

**THEME:****A3:**

Deal Finderz

**TEAM:**

Software Team 6

**AUTHOR:**

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**PROBLEM STATEMENT** What problem do we need to solve for customers and users (either internal or external)?

Do you end you spending more for products that you know could be found for cheaper elsewhere?

Do you find it inconvenient having to make sacrifices to adjust to your spending budget?

Do you spend valuable time searching for cheaper prices on your own, time that you could have use for other activities?

**CONSTRAINTS** What existing user workflows and technical constraints should we consider to design a solution?

A constraint on the user workflow is that not every person will have a intelligent device when they go out for shopping, because you will need one to run our software/app. Therefore, we should let users know beforehand when they plan to go shopping.

**TARGET USERS** Which personas (and editions) are feeling pain now? What job are they hiring us to do?

The target audience will be people who's budget is limited and are trying to save money where ever possible. Our software will aid them solve this issue by finding the best deals on products.

**NEW USER EXPERIENCE** How will the interface (web, mobile, API) and user workflow change?

Our software is designed so if you take a photo or scan a product it will search the internet if you are getting the best price. You can chose between comparing with other retails stores or online store. With this the user is effectively in control of the prices and thus checks every product they have to get the best deal.

**COST OF DELAY** What is the opportunity cost if we don't solve this problem? How can we measure success?

The opportunity cost would be high due to a large amount of the population would use our software to save money, thus generating traffic, traffic that can be monetized with advertisements. We can measure our success from the traffic and the revenue that generates.

**VALIDATION & MEASUREMENT PLAN** How do we make sure that we solved the problem?

To make sure that we have solved the problem, is my user feedback on how the software has changed how they go spending money, and time saved.