**Problems:**

Finding the perfect gift for friends and family is often times hard. You typically don’t know what to get them and must balance between getting them something they will like, your budget and making sure the gift is delivered on time.

Keeping track of a list/the people you would like to give gifts to at Christmas and during the year for other events (birthdays, anniversaries, etc.) can be hard.

**Problem Questions:**

How can we help users or our app give better gifts to friends and family while staying in budget and ensuring the gift gets there in a timely matter?

How can we help users of our app better manage their shopping list and upcoming gifting events for friends and family?

**Mission Statement:**

Give great gifts.

**Strategy:**

It is often hard to figure out exactly what to get your family and friends for different occasions. We want to make it easier to give them great gifts.

Using a combination of well-designed UI/UX in a mobile app with intelligent & sophisticated backend algorithms we will build sharable user wish lists. We will also keep track of upcoming gifting events for the app user’s favorite friends and family while making it easy for them to view their friends and family wish list as well as to purchase and ship the gifts to them.

The system will facility and make it easier to find the perfect gift as well as streamline the shipping/delivery process.