

Amazon's Working Backwards method in action

FSU Design Sprint

February 6 - 7, 2026

AWS Team

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Our mission:

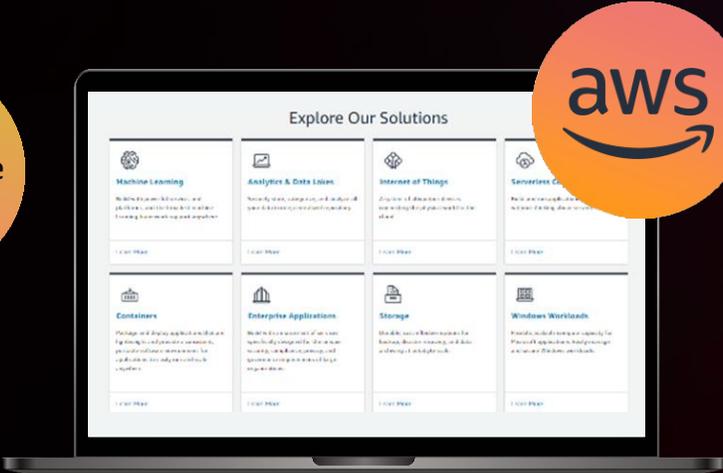


To be Earth's most
customer-centric company





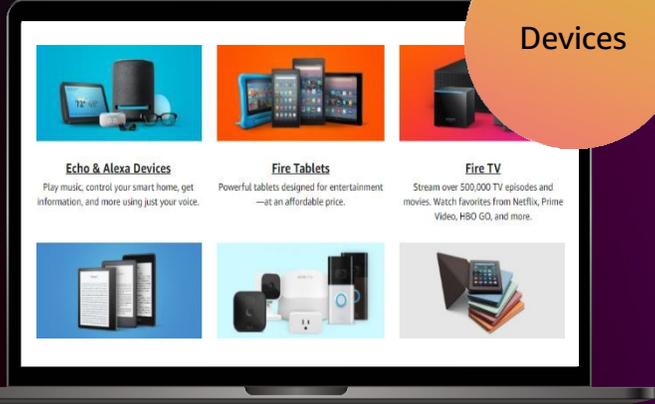
E-commerce



Consumables



Streaming content



Devices



Just Walk Out

Our Leadership Principles



<https://www.amazon.jobs/en/principles>

Customer Obsession

Invent and Simplify

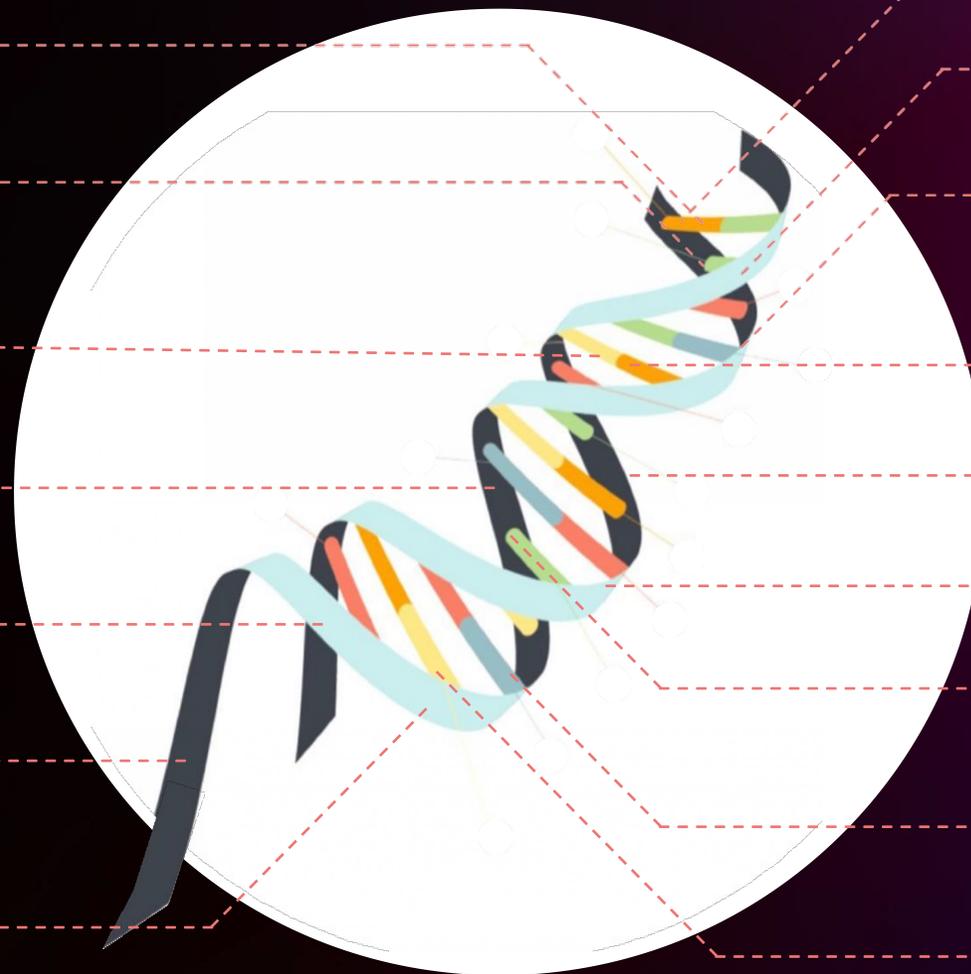
Learn and Be Curious

Insist on the Highest Standards

Bias for Action

Strive to be Earth's Best Employer

Success and Scale
Bring Broad Responsibility



Ownership

Are Right, A Lot

Hire and Develop the Best

Think Big

Frugality

Earn Trust

Dive Deep

Deliver Results

Have Backbone; Disagree and Commit

Customer Obsession



