



What goes into a Product Statement

In general, good product statements address:

Who the target customer is.

What needs the product will address.

How the product addresses those needs and differentiates from the competition.



How to Write a Product Statement

Template 1:

For [target user]
who [statement of need or opportunity]
the improved [product name]
is a [product category]
that [key benefit, reason to buy]."

Additional Differentiation statement:

Unlike [primary competitive alternative],
our product redesign [statement of primary
differentiation].

Microsoft Surface Example:

For the business user
who needs to be productive in the office and on the go,
the Surface
is a convertible tablet
that is easy to carry and gives you full computing
productivity no matter where you are.

Unlike laptops,
Surface serves your on-the-go needs without having to
carry an extra device.



Another Template

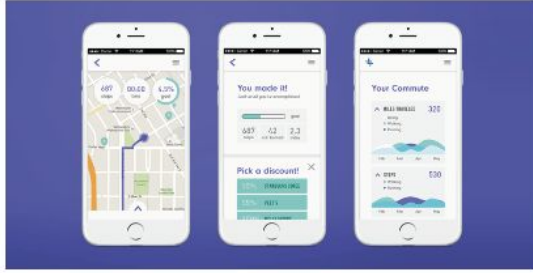
Template 2:

The improved [product name]
is the [market category]
for [target user group]
who need [user need]
by [distinct benefit].

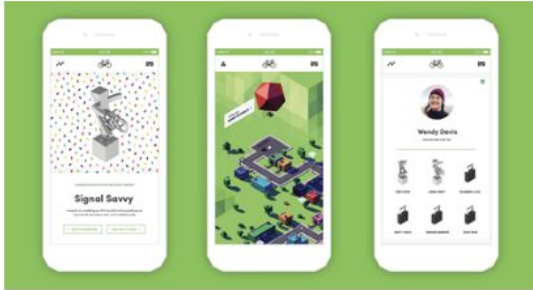
Buffer App Example

Buffer
is the social media management application
for brands
who need to grow their online audience
by providing users with simple tools to schedule
and publish content and manage the engagement
on all of their social media accounts from one
platform.

Examples of Student Product Statements/Value Promises



Synch is a mobile application that encourages active commuting by tracking users' commute and providing incentives.



Pedal is a mobile app that helps beginner cyclists learn safety basics while gaining confidence.



Craigslist connects buyers directly to verified sellers through simple product pages with messaging compatibility.

Tinder is a platform for casually curious young adults. They want a quality and tailored connection along with a communication platform.

Right now, Tinder is an app that primarily focuses on aesthetic-based, casual relationships. It tends to be less serious than other dating platforms. Our aim is to make Tinder inclusive to all users while being fun, usable, and simple.

Our solution is to create a safe dating platform that meets the needs of potential users while maintaining a fun, quick, and intuitively simple process.

This will be done through the expansion of the matching process to ensure similar people are meeting each other.

Our solution is to better fulfill Tinder's core mission of providing a safe, inclusive, and fun dating platform. We will do this by adding a party/mixer feature as well as a safe public meeting system.

We hope to Make Medium a simple, thoughtful, and personalized community-based experience for it's current user-base. We hope to do this by simplifying and decluttering the homepage, filtering content based on the users' selected moods, encouraging engagement with friends and authors on the platform, and creating more opportunities for accessibility using text-to-speech technology.

Our design solution for Medium is to bring a more accessible, efficient and personalized online publication platform to the current and future users.

Students workshoping their product statement for Medium redesign.