



Existing Product Questionnaire

Forming a shared
vision of your
existing digital
product, market,
and users.

Say Yeah!

Table of Contents

The Purpose	3
The Basics	4
The Motivation	5
Product Users	6
The Market	12
The Business	14
The Competition	15
The Product	16
The Personality	18
Validation	19
About Say Yeah!	20
We Work To Empower People	20
Success, Defined	21
Measurable Problem Solving	21
We're Here To Help	21

The Purpose

These questions will help you define specifics about and crystalize the vision you have for your product. Most importantly, your team will form a stronger understanding of the users of your product, and begin to consider how your product can be refined to better connect with your audience.

By gathering detailed information about your business, market, competitors, and predicted uses for your product, all current and future stakeholders can get to know your company and better shape how you engage your users through the tone of content, visual design, product capabilities, and other points of contact.

We recommend this questionnaire is reviewed by all your team members together, and you confirm who will be the product owner (the person responsible for ongoing product decisions).

If you get stuck, don't worry, we're here to help! Just answer what you can. We can always work together to tackle the rest.

The Basics

What is the exact name of your product.

Is there a slogan, descriptor, or tag line that supports or accompanies the product name?

Where are you on the web?

Marketing site	http://
App site	http://
Blog	http://
Twitter	@
Facebook	facebook.com/
Google+	
Instagram	instagram.com/
Pinterest	pinterest.com/
Other:	

The Motivation

Why this product? What's driving you?

Do you have a mission statement or underlying goal?

Product Users

Who's attention are you vying for? Are there multiple types of users?

Consider these different types of users with different goals and requirements. Putting yourself in their shoes, what will they expect to get out of your product? What biases will they bring to the table about your product category?

Is there a difference between who's using your product now and who you're targeting or hope to have as your primary users?

Why is this? Has your path to market changed? Has your product changed? Has the market shifted?

What other brands, products, websites, or activities does your target audience admire or participate in? This isn't defining competitors, but rather sites that align with your target audience's interests and passions, and where your target may spend a lot of their time.

Check out the website addresses of these companies and attach screen shots highlighting what your audience cares about.

Note other details about your target's personalities and interests.

What problem are you solving for each type of user? What will they be able to do with your product to improve their day to day or perform a current task more easily or enjoyably?

What will it mean to each user group if your product helps them achieve their goals? How will this make them feel? How will this improve their day to day capabilities, relationships, opportunities for advancement, or otherwise directly benefit them?

Consider each of the users you have and his or her differing goals. How will each of them use your product? For example, content creators vs content consumers.

Make a list of each type of user of your product. For each type of user, define what tasks will they perform, what information they'll need to see, and which aspects of your product are most important to them.

Note the difference between each user group's needs.

For each user group, is there a difference between the behaviour of a new user versus a more advanced user? Have you considered how to help new users become advanced users?

Are there specific features or functions that only certain types of users will perform? Are each of these of direct value to your business? Or are some of these capabilities not essential to your product's success?

The Market

Take a step back from the individual users you're targeting, what the primary market you're playing in? What's the dollar value of that market, and how much of that do you intend to capture this year? Next year? In 3 years? In 5 years?

Is the segment of the market you're looking to capture a particular niche(s)? What's setting you up for success in capturing this segment of the market?

Besides delivering a great product to that market, what other tactics are you using to capture the market? Are there distribution partnerships in place? Do you have unique access to the market ahead of your competitors?

If there's a sales and marketing plan in place, include that here.

The Business

Consider how you intend to monetize your product. Have you defined specific paths to revenue. What are they? ie, product sales, subscriptions, advertising, acquisition, etc.

What features does your product need to include to support your monetization strategies?

The Competition

Who is operating in your space that your target users admire? What is it about them that your users admire? What don't they like?

Consider the identity, website, and products offered by these companies.

What works, what doesn't work? Who stands out to you in the market?

Why?

Include their website addresses and screen shots.

What may prevent your target user from using your product? Is it a competitor in your space? An offline or alternative way to solve their problem?

How much does your target care about the problem you're trying to solve?

The Product

Describe your product. What does it do? Across what kinds of devices (desktops, tablets, smartphones)? Across which platforms (web, Apple, Android, desktop software, wearable, smart TV, etc)?

Do the capabilities of your product need to change based on different user groups? Or based on whether a user is on the go, at home, or at work?

Do you have a site map or expectation of how the product is organized or structured? Include the site map.

Is there a way your product will deliver more value to your users than the effort they have to put into using your product? What magical or unexpected insight, productivity enhancement, or informational benefit will be delivered to your user when they use your product?

The Personality

How does your product express itself through tone and personality?

For example, if your product were a celebrity, who would it be? Choose someone who you'd be comfortable having as a spokesperson for the company.

Note how they would speak to the customer. Would they be informative? Excited? Stern? Fatherly? A friend?

How will you speak to each user group in their own language so they can better understand the value your product brings to them and how they can use it? Is there specific language you'll use?

Validation

How have you validated the information you've gathered about your users, the need your product fulfills, or the specific market you're addressing?

Have you surveyed potential users? Have you done any pre-sales? Do you have industry or market expertise? Do you have an advisory board?

Is there a prototype you've received feedback on? Have you been measuring use of an existing product?

Please share any evidence you have gathered regarding your product, market, and users.

And if you're unsure of any particular areas, let us know.



About Say Yeah!

Deliver digital products that make a bottom line difference with Toronto's multichannel experience design studio.

Say Yeah is led by Lee and Matt, digital craftsmen with over 30 years of collective experience bringing effective products to market.

We Work To Empower People

Now more than ever, technology has the power to change the world.

We now have the opportunity to define customized experiences across different screens and devices, deliver localized and personalized content to users wherever they may be, make apps accessible to virtually anyone, and continually improve products based on real-world data and customer feedback.

With mobile and multi-screen use exploding the world over, and our ability to understand user goals and actions like never before, it's the ideal time to bring a digital product to market and hone it over time, meeting and exceeding business goals, while empowering people like never before.

Success, Defined

We take on projects where we can define opportunities to bring measurable value to the business and its customers.

The results: our experience, passion, and acumen have helped companies large and small meet investment, growth, and sales goals.

Measurable Problem Solving

Improving conversions, decision-making, contextual use, and validation are the pillars of our problem solving. If you're facing one or more of these challenges, get in touch.



Transactional: You need to improve user flows and transactional results within a product, such as signups, checkouts, or other calls to action.



Informational: Your users need to find, view, and interact with information and data in an intuitive, rewarding way, improving insight and driving action.



Experiential: You need to improve service delivery at each stage of the customer journey, from communications to online products, sales to support.



Multi-screen: You need to define purposeful experiences for users with different devices and screen sizes, considering when, where, and how your product is used.



Validated: You need to measure product releases over time, ensuring design and engineering efforts are meeting business and user goals.

We're Here To Help

When you're ready with your Product Questionnaire, reach out at 416.642.9694 or hello@sayyeah.com and let's talk about how we can help make your product even more successful.

For more product insight and resources, visit: sayyeah.com/resources/