

# Define, Then Design: Product Questionnaire

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**WHAT IS THE PRODUCT?**

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 (non-technical).

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**WHAT ONE PROBLEM OR CONCERN DOES IT SOLVE?**

Why does this product need to exist? (Don't answer *how* you will solve it)

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**WHO WILL USE THE PRODUCT?**

Solve the problems of one, focused group... Who are they?

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