Product sheet

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| **Context** | *An introduction to your organization, team and project. Try and make sure you mention what brought you to work on this specific problem and potentially why you’re considering bringing external help.* |
| **Problems** | *List the problems this product will address.*  *Examples****:***  ***Costs****: the current solution relies on a hardware solution with significant maintenance costs.*  ***User experience****: customers are expecting a frictionless (aka digital) and seamless experience across multiple channels.* |
| **Users** | *List the users you think this product will be for, along with a short description of their goals (a sort of short user persona).*  *Examples:*  ***Retailer****: retailers at either boutiques or wholesale. They want to better cater to (mostly unknown) traveling customers.*  ***Customer****: travelling customers who want to book an item at a retail store they intend to visit abroad.* |
| **Goal** | *This should the (single) main goal you’re trying to accomplish with this product. This is the core element of your vision, keep it short.*  *Example: Creating a digital booking system for travelling customers.* |
| **Opportunities** | *You may have secondary goals that you think you’ll be able to accomplish alongside your main goal. Again, keep it short.*  *Examples:*   * *Membership & Loyalty* * *Data collection (DMP)* |
| **Demand** | *What evidence do you have that there is demand for this product? “My boss wants it” is not a valid answer.*  *Example: Customer survey performed in May; 78% of users want to use a digital solution.* |
| **Success criteria** | *How would you evaluate if the product is a success or a failure once you’ve brought it to users? Don’t worry if your criteria isn’t perfect at this stage, what matters is to set the expectation that the team will use a measurable criteria to evaluate success (“Brand equity” isn’t an answer unless you propose a way to measure it).*  *Examples:*  ***Active users*** *going over 10k in first quarter.*  ***NPS*** *increasing by at least 5 points for travelling users.* |
| **Inspiration** | *You should have looked at a fair amount of other solutions (competitors and else) that you can drive inspiration from. List them along with a short explanation of what could be learned from it.* |
| **Resources** | *List any resource you have access to at this stage; analytics, user interviews, mockups, code, market research...* |
| **Questions** | *What are questions that remain unanswered?* |