Product Roadmap questions

1. What is the strategic reason for being?
   1. Why are you developing this product, which, in this way, prioritizes these product attributes for these users?
2. Who are our audiences?
   1. Gamers
   2. Luxury
   3. Millennial audience
   4. Boomer audience
   5. Gen Z audience
3. Who are the key stakeholders in our company I should discuss product with?
   1. Milton
   2. Howard
   3. Brad
   4. Tim
4. What data is there to backup specific product feature choices?
5. What questions need to be answered??
   1. What about the product is the same across all audiences?
   2. What is different about the product for each audience?
   3. What are the different marketing strategies for each audience?

Basic strategy:

We should stand up a webapp for each of the audiences that has unique marketing strategies. Fundamentally each app will be the same under the hood: data is acquired through the same download/upload process for every audience.

Development strategy:

Once referral program is up, we can deploy the different web app versions. This would require separate designs and marketing strategies for each webapp, with similarities across all.

The goals:

1. How best to approach consumers aka most successful marketing in general
2. Acquire 10000 users in database with unbranded efforts by end of summer
3. Find brand partners (influencers, companies, etc)

Preliminary Strategies for Each Audience

1. Gamers
   1. Product
      1. Gamified experience with Beth
   2. Marketing
      1. Influencer
      2. Referral program
   3. Design
      1. Chris/Emma
   4. Incentive
      1. $15 twitch gift card
2. Luxury
   1. Product
      1. Branded experience
   2. Marketing
      1. Brand driven direct marketing (email)
   3. Design
      1. Chris/Katie
3. Millennial/Gen Z audience
   1. Product
      1. Current Product (standard approach)
   2. Marketing
      1. Direct advertising (online ads)
      2. Referral program
   3. Design
      1. Chris/Becky
4. Boomer audience
   1. Product
      1. Similar to current but with language, visuals, and imagery updated for boomer audience
   2. Marketing
      1. Direct advertising
      2. referral program
   3. Design
      1. Chris/Brad

Next steps:

Meet with each person to gather information and ideas for the best way to proceed. Come up with list of key points that are unique to that audience. Figure out how to reflect those key points in the design of each web app.

Should probably come up with a presentation for each one and a preliminary wireframe.