

# Positioning Statement

*For [those men and women taking care of their skin], who [use different skincare products/ do treatment], the [FaceIT] is a [mobile app] that [keeps and analyzes the skincare routine tracking the effectiveness of the products/treatment ]. Unlike [other skincare apps, which are full of ads and not able to provide with valuable insights], our product [offers analytical and science-based approach with minimalistic and intuitive UX].*

# Demand/Value Hypothesis

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Demand/Value Hypothesis
<p>Don't know how their skin would react for a new product</p> <p><b>Engagement Metric</b> [Number of searches for the reviews for products]</p>	Searching for the reviews, asking friends who used it	If we offer the prediction mechanism based on the effect for other people with the same skin type/age/problems + based on your past reactions on the products with the same ingredients for the user then they will receive tailored and trust-worthy recommendation

# Experiments via MVP

#	What type?	How would it work?	What observations?
1	Wizard of Oz	Creating the online video which gives you a description of the mobile app key features with some potential design snapshots + a proposal to sign-up and be an early adopter in the end.	<p><b>Testing desirability:</b> We'll identify whether the idea of the product draws potential users' attention, what is their reaction and feedback, and whether they are ready to sign up and share their contacts to have updates.</p> <p><b>Metrics:</b> sign-ups/views ratio (if more than 25% we'll consider that an invalidation of our demand/value hypothesis)</p>
2	Smoke Test	Using the mix of Google Adwords and the previous test: Creating ads with keywords "skincare routine", "skincare reviews" etc. which bring a viewer to a video from the type 1 with a sign-up.	<p><b>Testing desirability:</b> We'll identify whether there is a demand for our product and who is the target audience, whether they are ready to sign up and share their contacts to have updates.</p> <p><b>Metrics:</b> CTR &gt;5%, sign-ups/views ratio (if more than 25% we'll consider that an invalidation of our demand/value hypothesis)</p>