



STRATEGY +

- Summary
- Competitive Landscape
- 3rd Party Services
- Notification Events
- Go to Market
- Terminology
- Personas**
 - Product Owner
 - Collaborator
- Goals
- Initiatives
- Labels

DEFINE +

- Onboarding
- Uploading and Feedback
- Media
- Share a product video
- Unassigned Stories

Personas



Product Owner

Jenny Kole

27

Female

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|---------------|---|
| Pain | Launched a new product but it's difficult to get new users |
| Behaviour | Working 16 hours a day, still needs to take her dog out at night |
| Demographic | Working, Single Commutes 20 mins to work, in the city Boyfriend |
| Needs & Goals | Crazy days More time for her friends and family |



Collaborator

Kevin Kahn

30

Male

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|---------------|--|
| Pain | Want to stay up to date with cool new ventures and be the first to know |
| Behaviour | Works for a startup, loves surfing |
| Demographic | Working, Engaged |
| Needs & Goals | Mix between hard working and hard surfing Loves to hang out with friends and go on dates with his future wife |

