

Review a Scenario: Create a Product Vision Potential Solution

| What is the target customer group? | Who within the target customer group needs the product? | What is the product? | How does it fulfill the needs of the customer? | Why should the customer buy it? | What sets our product apart? | How is it different from other products? |
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| All age groups who have a phone with app capability | Music lovers | A music app that works with one kind of phone | The app creates a playlist depending on their daily mood. | Customers can listen to their choice of music whenever they want to. | The product learns about the person's mood and interests and plays what they want for the day. | It allows the subscriber to avoid reconfiguring their music program daily. |
| People seeking an intelligent AI to learn their preferences | Subscribers to music service | A combination of an AI tool and an app | | | | |
| | People who want a streaming service to last several hours | | | | | |
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