

Develop your product strategy

☐ Who are your users?

☐ What problem are you solving?

☐ What is your product vision?

☐ List the benefits your product provides. Which of them are Basic Expectations, which are Performers, which are Delighters? List them in the table below.

List the alternative solutions? What are the customers currently doing to solve the problem? Are they using any competitor's product, are they solving the problem in another way, or maybe they don't solve it at all? Give a rating for how well the alternative solutions or competitors are providing a certain benefit.

Benefit	Alternative/ Competitor	Alternative/ Competitor	...	Your product
Basic expectation	Yes/No	Yes/No		Yes/No
Basic expectation	Yes/No	Yes/No		Yes/No
...				
Performer	Low/Med/High	Low/Med/High		Low/Med/High
Performer	Low/Med/High	Low/Med/High		Low/Med/High
...				
Delighter	Yes/No	Yes/No		Yes/No

☐ List the key differentiators of your product