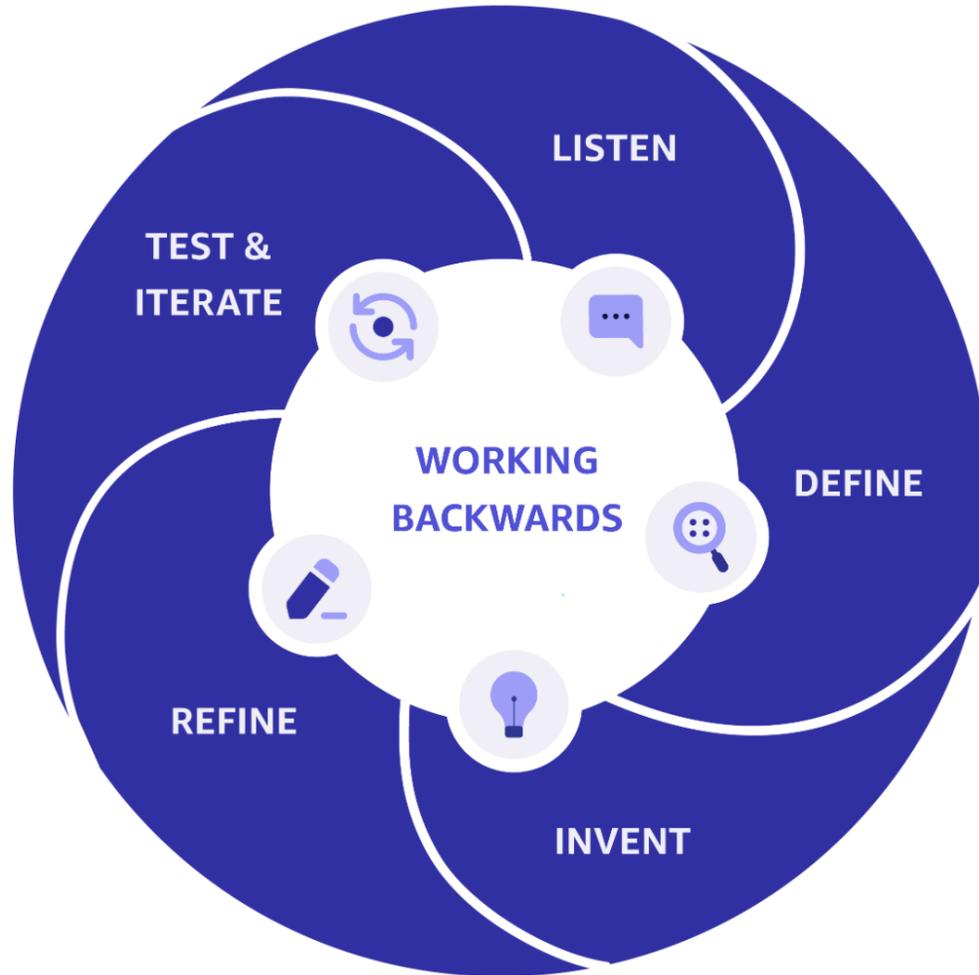
Leaders start with the customer and work backwards. They work vigorously to earn and keep customer trust. Although leaders pay attention to competitors, they obsess over customers.

<https://youtu.be/ADUfddD6lvs>

Where innovation begins at Amazon:

- Every Product or Service from Amazon starts with the customer and Works Backwards
- The Working Backwards process is at the heart of the Customer Obsession LP
- Be aware of competitors but focus on customers
- Everyone is expected to be a customer advocate

Amazon's Working Backwards process



Stage 1: Listen. Who is the customer and what insights do we have about them?

Stage 2: Define. What is the prevailing customer problem/opportunity? What data informed this?

Stage 3: Invent. What is the solution? Why is it the right solution to address the customer need versus other alternatives?

