

Elevator Pitch

UGA UX WORKSHOP, WINTER 2018

EXAMPLE

For Phil Miller (TARGET AUDIENCE) who needs
to get to school earlier each day (PAIN POINT),
The Snooze Destroyer (APP NAME)
syncs his morning phone alarm with a friend's phone alarm to discourage snoozing. (BENEFIT/SOLUTION).

Unlike annoying loud alarm clocks (ALTERNATIVES),
it uses friendship and peer pressure (DIFFERENTIATORS).

CONCEPT ONE

For _____ (TARGET AUDIENCE) who needs

(PAIN POINT)

(APP NAME)

(BENEFIT/SOLUTION).

Unlike _____ (ALTERNATIVES),
it _____ (DIFFERENTIATORS).

CONCEPT TWO

For _____ (TARGET AUDIENCE) who needs

(PAIN POINT)

(APP NAME)

(BENEFIT/SOLUTION).

Unlike _____ (ALTERNATIVES),
it _____ (DIFFERENTIATORS).

CONCEPT THREE

For _____ (TARGET AUDIENCE) _____ who needs

_____ (PAIN POINT)

_____ (APP NAME)

_____ (BENEFIT/SOLUTION).

Unlike _____ (ALTERNATIVES), _____,

it _____ (DIFFERENTIATORS).