

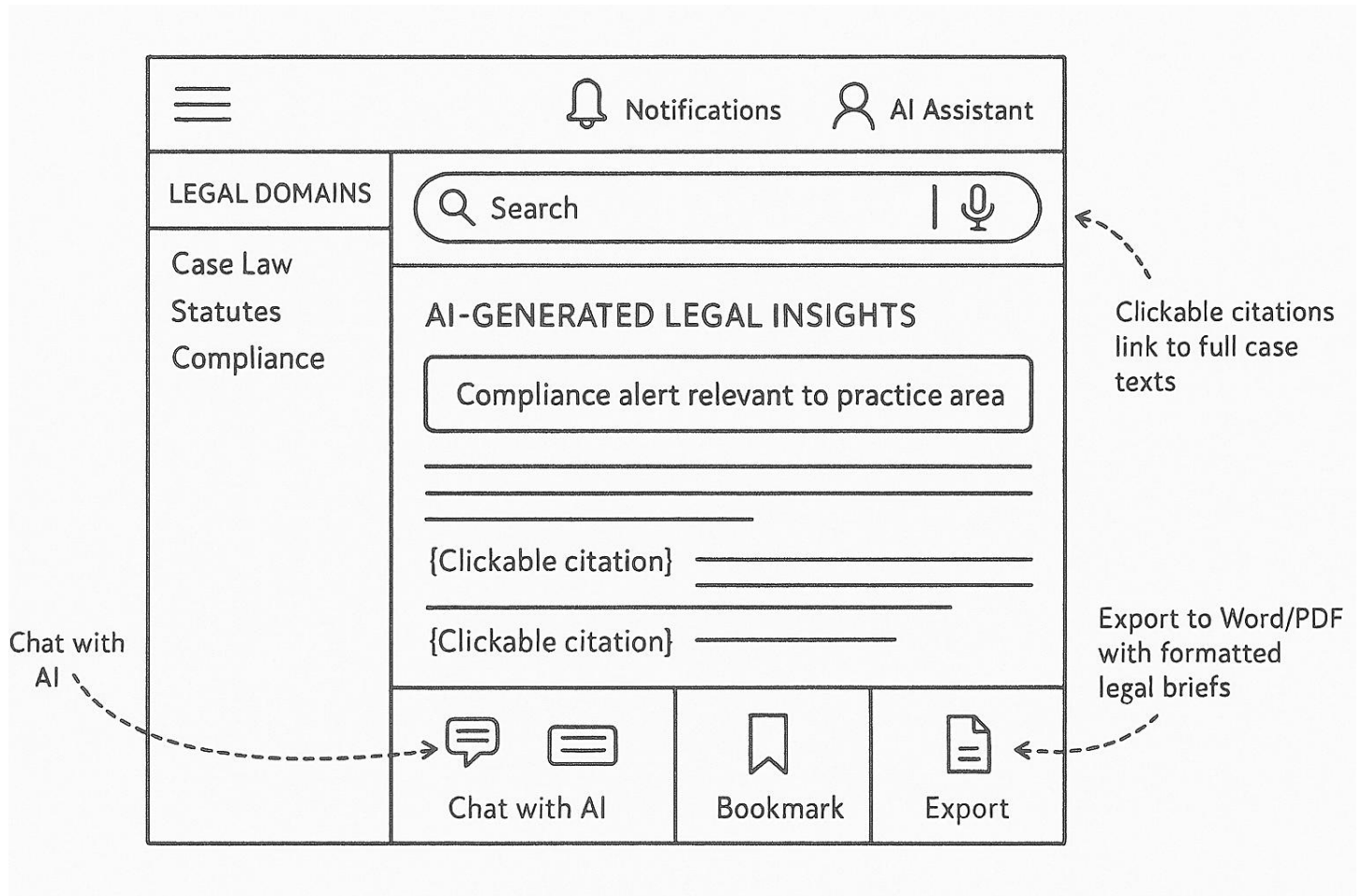
Disciplined Entrepreneurship Workbook

Step 7: High-Level Product Specification

Worksheets

Visual Representation of Product

In the space below (and use more sheets if need be, but keep it to less than three sheets) build a visual representation of your product and how it works. Annotate your drawings, but do not burden them with too much detail.