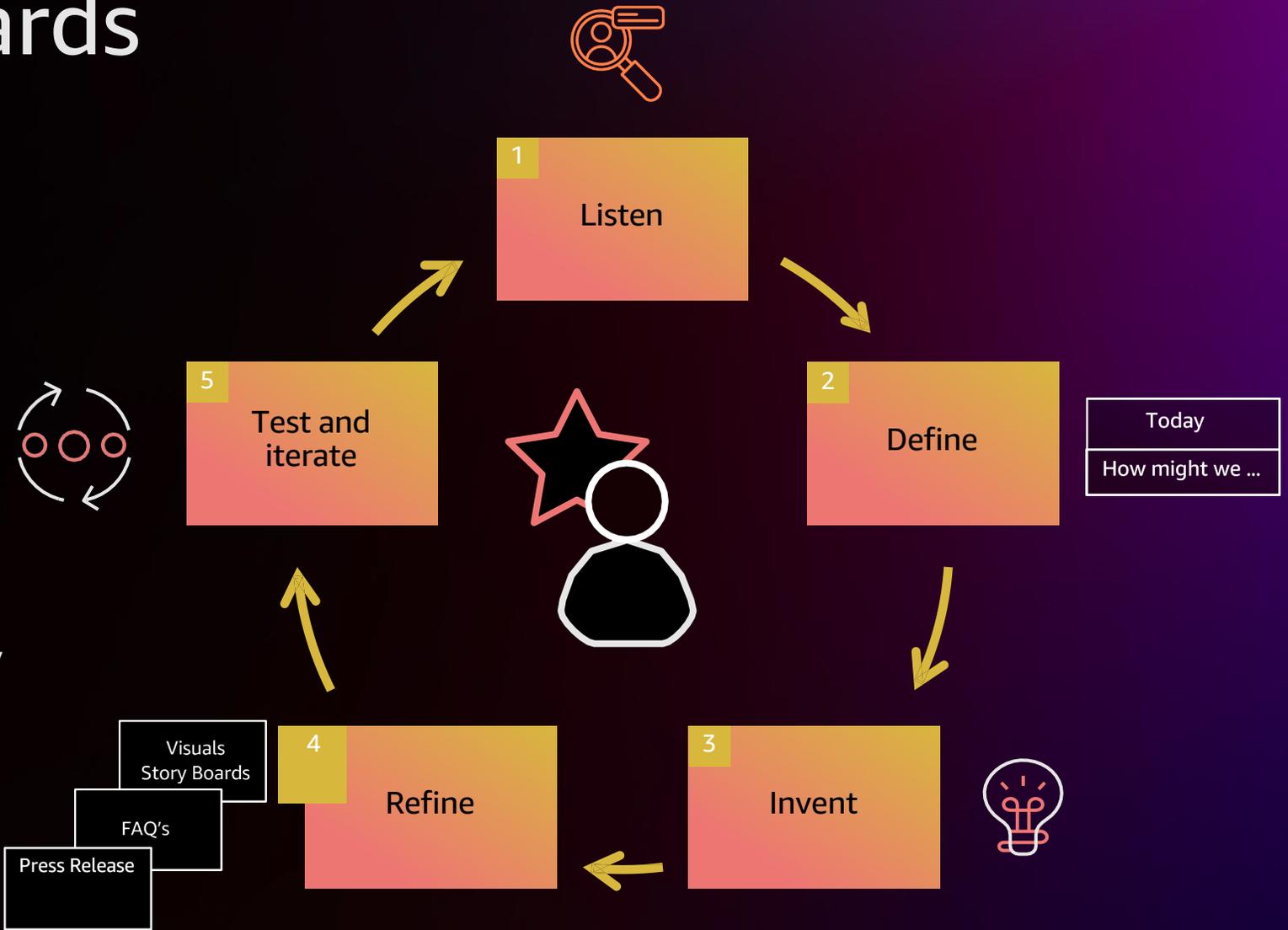
Stage 4: Refine. How would we describe the end-to-end customer experience? What is the most important customer benefit?

Stage 5: Test & Iterate. How will we define and measure success?

Working Backwards Process

From 5CQ to PRFAQ

From 5 Customer Questions to Press Release and Frequently Asked Questions



We ask 5 Key Customer Questions

1

Listen

Who is the customer, and what insights do we have about them?

2

Define

What is the prevailing customer problem or opportunity?

3

Invent

What is the solution and the most important customer benefit?

4

Refine

How do we describe the solution and the experience to customers?

5

**Test &
Iterate**

How do we test the solution with customers and measure success?

