

Product Vision: Personalized Study Planner

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Problem Statement

Users in our target demographic struggle with organizing their studies. All existing solutions for study planning are divided into different applications, making it difficult to visualize the overall workload and deadlines.

Target Audience

Our target audience consists mainly of students in higher education, but the application may also be used by younger students in need of a detailed study planner.

Value Proposition

Whereas other applications focus on a single feature needed in study planning, our product will combine all these features in one single application making study planning easy and effortless.

Key Features and Functionality

- Create study plans
- Track study plans
- Set reminders
- Assignment deadlines
- Class schedule

Goals and Objectives

- Increase user adoption rates by 50% within 6 months.
- Improve user satisfaction scores to 4.5/5 or above.
- Generate 100 000 € in revenue within the first 12 months.

Vision Statement

Our vision is to engineer an application that makes study planning easier and enhances study efficiency. We aim to make the application easy to use with all the necessary features a student needs to plan their studies.