**Product Position Statement Lab**

**Group: 4**

**Group Members:**

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| **Product Position Statement** | |
| **For** | Antoine’s Landscaping Company, a professional service provider specializing in landscape design, installation, and maintenance. |
| **Who** | Who Struggles with an outdated system that hampers client engagement and efficient management of landscaping projects. |
| **The** | **'GreenScape Navigator'** is a comprehensive landscape project management software. |
| **That** | Enables the company to offer personalized, real-time project tracking and updates, simplifying client communications and internal workflow management. |
| **Unlike** | The current system which lacks modern features such as mobile access, user-friendly interfaces, and real-time updates. |
| **Our Product** | Incorporates cutting-edge design with user-centric navigation, robust database architecture for project management, and a scalable platform to support future growth and integration with smart landscaping technologies. |