We work toward a final Press Release and FAQ



Press release

AWS Announces General Availability of Amazon Location Service

New service makes it easier for customers to add location functionality to their applications without compromising on privacy or security at as low as 1/10th the cost of the most common location-based service (LBS) provider

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Location data is vital for companies of all sizes and across every industry to support a range of use cases (e.g. asset tracking, route planning, and location-based marketing experiences) that rely on the explosion of connected devices in the world today. However, due to privacy and security compromises, cost-prohibitive pricing, and a difficult integration process, many companies face significant barriers when integrating location functionality into their applications. For example, some LBS providers impose licensing terms that give the LBS provider the rights to access, use, and commercialize a customer's location data (e.g. the position of users, facilities, or vehicles). Additionally, the pricing from LBS providers often makes it too expensive for customers to use location functionality in all of the ways a customer may want to use it. Even when the licensing terms and price are less prohibitive, onboarding an LBS provider requires customers to invest significant resources integrating data and building supporting tools before using the provider's location data in an application. For more advanced use cases like asset tracking or geofencing, a customer may need to build the solution from scratch, which can add months of development time. Furthermore, some customers may want to use an



FAQ

FAQ – Customer

1. What is Amazon Location Service?

Amazon Location Service is a fully managed service that makes it easy for developers to add location functionality, such as maps, points of interest, geocoding, routing, tracking, and geofencing to their applications, without sacrificing data security, user privacy, data quality, or cost.

2. Why should I use location data in my applications?

Location functionality is increasingly used in business and consumer applications. You can use location services to solve problems such as displaying data on top of a map to provide geographic context, determining travel time and distance, looking up points of interest, and constraining actions to specific locations. The use of location functionality enables capabilities such as map-based visualizations, asset tracking, location-based customer engagement, and delivery or ride-sharing applications. Visit the [Amazon Location Services Customers](#) page for real world examples.

3. What can I do with Amazon Location Service?

With Amazon Location Service, you have access to cost-effective location-based services (LBS) using high-quality data from global, trusted providers Esri and HERE, and you can easily integrate maps, points of interest, geocoding, routing, tracking, and geofencing into your applications. Amazon Location Service enables you to bring sophisticated location-enabled applications to production quickly, without the high cost of custom development. Its affordable data, including tracking and geofencing capabilities, and built-in metrics for health monitoring reduce your costs and development time. Additionally, Amazon Location Service integrates with several AWS services to further speed application development. For more information on AWS integrations see Q: How does Amazon Location Service integrate with other AWS services? Also, visit the features page to learn more about each of the [Amazon Location Service Features](#).

4. Where is Amazon Location Service available?

Amazon Location Service is available today in US East (N. Virginia), US East (Ohio), US West (Oregon), Europe



Visuals



We read,
discuss,
debate, and
ask
questions

...of diaper sizing. By signing up for a single subscription, Amazon Family customers will have the peace of mind knowing that Amazon will send them the right sized diaper at the right time.

Customer Benefit?

~~Babies need an average of about 3,800 disposable diapers across seven sizes in three years, and remain in a size anywhere between a few weeks to several months. A baby might need just one box of size 1 diapers but need as many as eight boxes of size 4 diapers. To complicate matters, weight – and not age – is the best predictor of a baby’s diaper size.~~

With Amazon’s Subscribe & Save program, customers previously created diaper subscriptions in a specific size which was replenished until the customer decided it was time to move up a size. This meant that parents needed to anticipate the change in diaper size and either cancel their existing subscription to create a new one, or go to the Manage Your Subscriptions page to update the existing diaper subscription with the new size. This caused endless frustration for parents, added to the stress of having a new baby, and the experience ran counter to the concept of a subscription that should run smoothly with minimal touch points.

Not a good name for this

With the introduction of the new auto-sizing feature, customers who subscribe to diapers will be asked to provide their child’s weight, in addition to the existing child info. They will then be able to set up a single subscription that will take them through the various sizes at the right time. Customers will be notified before the next box of diapers is due to ship that it has automatically sized up – if it’s too soon, there will be a simple one-click process to keep the current size.

Would S customers really say this?

“I love using Subscribe & Save. But for my older child, I have had to return boxes that were one size too small, which actually increased my work load,” says Mara Steiner, who has used Subscribe & Save for her baby needs for several years. “As I expect my second child, I am very excited at the thought of having the right size diapers show up at my door each month. New parents have enough to do without having to keep calculating which size of diapers they should be buying for their baby.”

~~“We want parents to always have the right sized diaper for their child at the right time,”~~ said Greg, director of Subscribe & Save. “This single subscription experience for diapers will ensure that customers can depend upon Subscribe & Save to do the work for them, and never have to worry about changing size as their children grow.”

Amazon’s Subscribe & Save ships thousands of items to their customers on a regular basis with additional discounts. With the diaper subscription service, the program has simplified the experience for new parents.

