

# Define, Then Design: Product Questionnaire



## What is the product?

Elevator speech. In one short sentence, using plain (non-technical) language, explain what the product is.

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## What is its one, main purpose?

Pick a single feature of the product you think is critical and express it in as few words as possible, without technology or UI.

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## What one problem or concern does it solve?

Why you want to build such a product? Not how it will solve it, just what it can solve.

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## Who will use the product?

Don't design for everyone. Solve the problems of one, focused group. Who they are, where and when they use it, what devcies they use.

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