



SETUP
Student Services App

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1. Introduction

Product Vision

Outline the features and development required for a dedicated SETU services app. By building upon the existing design of apps with similar functionality, we can build a foundation for the product.

Maynooth University App

FOR (target customer)

WHO (statement of the need or opportunity)

The (PRODUCT NAME) is a (product category)

THAT (key benefit, compelling reason to buy)

UNLIKE (primary competitive alternative)

OUR PRODUCT (statement of primary differentiation)

Similar App B [PLACEHOLDER]

move to your branch for this, remember to merge branches when complete

Features

etc. etc.

2. Personas

Definition

etc. etc.

Persona 1

etc. etc.

Persona 2

etc. etc.

Persona 3

etc. etc.

3. Scenarios

Definition

etc. etc.

Scenario 1

etc. etc.

Scenario 2

etc. etc.

Scenario 3

etc. etc.

4. User Stories

Definition

etc. etc.

User Story 1

etc. etc.

User Story 2

etc. etc.

User Story 3

etc. etc.

User Story 4

etc. etc.

User Story 5

etc. etc.

User Story 6

etc. etc.

5. Prototype

Definition

etc. etc.

Tools Used

description, ease of use, brief.

Media (URLs, Screenshots)

sample of relevant urls, screenshots.