Product Alignment with Persona

	<u>How will you deliver a new level of value with respect to this priority?</u>	<u>What features address this priority?</u>	<u>What functions address this priority?</u>	<u>What benefits address this priority?</u>
<u>Persona's #1 Priority: Accuracy</u>	We ensure a new level of value by delivering highly reliable legal insights sourced from verified databases, updated in real time, and tailored to the lawyer's jurisdiction. This minimizes legal risk and boosts professional credibility.	<ul style="list-style-type: none"> • Verified sources and legal citations • Real-time legal updates • Jurisdiction-specific results 	<ul style="list-style-type: none"> • Smart case law search • Regulation tracker • Source validation engine 	<ul style="list-style-type: none"> • Confidence in research quality • Reduced risk of citing outdated law • Enhanced client trust
<u>Persona's #2 Priority: Speed</u>	We accelerate the research workflow by using AI to instantly process complex legal queries, summarize case law, and automate daily legal digests — allowing lawyers to work faster without compromising quality.	<ul style="list-style-type: none"> • AI-powered summarization • Natural language legal query input • Saved search templates 	<ul style="list-style-type: none"> • Instant result generation • One-click export • Daily legal digest 	<ul style="list-style-type: none"> • Saves hours of manual research • Faster case prep • More time for client work
<u>Persona's #3 Priority: Cost Efficiency</u>	We offer a flexible, value-based pricing model with free access to core tools and paid tiers only for advanced features, allowing solo lawyers and firms to reduce research costs while maintaining legal effectiveness.	<ul style="list-style-type: none"> • Freemium access to core tools • Tiered subscription plans • Bundled compliance tools 	<ul style="list-style-type: none"> • Usage-based billing • Team access controls • Analytics dashboard 	<ul style="list-style-type: none"> • Lower research costs • Value-based pricing • Easy ROI justification for firms •

Ready for Action?

a. Is the high-level product specification ready to review with your Persona? (circle one) **Yes** No

b. Have you done so? What feedback did the Persona provide?

Yes — Lawyers appreciated the structured results and compliance integration.
Feedback emphasized the need for trustworthy citations and intuitive UX.

c. Have you iterated based on the Persona's feedback at least once? What changes did you make as a response to the Persona's feedback? (Hopefully you will iterate with the Persona more than once.)

Yes — Improved the source transparency and added feature to trace legal document origin.
Adjusted UI flow for case preparation mode.

- d. Has the Persona concluded that the high-level product specification is interesting and satisfies the Persona's priorities?
(circle one) **Yes** No

ADVANCED TOPICS: HIGH LEVEL PRODUCT BROCHURE

Once you have iterated on your high-level product specification, you may want to build a trifold brochure that more clearly outlines the benefits your product provides. Some people will wait to make a brochure until they have iterated the specification with other customers in Step 9, Identify Your Next 10 Customers, but others find a brochure useful at this stage.

A good brochure should have the following items:

- ☐ First draft of company name and tag line
- ☐ Name of product and tag line
- ☐ Picture of product so it is clear what it is
- ☐ Clearly identified benefits aligned with the Persona's #1 priority (don't be subtle – it should come out in the tag lines and even names of your product)
- ☐ Two additional benefits (if appropriate) that don't dilute the impact of the first benefit
- ☐ Provide a sense of the magnitude of the benefit to be expected by the end user
- ☐ Provide a sense of the value the customer will gain from your product – use your work from the Step 6 Full Life Cycle Use Case
- ☐ Some other information might be relevant, but always be diligent about not diluting your main message – if you say too much, you say nothing in particular
- ☐ Have a clear call to action
- ☐ Everything should be fully aligned with the customer's priorities and will resonate with them in all elements (e.g. names, taglines, pictures, benefits emphasized, fonts, colors, word choice, language, references, call to action, etc.)

There are great individuals and agencies you can hire to design brochures, and you're not expected to become an expert in design. But you want to think through the content and make sure it is compelling and addresses the Persona's priorities. That way, if you choose to delegate or outsource the design, you can give them good direction and not settle for an inferior brochure.

Ultimately, the brochure is the most commonly and widely given elevator pitch about your product because it can be done when you are not in the room and even when you are sleeping. It make consistent messaging possible and scalable, so don't just down play it as "marketing hype." It really matters.

You also have to back it up with a great product, but that is coming. First, you have to make sure you are building the right product for your customer, and this process really helps to communicate that to all sides.