

UX & UI Design.

Product Pitch



Outline.

1. What is a product pitch?
2. Needs vs. Goals
3. Product Differentiator
4. Your turn!



1. What is a product pitch?

A template to define your product.



A product pitch should define:

Customer segment 🧑🏻💻 🧑🏻💻

User need 🙏

User goal 🎯

Competitors ☁️💧

Differentiator 💪



It's a product...

For **users of this segment**

Who need to **perform this action**

And want to **achieve this goal**

They choose **your product**

Because **it has this differentiator**

Unlike **these competitors**



Let's try it!



It's a product...

For **30-year-old couples with good income**

Who need to **find a place to stay**

And want to **live authentic experiences**

They choose **Airbnb**

Because **you can book homes from locals**

Unlike **Booking.com**



2. Needs vs. Goals

Most important concepts of UX design



The need is the **action** users have to do

- It's the **initial** trigger.
- What makes them look for **a product**.



The goal is the **objective** users want to achieve

- It's the result they hope to get **in the future**.
- What makes them choose **your product**.



Example of needs



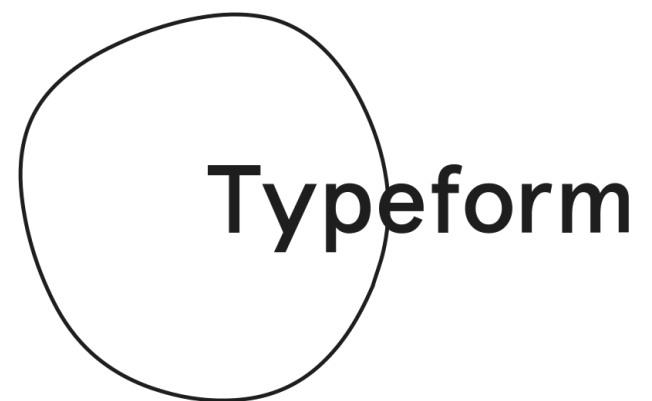
find a place to stay

UBER

order a cab



manage a project



create a survey

NETFLIX

watch a movie

Different types of users may have different needs



travelers need to find a place to stay

owners need to rent their home

Let's see examples of
needs vs. goals



Example 1 - needs vs. goals



travelers need to **find a place to stay**

travelers want to **live authentic experiences**

Example 2 - needs vs. goals



marketers need to **analyse website traffic**

marketers want to **get more views on the website**

Example 3 - needs vs. goals



UX designers need to **analyse user behaviours**

UX designers want to **improve website usability**

Example 4 - needs vs. goals

Typeform

marketers need to **create surveys**

marketers want to **generate new leads**

Example 5 - needs vs. goals



sales need to **manage their pipeline**

sales want to **close more deals**

Different customer segments
will have different goals



Students want to

enjoy holidays with a limited budget

30-year-old couples want to

live an authentic experience

3. Product Differentiator

What makes your product unique.



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Your differentiator is your **unique value proposition**

What specifically help your users achieve their goals.



Let's see examples of
differentiators





Book homes **from locals**

- Cheaper
- More authentic

Suited to:

- 30-year old couples
- Students on a budget



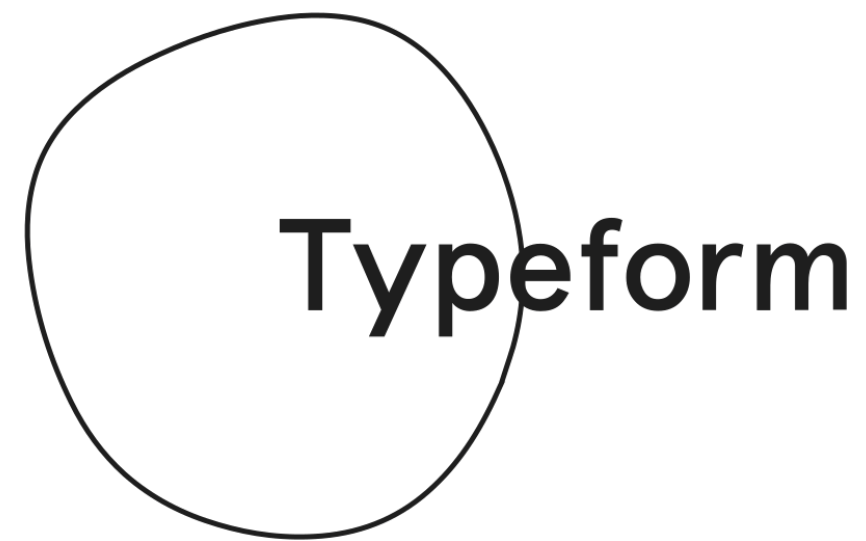
Find **best hotel deals**

- Last minute
- No hassle

Suited to:

- business travelers





Generate **customized and engaging** surveys.

Suited to:

- marketers
- UX researchers



Scale your survey for millions of customers and employees.

Suited to:

- HR departments of Fortune 500 companies



Your

turn



1. Let's brainstorm on your product
2. **Submit your pitch** on the platform.

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