

GOAL STATEMENT

Our Veterinarian Website will let users Find, schedule appointments, log information, and shop products all from one platform
product (what) perform specific actions (what)

which will affect Users who are tired of jumping from one facility to another to find the proper care for their pets
describe who the action will affect (who)

by skipping lines, quick appointments nearby, not having to fill out information and shop products from one place
describe how the action will positively affect users (why)

We will measure effectiveness by tracking user registrations and website interaction data
describe how you will measure the impact