



**For**

**who**

**the product**

**is**

**which**

**comparing to**

**our product**

Leave enough blank space to fit in multiple post-its.

Ask validating questions.  
Be critical.

<target customer>

*Don't make your segment too wide.*

<needs something>

*Write the outcome, not a list of activities.*

<product name>

<product category>

*Why is this benefit important? What problem does it solve?*

<key benefit, reason to buy>

*Has to have a meaning for the customer, no technical or corporate terms.*

<competition>

*Choose one or two competitors.*

*Benefits should be hard to beat.*

<is better by what>