

Product 1 - Gotta Play It

PROBLEM Unsure if I want to buy a game Information too spread out	SOLUTION Compile Data from various sources Present said data in easy to access form	UNIQUE VALUE PROPOSITION Assembles reviews and prices to help a customer make a purchase	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS Customers who make impulse purchase decisions on games
EXISTING ALTERNATIVES Visiting multiple sites to make comparisons	KEY METRICS Create canvas and Project Template Build Working Prototype Build Final Product	HIGH-LEVEL CONCEPT Yelp for video games	CHANNELS App Store	EARLY ADOPTERS Someone who buys games frequently. This would include mostly older games with varying prices.
COST STRUCTURE			REVENUE STREAMS Advertising	

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