

Question	Answer
Who is my customer?	
Who else would be interested in this product?	
What does our customer information say about how they will use the proposed product?	
What is our initial plan of how to position this product in the market?	
What technology will this product need to support it?	
What is this product's advantage over the competition?	
What are the specific customer needs that this product can satisfy?	
What intentional benefits will this product deliver?	
How much do we expect our customers to pay for this product?	
What features will this product include?	
How do we expect to promote this product?	
Where do we expect customers to use this product?	