Product Management DevC

Week 3 - Assignment

These are the most important key points for you to keep in mind while working on the project.

Assignment	Details
Deadline	Sunday, August 4th 2019
Time	before 23:59

Objective: Draw the lean canvas of your business.

Milestone 1:

- List top 3 problems you think your product can solve.
- List existing alternatives that exist on the market if there are any.

Milestone 2:

- What are your customer segment?
- Who could be your potetial early adopters? Keep in mind that early adopters are the people who will use your product before the others start using it, and they are willing to pay for you if they find it make their lives easier.

Milestone 3:

- What are your customer channels? How do you reach your customers?

Milestone 4:

- Top 3 solutions your product can offer. Remember that it doesn't have to be exactly 3 solutions. However, 3 solutions/features are a good number to aim for.

Milestone 5:

- What is your UVP? Remember UVP is a single, clear compelling message that states why the business is different and worth buying.

Milestone 6:

- What can be the key metrics for your product?

Milestone 7:

- What is your your unfair advantages? What can't be easily copied or bought? This may be a little bit difficult for your group at the moment, and it is fine if you can't think of any. However, you should always keep this in mind.

Milestone 8:

- List some of your costs that you need to handle?

Milestone 9:

- How are you gonna make money with your product?