To learn more about Subscribe & Save’s diaper subscriptions auto-sizing, go to www.amazon.com/subscribe

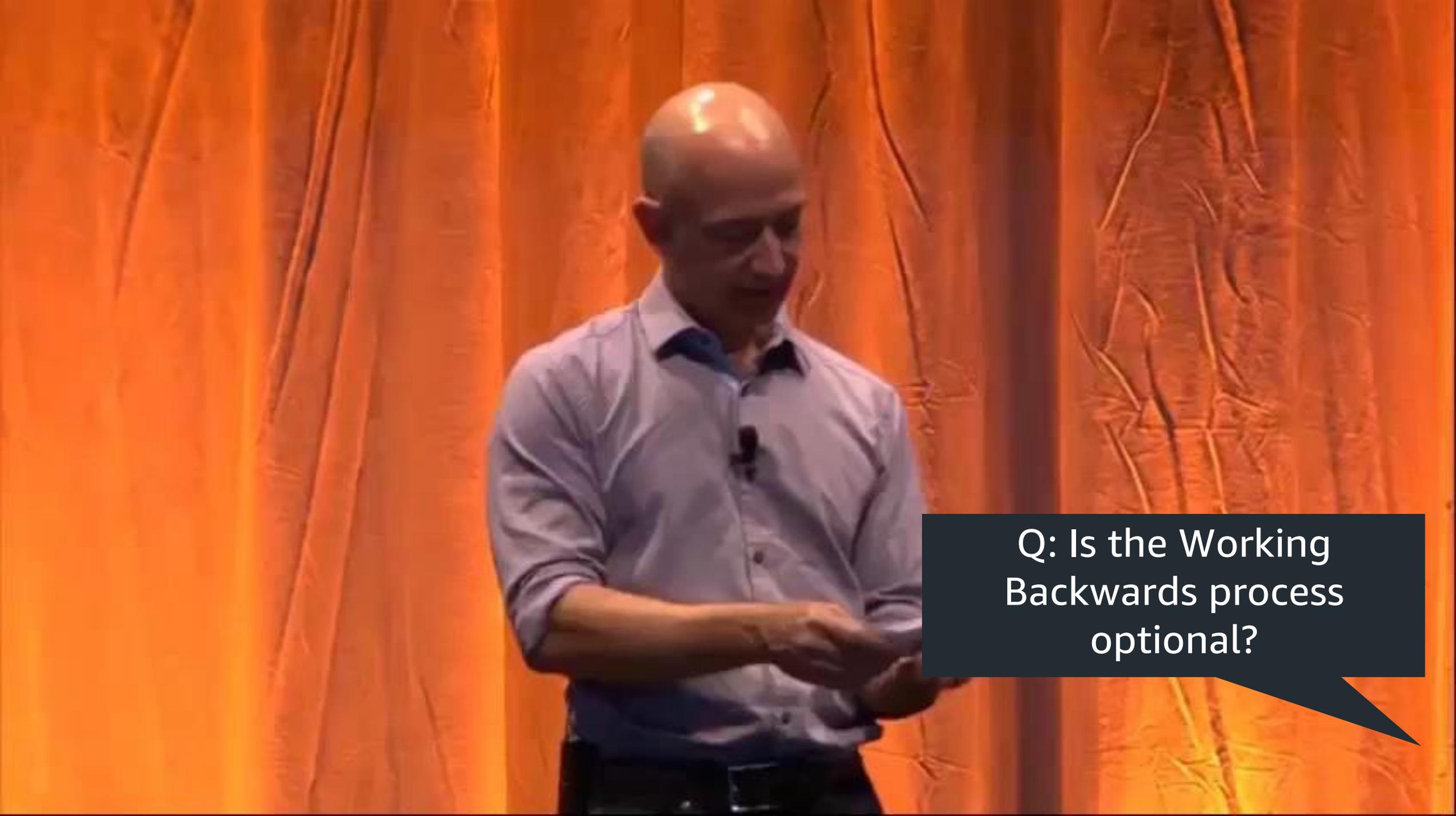
What about mobile?





Why This Process Works

1. Forces Customer-Centric Thinking
2. Identifies Gaps Early
3. Creates Alignment
4. Reduces Wasted Effort



Q: Is the Working Backwards process optional?

“The Working Backwards process is not designed to be easy; it’s designed to save huge amounts of work on the backend, and to make sure we’re actually building the right thing. ”

Jeff Bezos

Founder and Executive Chair of Amazon



Working Backwards Mechanism: The Complete Flow

5 Customer Questions (Discovery)



Persona Development (Validation)



Press Release (Vision Communication)



Customer FAQs (Addressing User Concerns)



Stakeholder FAQs (Addressing Business/Technical Concerns)



Visual Ideas (Making It Tangible)



Prototype Development (Now you know what to build)



