function using a job title as a keyword. Will return a list of jobs related to that technology degree.*  *Search function that will return a job list.*  *Button that will redirect users to application/job website.*  *User page to view previous searched job titles.* | *This application does not have a complicated navigation system and one simple task to perform for the user. Utilizing a REST API to get data for the user and does not require any personal profile information to be entered. The application will be protected from unanimous users.* | *Very simplistic and easy to use. Fast registration with the option to view user’s search history and access to every listed job’s application URL (if accessible).* | *This application will be useful to any user who is interested in understanding what a degree can offer. As such, this application can be utilized by upcoming college students who want to get an idea on what degree they want to pursue and practice the rest of their life.* |
| **Key Metrics**  *Unit tests will check each function method for a pass or fail result. The project and server logs will provide recorded information that can be used to fix bugs and other errors.* | **Channels**  *Ads for the app will play on Google and YouTube videos that are related to college education. Ads will appear in mobile apps. Give an announcement about the app through customer e-mails and letters.* |
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| **Cost Structure** | | **Revenue Streams** | | |
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