

1. VALUE PROPOSITION



What “problem” does our product promise to “solve?”

2. SUCCESS CRITERION



How do we know if it's working or not?

3. DATA ANALYTICS



What usage or behavior patterns can we measure?

4. RESEARCH STUDIES



What can we learn from conducting research?

5. COMMITMENT PLAN



How will we *measure* changing needs over time?



How will we *research* changing needs over time?