Presentation

Suggestions

- ✓ Groups should assign a scribe, a facilitator, a captain and a presenter(s) for the final presentation
- ✓ Take turns at these roles for every Customer Question segment
- ✓ Facilitator to help group the ideas/stickers into categories. Look for patterns
- ✓ Captain keep the team on track, encourage participation and attendance
- ✓ In ideation stage, each person choose top 2 ideas, get down to 2 or 3 for group, choose 1 or hybrid of a few.
- ✓ In Ideation/Invent stage no Devil's Advocates. No idea is too crazy or outlandish. No Debbie Downers.
- ✓ Dive deeper with additional questions if there are ideas/concepts that get the group excited
- ✓ All guidelines and suggestions throughout the exercise are subject to your choice. You can customize, adapt, create. Use any tool/technology.
- ✓ For Visuals utilize whatever medium will best convey your solution and thinking. E.G. Prototype? Website? Storyboard? Customer journey map? Skit? Slide deck? Animation? Video? Press Release?
- ✓ These can be AWS/Amazon technologies, methods or tools or anyone else's
- ✓ Who do you have on the team and what are their super powers? Leverage those
- ✓ Divvy up the tasks. Ensure group has baseline of understanding so that one person doesn't work on something completely different than what you decided. Captain should help to keep this on track.
- ✓ AWS advisors will not divulge any of your work, ideas, approaches, deliverables to other teams.
- ✓ First priority, however, is to have fun, enjoy the process and keep it light. Laugh a lot, especially at Owen's lame Dad jokes.
- ✓ Take lots of breaks, Take a walk, chill out, meditate, pray, breathe, doom scroll w/e relaxes you.
- ✓ imbibe a lot of sugar, carb, caffeine, guarana, and taurine or drink lots of water, eat whole foods and get lots of sleep on Friday night.



BLUE ORIGIN

Are you ready?

First Activity

Part 1: Who is the customer? What are their needs?

Part 2: Ideation exercise

Part 3: What is the solution and most important customer benefit?

Part 4: Jumpstart your press release

Part 5: Review a press release



1

Listen

Who is the customer?

What Insights do we have about them?



Who is the customer? What are their needs?

10 mins

Write down your customer and their needs.

10 min

Discuss your customer's needs with your group. Does the statement describe the needs or does it feel like a solution?

Present and discuss with your AWS Advisor

1.

Who is the customer, and what insights do we have about them?

Who are they? What do they do?

What are their behaviors, needs, or frustrations?

The more specific you can be, the better we can develop deep customer empathy.

1.

Who is the customer, and what insights do we have about them?

What emotions are they feeling?

What drives their urgency?

Where do they go for help?

Do they have different needs based on who they are, what they do, where they are and their background?

What don't they know?

What the key insights can you extract?

Why does these matter to the customer?

Second Activity

Part 1: Who is the customer? What are their needs?

Part 2: What is the prevailing customer problem or opportunity?

Part 3: What is the solution and most important customer benefit?

