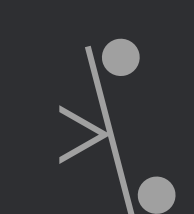




Valuable



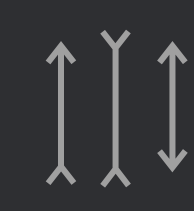
Useful



Collaborative



Obvious



Credible



Contextual



Innovative



Human

Purpose of Product/Service

High-level Goals of the Organization
What's next for the Organization?
Where does the Organization want to go?

Values of the Organization
Who are you as an Organization?
What does the Organization stand for?

Users
Who are/will be the users?
Who are the most important users?

User Goals
What problems are you solving for your users?
What are the most important tasks a user should be able to accomplish with your product/service?

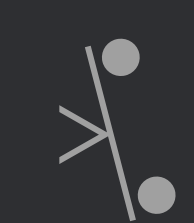
Value Proposition
How does your product or service provide value to your users?



Valuable



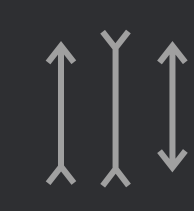
Useful



Collaborative



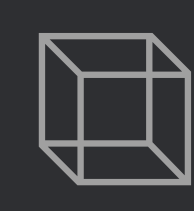
Obvious



Credible



Contextual



Innovative



Human

Context of Product/Service

Trends in the Market/Domain

*What trends can positively influence this Product/Service?
What trends can this Product/Service influence?*

Competitors

*Who's offering a similar service?
How are your users currently meeting their needs?*

External Threats

What are the possible speed bumps out in the world?

Internal Barriers

What could throw a wrench into things from within the Organization?

Differentiators

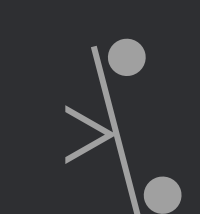
How will you break out of the pack? What's the "Secret Sauce"?



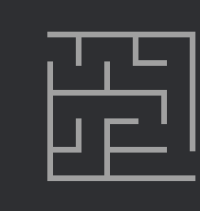
Valuable



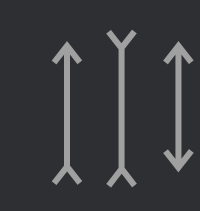
Useful



Collaborative



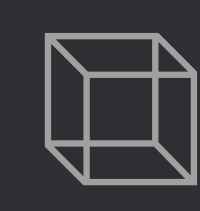
Obvious



Credible



Contextual



Innovative



Human

Delivery of Product/Service

Channels

*Web, mobile, social, email, events?
What is the best way to reach your users?*

Contributors

What groups, internal and external, are critical to the delivery of the Product/Service?

Contributions

What key contributions are needed for delivery?

Success of Product/Service

1

2

3

4