PROBLEM

EXISTING ALTERNATIVES

SOLUTION

UNIQUE VALUE PROPOSITION

HIGH LEVEL CONCEPT

CUSTOMER SEGMENTS

KEY METRICS

CHANNELS

UNFAIR ADVANTAGE

COST STRUCTURE

REVENUE STREAMS

**FIRST GOOGLE FORM - https://forms.gle/SqJQsLKyLWeXRuws7**

**The process**

Objectives : what are we trying to learn about the users?

Hypothesis: what are your assumptions?

Methods: how are we tactically going to learn about users?

Research: Gather information **from** users (make a google form to submit to NADA team)

Synthesis: understand and generate insights from the information gathered

**After Prototyping:**

**Create A Screener -** participants, user interviews, analyze research

**Spec Breakdown**

**Prioritization Criteria**

**Product Roadmap**