

Investigate Phase

Who are the target users of the product and what are their characteristics, needs, and preferences?

What is the problem or opportunity that the product aims to address and how does it affect the users?

What are the existing solutions or alternatives for the problem or opportunity and how do they compare to the product idea?

What are the goals and objectives of the product and how will they be measured and evaluated?

What are the constraints and requirements that affect the product design and development, such as budget, timeline, technology, regulations, etc.?