

STRATEGY



Summary



|  |  |  |
| --- | --- | --- |
| [2](https://app.craft.io/product/2305843009652113035/items) | Competitive Landscape |  |
|  |  |



3rd Party Services



Notiˆcation Events



Go to Market



Terminology



Personas

 Product Owner

 Collaborator



Goals



Initiatives



Labels



DEFINE



[Onboarding](https://app.craft.io/product/2305843009652113035/read/theme/DEM-2)



[Uploading and Feedback](https://app.craft.io/product/2305843009652113035/read/theme/DEM-4)



[Media](https://app.craft.io/product/2305843009652113035/read/theme/DEM-3)



[Share a product video](https://app.craft.io/product/2305843009652113035/read/theme/DEM-1)



[Unassigned Stories](https://app.craft.io/product/2305843009652113035/read/theme/DEM-133)



Editor



 Personas

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Product Owner |  |
|  |  |  |
|  |  | Jenny Kole |  |
|  |  | 27 |  |
|  |  | Female |  |
|  | Pain | Launched a new product but it's di•cult 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 |  |
|  | Pain | Want to stay up to date with cool new ventures |  |
|  |  | and be the ˆrst to know |  |
|  | Behaviour | Works for a startup, loves surˆng |  |
|  | Demographic | Working, Engaged |  |
|  | Needs & Goals | Mix between hard working and hard surˆng |  |
|  |  | Loves to hang out with friends and go on dates |  |
|  |  | with his future wife |  |
|  |  |  |  |

