

VISION

What is Your Purpose For Creating the Product?

- Offering university students, a way to share knowledge and experiences that could help other students.
- When taking a class for the first time, sometimes it can be a blind exercise because of the lack of information from the university. There is not a space where one can look up the class information or its subjects.

Which Positive Change Should It Bring About?

- Helping students to make informed decisions about their education by providing transparent, peer-generated insights into professors' teaching styles, strengths, and course experiences.

TARGET GROUP

Which market or market segment does the product address?

- The product targets the higher education market, specifically focusing on university students seeking academic guidance through peer experiences and reviews.

Who are the target customers and users?

- The primary users are undergraduate university students, mostly between 18 and 25 years old, who want to make informed decisions about their courses and professors.
- These students value transparency, shared experiences, and peer feedback to avoid ineffective classes and improve their academic journey.
- They are familiar with digital platforms and expect easy-to-use tools to support their decisions

NEEDS

What Problem Does the Product Solve?

- Students often lack information about which courses or professors are effective. They don't have access to honest opinions before making their selections. This platform addresses that gap by providing students with a space to share and read authentic reviews from their peers.

What Benefit Does It Provide?

- It helps students to make better choices about their classes and professors.
- It allows the students share their experiences and learn from each other.
- It builds a helpful community where the students support one another.

PRODUCT

What Product Is It?

- A web platform designed for students to share and explore opinions, reviews, and ratings about university courses, subjects, and professors. It also serves as a space to exchange knowledge and academic experiences.

What Makes It Stand Out?

- Simple, intuitive, and student-friendly user interface.
- Categorization by program, semester, and professor for easy navigation.
- A trustworthy space where students can provide their honest feedback.

Is It Feasible to Develop the Product?

- Yes, within the given timeframe, it is possible to develop this web platform. With the right tools and preparation, the team can build this project and deliver an MVP by the deadline.

BUSINESS GOALS

How is the product going to benefit the company (customer)?

- The students are going to benefit with this web platform because the primary objective is to support them with the necessary tools to select their class, their adjustment and management with their semester.

What are the business goals?

- Students can find reliable references when choosing schedules and professors.
- Students can support each other by sharing supplementary study materials.
- It will be possible to add reviews about what each subject entails.
- The reviews will be understood as advice on how to approach and manage the subjects.