



# EXPLAINERS

SOLVING

PRODUCT IMPROVEMENT

QUESTIONS



# PRODUCT IMPROVEMENT

WHAT'S YOUR FAV.  
PRODUCT + HOW WOULD  
YOU IMPROVE IT?

HOW WOULD YOU  
IMPROVE X?

# PRODUCT IMPROVEMENT

WHAT IS YOUR FAVORITE PRODUCT +  
HOW WOULD YOU IMPROVE IT?

WHAT IS YOUR FAVORITE PRODUCT +  
HOW WOULD YOU IMPROVE IT?

FAVORITE  
PRODUCT → KINDLE

WHY? → 1) COVERS ALL THE PAIN POINTS IN A  
BOOK-READER'S JOURNEY (DISCOVERY,  
IN-READING EXP., POST-READING EXP.)

2) EASY TO USE

3) DISTRACTION-FREE

# WHAT IS YOUR FAVORITE PRODUCT + HOW WOULD YOU IMPROVE IT?

GOAL → REVENUE

USER SEGMENTS → READING < 6 BOOKS  
A YEAR

PAIN POINTS /  
NEEDS →

- DON'T HAVE TIME TO READ
- AVID FANS OF CERTAIN AUTHORS  
(READ FICTION MORE)
- DON'T FIND READING BOOKS APPEALING

SOLUTIONS →

- 1) KINDLE WITH COLORS
- 2) ADDING A PEN / STYLUS

PRIORITIZE →

- 3) BOOK SUMMARIES
- 4) AUTHOR FAN CLUBS WITH EXCLUSIVE  
CONTENT ONLY ON THE KINDLE

METRICS CAN ALSO BE INCLUDED