



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

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

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