Website Product Statement 45 min

The goal of this exercise is to force you to succinctly describe who your website is for, **why it's valuable to them**, **and how it's different from those of your peers or competitors**. Imagine your website is a product sitting on a store shelf with similar, competing products, and you need to write some box copy that will get a customer to buy it.

For more on product statements, check out: www.joelonsoftware.com/articles/JimHighsmithonProductVisi.html

1. Print out a copy of the following page for each team member, and an extra copy for a combined statement which is the final step of this exercise.

2. Each team member takes 5 minutes to write a Product Statement using the framework provided on the next page. You can deviate from the format a little, but it must include: an audience/constituency, something they want to do, the key benefit, whose website it's different from and why.

3. Each team member goes around and shares their statement by reading it aloud.

4. Take 10-30 minutes as a group to develop a shared statement that captures the best of what each person wrote on a single sheet of paper. It's important to keep the statement brief. You must decide as a group what's most important for each prompt. That said, it doesn't have to be perfect. This is a tool for us, not something outward facing.

FRAMEWORK:

For (*an important constituency*) as well as (*another important constituency*), who need to (*do something*), (*organization name*) has a website that (*provides this key benefit*). Unlike (*primary alternative or peer*), our website is (*different in this way*).

EXAMPLE:

For *feminists* who need *strident media criticism*, Bitch Magazine has a website that *lampoons the patriarchy while making you laugh through your nose*. Unlike *Bust Magazine*, the Bitch Magazine website is *chock full of searchable, reader-funded feminist criticism*.

Using the framework above, write your statement below…