Part 4: Jumpstart your press release

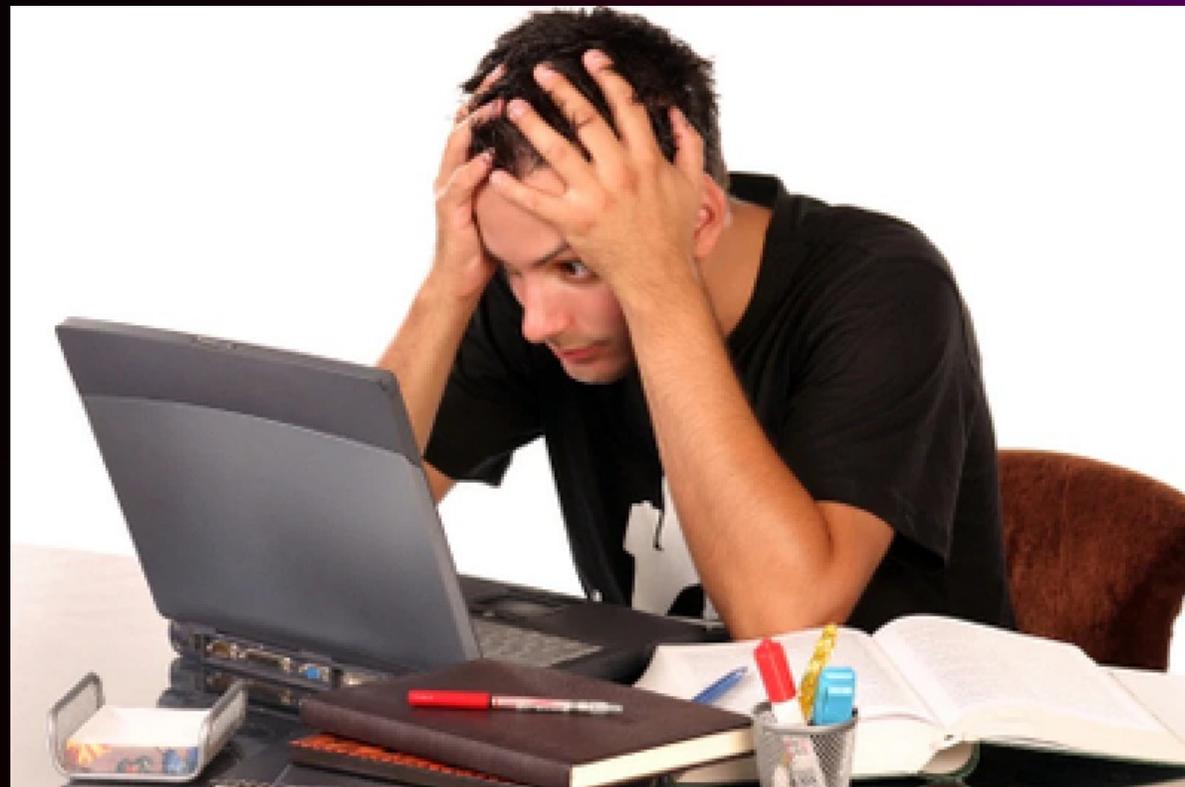
Part 5: Review a press release



2

Define

What is the prevailing customer problem or opportunity?



What is the prevailing customer problem or opportunity?

10 min

Write down your customer and their needs.

10 min

Discuss your customer's needs with your group. Does the statement describe the needs or does it feel like a solution?

5 min

Present and discuss with your AWS Advisor

2. What is the prevailing customer problem or opportunity?

What problem are these students facing? Why?

What do they have to do currently to solve the problem?

What's broken or missing in their current experience?

Do you have any data, personal observations, anecdotes, research that validates this problem exists?

When do they experience that problem?

What's the key insight you can extract?

Why does it matter?

2. What is the prevailing customer problem or opportunity?

Focus on the customer benefit rather than describing features or solutions.

Today: Describe what the customer experiences now (the pain)

How might we? : Frame the opportunity as a question

“Today the student experiences a lot of stress and anxiety in the first step in seeking internships because they don’t know what type would be best for them.”

“How might we provide a solution that lessens the students bewilderment and anxiety and lack of action due by helping them to understanding what areas of strengths or weaknesses they have that will inform on the what type of internship and institution is the most valuable

2.

What is the prevailing customer problem or opportunity?

Articulate the specific problem or opportunity using the template.

Today

FSU Liberal Arts majors

Have to

endure stress and anxiety due to the inability to get past the first step in the internship seeking process

When

they don't know what type of internship in what industry is best for them

Customers need a way to

understand what their strengths and weakness are and how they map to the type of internships industries.



2.

What is the prevailing customer problem or opportunity? Just Walk Out Example

Today

busy, on-the-go, tech-savvy urban dwellers

Have to

fight crowds and wait in long lines

When

want to grab a few things at the store while on the go during a busy day

Customers need a way to

get in and out of the store quickly



amazon go

amazon go

2131

Now open

amazon go

amazon go
NO LINES
NO CHECKOUT

GOOD FOOD
FAST
BREAKFAST

How might we ... ?

➤ Improve their retail experience?
(too broad)

➤ Use tap-to-pay credit card check out?
(too narrow)

➤ Use automated checkout stations?
(not thinking big enough)

Eliminate the
checkout process
altogether?

(Yes!)

Today's activities

Part 1: Who is the customer? What are their needs?

Part 2: Ideation exercise

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3

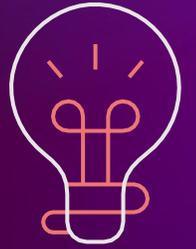
Invent

What is the solution and the most important customer benefit?



3.

ID8s – 8 ideas in 8 minutes



8 min

Reflecting on your customer and their needs or wants, individually brainstorm different ways you could delight this customer. You can use words or draw pictures. The first few ideas are easy but thinking of 8 different ones should push you.

3.

What is the most important idea?

30 min

Share your ideas for your customers with your group, on minute max per idea.

Listen carefully and respectfully challenge each other, updating or editing your descriptions as necessary.

Each person choose their top idea, what it does and how it benefits the customer

Get it down to a top 2-3 ad then choose one

20 min

As a group, pick 1 of your 8 ideas or define a new one that has elements of the others that you like.

Clearly articulate your soluion idea.

Be very specific and targeted in defining the one benefit that the chosen solution will provide to the customer?

3.

What is the solution and the most important customer benefit?

Question 3: Invent - What is the solution? Why is it the right solution versus alternatives?

Now it's time to think about your solution. What are you proposing to build? How does it solve the problem you just described?

Before you answer, think about:

- What alternatives already exist (career centers, online job boards, networking events)?
- Why would your solution be better or different?
- What makes it uniquely valuable for these students?



**We revise and
make the idea better
with each iteration.**

Today's activities

Part 1: Who is the customer? What are their needs?

