**Product Mission** (subject to change as product develops)

**Template:**

For (target customer)

Who (statement of the need or opportunity)

The (product name) is a (product category)

That (key benefit, compelling reason to buy)

Unlike (primary competitive alternative)

Our product (statement of primary differentiation)

For Bostonians

Who are interested in knowing the sentiment analysis of the most recent local tweet

The product name is “Temper”; it is a Python program

That analyzes the sentiment analysis of the most recent tweet made in Boston

And allows comparison with the current day’s local weather by displaying weather information side-by-side with the sentiment analysis result

Unlike other twitter sentiment analysis programs

Our product [targets this very specific application]

Product Name ideas:

* How are you, Boston?
* BostonMood
* BostonTemp
* BosTemp
* BostonAttitude
* BostAttitude
* BostonTemper
* BosTemper
* BostonFeeling
* Temper/Tmpr