LPC Product Visioning
Product Position

The product position helps us frame the scope of what we intend to solve and identifying the key benefits will help us focus on the Minimum Viable Product (MVP)

For	<target customer>
Who	<statement of the need or opportunity>
LPC is a	<product category>
That	<key benefits, compelling reason to buy>
Unlike	<primary competitive alternative>
Our product	<statement of primary differentiation>

EasyUse wipro digital topcoder

LPC Product Visioning
Our Core Hypothesis

Create a specific hypothesis to prove value and properly validate our solution

"We believe that LPC will improve \<user\> experience of \<problem\>, and in turn we will observe \<behaviour\> measured by \<metric\>."

The statement has to be testable, and it has to have the potential of failing

EasyUse   **wipro** digital   topcoder