Product vision

1. Who is going to use the product? Who is the target customer?

Newly arrived immigrants in Sweden, who wants to discover new places but have a hard time to get out of the door.

2. Which customer needs will the product address?

   - Motivation to get out of the home, and guidance to do so.
   - Provide courage to meet new people and discover new places in their surrounding.

3. Which product attributes are critical to satisfy the needs selected, and therefore for the success of the product?

   - A progress-system. Which will show your progress and encourage you to make more progress.
   - A simple GUI, with more symbols than text.
   - Clear visual feedback to guide the user without any need for being able to speak a language.
   - Content. Activities to complete and achievements to earn.
   - Ability to use the product offline.

4. How does the product compare against existing products, both for competitors and the same company? What are the product's unique selling points?

There is other products on the market which has a similar goal, but a different execution. In our product we will use as little text as possible, we will bring the activities to the user before they speak with anyone rather than having them speak to someone before they meet. And the product will heavily rely on a GPS similar to Google Maps.

5. What is the target timeframe and budget to develop and launch the product?

We have about 4 weeks to complete the product(deadline is October 19 2016). We have no budget. We will launch the product no earlier than October 28 2016.