**Product Strategy Grid for StudyHaus mobile game to teach number theory**

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| **Customer Benefit** | Competitor 1: Graph Puzzle App | Competitor 2  Hit & Blow App | StudyHaus Number Theory  Mobile Game App |
| Must Haves | | | |
| Benefit 1: Teaches math/logic | Y | Y | Y |
| Performance benefits | | | |
| Benefit 2: fun – variable rewards | Low | Low | High |
| Benefit 3: easy | High | High | Medium |
| Benefit 4: progressive | High | Medium | High |
| Benefit 5: social | Low | Low | Medium |
| Delighters | | | |
| Benefit 6: Can connect to teacher account to track gaming as homework assignment | N | N | Y |
| Benefit 7: Successes can be shared with friends | N | N | Y |