LPC Product Visioning
Product Problem Statement

A clear understanding of the problem we are solving for helps to create alignment across delivery

The problem of	*<Describe the problem>*
Affects	*<Who are affected by the problem>*
The impact of which is	*<What is the impact of the problem>*
A successful solution would	*<List some key benefits of a successful solution>*

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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>*