

Mtrack

A product pitch by [Marvens]

The Problem

What problem does your product website solve or address?

- Make it real with a story, example, or trend
 - There is a lot of good media to enjoy and with there being so many, it can be hard to keep track.
- Use numbers or research if possible
- Why should people care?
 - People should care because they shouldn't have to remember all of that themselves.

Your Solution

What is your product idea, and how does your website help solve the problem?

- Describe how your solution addresses the problem you identified.
- Keep it focused and clear
- Explain what makes your solution different
 - My product can really help you keep track of shows/movies you watch and books you read, etc.

Website Type

What type of website are you building?

- Examples: Blog, Business, Brochure, Crowdfunding, E-Commerce, Educational, Media/Entertainment, Nonprofit, Personal, Portal, Portfolio
- Why is this the best format to support your product?
 - Its will be Media/entertainment because that's what it's keeping track of for you.

Software Development Process

What software development process will you use?

- Waterfall, Agile, or Scrum?
- Why is this the best fit for your project goals and timeline?

For now, I will use a agile approach because that would allow me to make iterative progress by breaking down the project into small parts.

Target Audience

Who is the site for?

- Include 2–3 fictional visitor personas
- For each visitor, include:
 - Name
 - Gender
 - Age
 - Location
 - Occupation
 - Income
 - Web Use
 - Reasons for coming to your site
- Complete this step manually using a table or with AI tools ([ChatGPT](#))

Visitor 1: Emily Torres

- **Gender:** Female
- **Age:** 22
- **Location:** Boston, MA
- **Occupation:** College Student (English Major)
- **Income:** \$12,000/year (part-time job)
- **Web Use:** Heavy – spends 5+ hours online daily using streaming services, social media, and academic resources.
- **Reasons for Coming to Site:**
 - Wants to organize the books she's reading for classes alongside her personal reading list.
 - Keeps track of TV shows she's binge-watching.
 - Likes discovering recommendations from others with similar tastes.

Visitor 2: Marcus Green

- **Gender:** Male
- **Age:** 34
- **Location:** Chicago, IL
- **Occupation:** Marketing Manager
- **Income:** \$75,000/year
- **Web Use:** Moderate – uses the web for work research, online shopping, and streaming services in the evenings.
- **Reasons for Coming to Site:**
 - Wants one central place to manage all the shows and movies he watches across multiple platforms.
 - Needs reminders to pick up where he left off.
 - Interested in sharing his “watched list” with friends.

Visitor 3: Priya Shah

- **Gender:** Female
- **Age:** 45
- **Location:** San Francisco, CA
- **Occupation:** Software Engineer
- **Income:** \$130,000/year
- **Web Use:** Heavy – highly tech-savvy, uses productivity and tracking tools daily, spends time on forums and recommendation platforms.
- **Reasons for Coming to Site:**
 - Loves reading but forgets which books she already owns or has read.
 - Wants a clean way to track media without ads or clutter.
 - Enjoys analyzing her media habits over time with stats and trends.

Key Content & Features

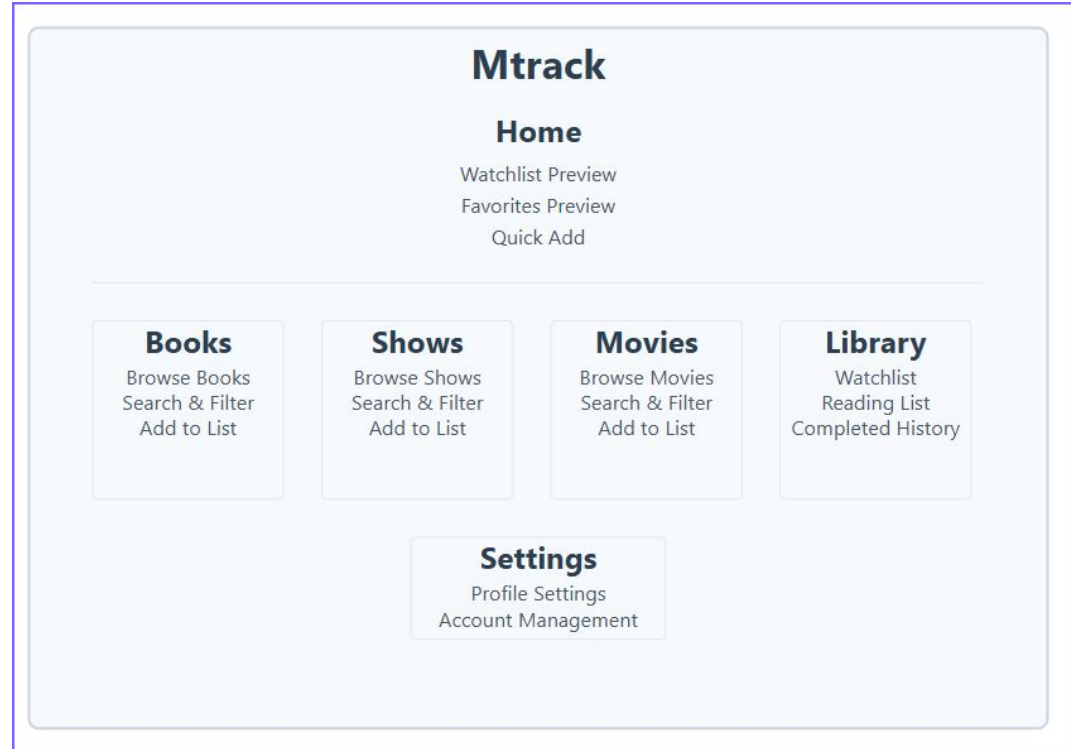
What will visitors find and do on the site?

