

# GOAL STATEMENT

Our Food ordering app will let users make food selections and quick orders in advance  
product (what) perform specific actions (what)

which will affect users who make large quantity order and want to be confident in their purchase  
describe who the action will affect (who)

by skipping lines, updates when order is ready and giving them adequate info about a food item  
describe how the action will positively affect users (why)

We will measure effectiveness by tracking order with 5+ items and watching order consistency  
describe how you will measure the impact