



Describe the motivation for creating the product and the positive change it should bring about.

TARGET GROUP



NEEDS



PRODUCT



BUSINESS GOALS



Describe which market or market segment does the product address.

Also describe the target customers and users.

Note that when dealing with company internal applications, segments still apply in e.g. the form of departments.

Describe the problem that the product solves and which benefits it provides for the target group.

Describe the product and the aspects that make it stand out.

Think about the key features that define the product.

Also think about the feasibility of developing the product.

Describe how the company is going to profit from the product and what the underlying business goals are.

Note that profit doesn't necessarily mean currency.



Help move the financial department of Mendix towards the future by getting rid of all the different declarations in paper form and speed up the analyses of those declarations.

TARGET GROUP



NEEDS



PRODUCT



BUSINESS GOALS



Target segments:

- Mendix financials department
- Mendix employees in general.

Users:

- Mendix accountants, working in the financials department.
- Mendix employees that need to declare spendings.

Getting rid of all the unnecessary steps to digitize the financial data of declarations.

Getting rid of manual excel labour in creating monthly- and yearly reports on spendings.

Make creating reports quicker and more efficient so that more time is available for other tasks.

Make it easier and quicker to fill in and submit spendings by Mendix employees.

An online application that serves both accountants as well as employees that have had spendings or need to follow up on them:

- 'One button click'-report creation
- 'Real time' Visualisation of declaration flows
- Easy inspection of declarations
- Easy creation and submitting of declarations

Cut down on costs:

- More up to date insight into spendings, reducing risk of unnecessary spendings.
- Less time needed of accountants to process declarations and create reports.
- Less time needed to create and submit declarations. Leaving every employee with more time to do their actual job.

PRODUCT VISION



PRODUCT NAME



Combination of the motivation for creating the product and the key functionalities that make the product stand out.

The product name

PERSONAS



USER JOURNEYS



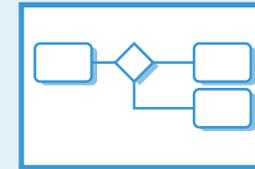
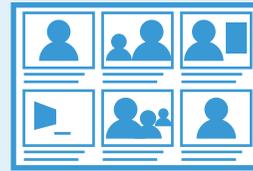
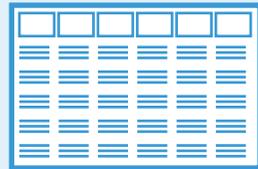
READY STORIES



Create provisional personas of the Target Group users by:

- Research
- Input from experts
- Input from users (Interviews)

Create customer journeys, storyboards and userflows to define how the users will realise his or her tasks. Note that userflows are the minimum. Use storyboards and customer journeys if applicable.



Create a list of ready user stories that cover at least the first sprint.

CONSTRAINTS



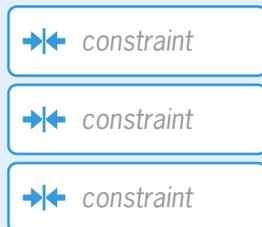
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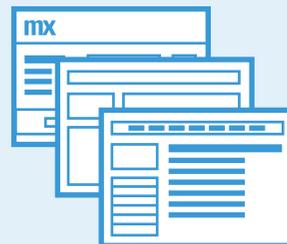
EPICS



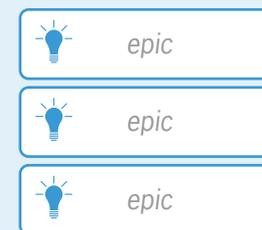
Describe the most important 'boundaries' of the implementation.



Minimal design of the application, taking emergent design needs into consideration: Wireframes, Sitemap, Guidelines etc.



Describe the larger blocks of functionality. Basically big user stories that have yet need to be divided and detailed into user stories.



as a ... , I want to ... , so that ...

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