

Questions to ask → Stakeholder Interview

- What is the primary goal of your product?
- Who will use your product the most (Primary users)?
- What is the most unique feature your product has?
- What is the one problem your product solves?
- What are the principles you follow for your product/Business?
- What are your goals in the first 3 months of the launch of this product?
- How will your product evolve in next 5 years?
- What is the story of your product? (Get the emotional side of business)
- How will your product make money?
- Who is your competitor?
- What makes your product better or different than your competition?
- What are the fears you about your product? (How can it fail)