

GOAL STATEMENT

Our Bakery app will let users place orders ahead of time

product (what) perform specific actions (what)

which will affect users on their way to work or home

describe who the action will affect (who)

by letting users know what's available and skip the in-person ordering to save them time

describe how the action will positively affect users (why)

We will measure effectiveness by tracking advanced orders through the app vs. in-person orders

describe how you will measure the impact