Name : Ferza Reyaldi
Student ID : M7315F2761
Study Group : ML-43
ILT-SS-05-AP Idea Generation & MVP Planning

My Product Vision Statement

I want to provide an easy-to-use mobile app which allows people to find and buy delicious-and-healthy breakfast foods easily every morning.

Situation

Breakfast food is harder to find than lunch food and dinner food, especially for people who have a strict schedule. They tend to eat the same breakfast food every morning. Based on that statements, I want to help people to find their preferred breakfast food easily without interrupting their mobility.

The main target users for this app are families who don't have time to make breakfast because they live in circumstances that make them have to go to work early in the morning. This app will ensure users still manage to eat their breakfast in the morning with different kinds of food every day.

This app will provide a list of available breakfast foods in any shop. In MVP level, users can decide what food to buy by themself or let the app pick the food randomly that is different from the previous order. Users are able to decide what kind of foods they allow to be ordered e.g. Mr. Aan prefers to eat sweet food for his breakfast, then the app will give him a list of his preferred food or the app picks the food randomly every morning based on their preference, depending on what type of service his choice. As a feedback, we will allow users to rate how good a given recommendation of breakfast food is.

In the future, I want this app to be the first choice and trusted breakfast food recommendation food in Indonesia, and the app can scale up their scope and target users.