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.

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.

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.

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 devices they use.