- What pages are essential?
- What main features should the site offer?
- What key content and features will help users achieve their goals?
 - Essential pages will be home, because that's where what want to track will be.
 - There will be tab separation between options and home will mix favorites
 - recommendations

Site Map

Insert or sketch your site map.

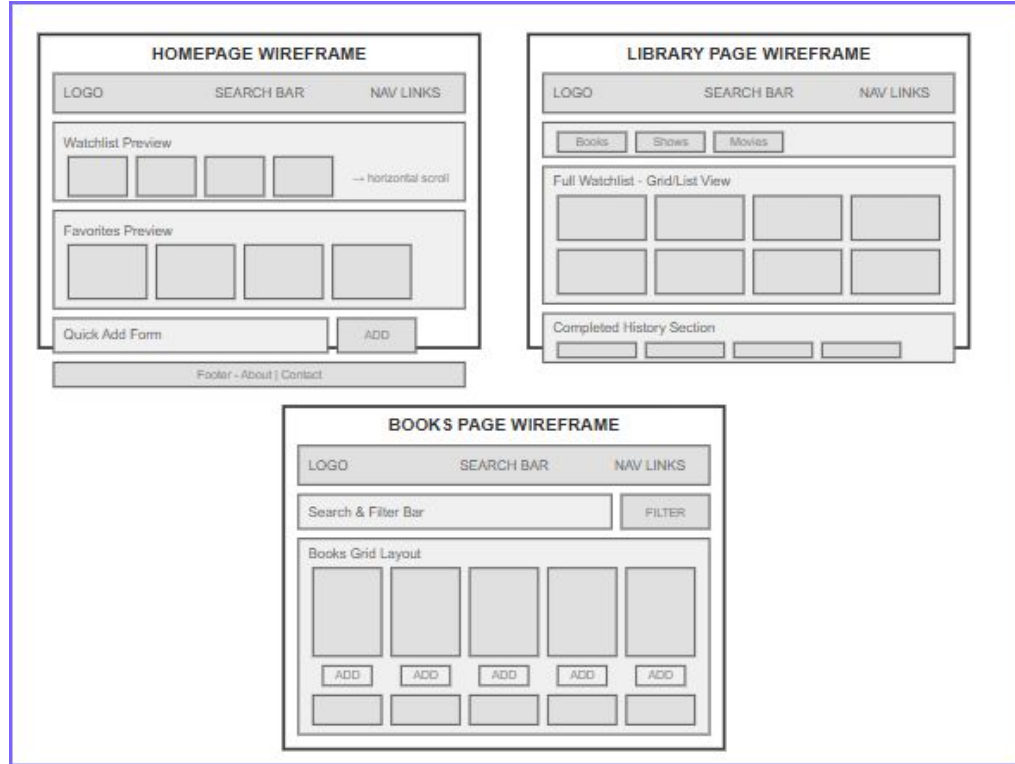
- Start with the homepage
- Show page groupings and navigation paths
- Complete this step manually on paper, using draw.io or with AI tools ([Slickplan](https://Slickplan.com), Octopus.do)



Wireframe

Insert a wireframe of your homepage.

- Show layout of header, navigation, content blocks, footer
- Focus on what goes where, not design details
- Complete this step manually on paper, using draw.io or with AI tools ([Uizard](#), [Figma with AI plugins](#))



Pitch Summary

Wrap up your pitch.

- Why is your product needed?
- What are the key benefits of your solution?
- Why is now the right time for it?
 - My product is needed because it can help different types of people with their media consumptions
 - It's the right time because there is a lot of media right now and it will only increase

Feedback Questions

Include any specific areas where you'd like peer or instructor feedback.

- Is the solution clear?
- Are the features too much/little?
- Is the target audience well-defined?