# Team Name: Pog Champs



Hypothesis Chart

# Site: Lingscars.com

# **Feature hypotheses**

|  |  |  |  |
| --- | --- | --- | --- |
| We believe that: | | | |
| We will achieve | ….if this user | ….can achieve | ….with this feature |
| [business outcome] | [persona] | [user outcome] | [feature] |
| Find a family car that is within the budget | If Wayne Wagner | Can filter | Different car sizes and prices |
| Find a car to be able to drive to work | Jacob Brian | Can search | Different financial options |
| Find the right brand of cars | Jenny | can sort | Car brands |
| Easy way to compare | Johnny | Can compare | Different cars |
| Reach potential clients | If Stephen | Can share | Our website using different social media platforms |
| Secured payments overseas | If Stephen | Can use | Payments via |
| Answers any questions from the customer | If John | Will receive | The best deal that matches a car and his budget range |
| Answer any questions from the customer | If John | Can see | A 24/7 phone hotline |