MDM
MASTER OF DIGITAL MEDIA

Team #: 7

Team Name: Beta

Members: Alex Lima, Brittey Allison, Shehzad Muhammed, Marcel Samuels, Renee Rose

Date: March 6 2018

Customer Segment: Young Adults

Problem: Students don't know what to do with free time

Solution: Integrated platform provides a discoverable & shareable solution

UVP: Our solution gives young adults a simple easy, fun, & organized way to find events, and manage time.

Last step completed: 3 6

This week we: (_) Killed it (X) Made progress (_) Struggled (_) Got Nowhere

The biggest problem this week was:

What we want to talk about this week is:

Prof Notes:

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(5) / 5 Awesome Progress - Keep up the good work - Average - time to pivot? – Need to find more evidence - Falling Behind - Danger, Danger, Danger – go talk to more customers – redo the step