

Use this template to consider how your product functions within the context of your user. This exercise can help you define releases or enhancements based on what will add value to your users, and based on real knowledge of your users' needs. Ideally, this should be done in the planning phase of a project.

Originally created by

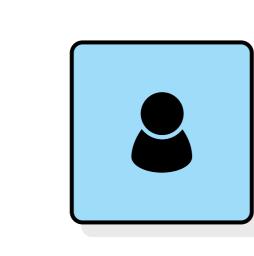
Enterprise Design Thinking

by IBM



Create Hills statements

As a team, brainstorm ideas for each of the three columns based on the project at hand. As a team, go over the ideas you added in the brainstorm and begin to group them into Hill Statements, which should include a Who, a What, and a Wow. Below each draft Hill Statement, iterate a Hill Statement in prose.



Who's your audience?



What value will you provide?

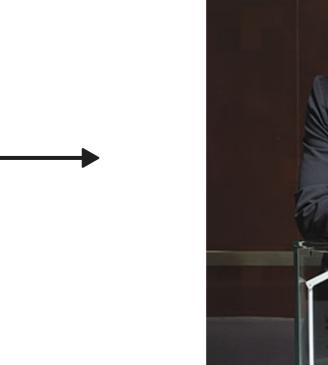
Founders



What will delight or surprise them?

Hills statements





Titan Company Limited is an Indian multinational company known for its diverse range of lifestyle products, including watches, jewelry, eyewear, and

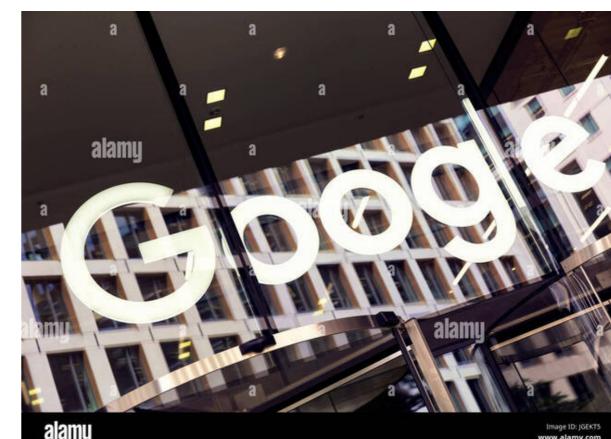
Tata Sons

Titan Company's specialty lies in its ability to blend innovation, design, quality, and customercentric approach to create products that resonate with

TITAN

consumers.

Google's impact on technology, innovation, and society is profound and continues to shape the digital landscape.





Titan is an lifestyle of products

Centric approach to create products.



NIKE



→

Google is a multinational technology company known for its search engine, online advertising platform, cloud computing services, and software products.

Nike is a multinational corporation

apparel, equipment, and accessories.

apparel and a major manufacturer of

known for its athletic footwear,

It is one of the world's largest

sports equipment.

suppliers of athletic shoes and

Larry page & Sergry Brin

Phil Knight

Nike is not just a sportswear brand but a cultural icon that embodies innovation, style, and performance.





GOOGLE



Google shape the digital landscape.





known for footwear

Nike is an cultural icon of styles



