

Assignment 1

Top Funnel

If someone has a problem that your product or service solves, what information would be important to them? Below fill in 3 to 5 pain points that this person has:

***We are looking for very short, concise issues here**

- 1.
- 2.
- 3.
- 4.
- 5.

Now for those 3 to 5 pain points fill in below with the corresponding numbers how your product or service alleviates that specific pain point.

***We are looking for very short, concise solutions here**

- 1
- 2.
- 3.
- 4.
- 5.