Part 2: Ideation exercise

Part 3: What is the most important customer benefit?

Part 4: Jumpstart your press release

Part 5: Review a press release



4

Refine

How do we describe the solution and the experience to customers?

Press Releases and Frequently Asked Questions (PRFAQ's)

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Amazon Location Service eliminates the complexity of adding location functionality to an application by providing a single, managed service that lets customers control what access providers have to a customer's confidential data, cost-effectively implement location-based features, and easily integrate data from proven LBS providers Esri and HERE Technologies into their applications. Built with user privacy and data security top of mind, Amazon Location Service gives customers complete control of their location data. Amazon Location Service removes customer metadata and account information from queries before they are sent to an LBS provider, and sensitive tracking and geofencing information never leaves a customer's AWS account (unless they choose to share it). Additionally, the Amazon Location Service licensing terms do not grant Amazon or third parties the rights to sell or use a customer's location data for advertising. Amazon Location Service is as low as 1/10th the cost for geocoding and routing, and a fraction of the cost for most mapping use cases, when compared to the most common LBS providers. Additionally, Amazon Location Service has built-in tracking and geofencing capabilities, so customers do not need to spend resources building their own solutions, and can instead focus on building their application. Amazon Location Service comes fully integrated with Amazon CloudWatch, AWS CloudTrail, and Amazon EventBridge, so customers can easily view monitoring, management, and log data, and can trigger actions based on events (e.g. when a device enters or exits a geofence or when a vehicle arrives at its destination). Amazon Location Service also integrates with AWS security services, including AWS Identity and Access Management (IAM) and Amazon Cognito, so customers can reduce system complexity and maintain consistent security practices with identity management and authentication tools that work across administrators and end-users. Amazon Location Service provides a single API that works across LBS providers

Press release overview



Press release

- Focus on the customer need
- The customer quote is critical
- Leap into the future: Think Big
- Avoid jargon
- Say it simply and clearly

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Structure of a press release

- 1 Headline and subheading
- 2 Date and summary
- 3 Problem or opportunity
- 4 Solution
- 5 Leader quote
- 6 Customer experience
- 7 Customer testimonial
- 8 Call to action
- 9 Footer

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Sample Templates

PRESS RELEASE TEMPLATE		AGILE PROJECT KICK-OFF KIT
HEADING Something attention grabbing that also names the product you're about to build.	IMAGE Draw a picture that reflects the product out in the wild.	
SUB-HEADING A single sentence explaining the key benefit of the product.		
INTRODUCTION Outline what the product is and does. This may be the only paragraph that gets read, so make it count.		
PROBLEM STATEMENT What problem exists in the world that you are trying to solve?		
SOLUTION Describe how the product solves the problem described above.		
COMPANY QUOTE An informative quote from a company spokesperson.		
CUSTOMER QUOTE A quote from a customer describing how the product has improved their life.		

Amazon Working Backwards Press Release Example

CIRCULERT APP ALERTS SHOPPERS WHEN THE PRODUCTS AND SERVICES THEY WANT BECOME AVAILABLE OR DROP IN PRICE

If a product or service isn't available today or at the right price, Circulert helps shoppers buy it later, for less.

SEATTLE – January 1, 2021 - Circulert, a Seattle company, today launched a new application for iOS and Android that notifies users when the products and services they want or need become available for sale or drop in price.

Many items consumers want to buy aren't available today, or the price might not be quite sharp enough to prompt a purchase. If there's a specific brand of clothing you like, you have to keep checking retailer websites so see if they've released a new line, or spend time looking through a slew of daily emails from every retailer you've ever shopped from to find the one email that tells you about new products you care about. How often have you found out that your favorite band is playing a show in your town after all the tickets are sold out? How often have you picked through "web specials" of your favorite clothing line when they go on discount, only to find that the only sizes still available of that one product you love are XXL or XXS? Too often.

Ciculert solves these problems by telling you when you can buy the things you want, or buy the things you want at the price you want. No more work. No more missing out. Circulert learns about the products and services you care most about, and then sends you only the notifications you want. You can choose the notification style or frequency, or view a feed of recent alerts. You are in control. At launch, Circulert can send you availability or price drop notifications for products like clothing, music, or books from your favorite brands, artists or authors. Circulert can also tell you when your favorite band schedules a show in your town, when a flight between you and your long-distance partner is a screaming deal, or when the price of that sweet new tech bauble drops below the amount your spouse is likely to notice on the credit card statement.

"Our goal with Circulert is to take the hassle out of buying things later," said Ian McAllister, creator of Circulert. "There are tens of thousands of retailers on the web selling everything imaginable. Circulert helps consumers filter out the noise and all the stuff they don't need, and helps them get the things they do need at the best price, saving them time and money."

To try out Circulert, go to Ciculert.com and download the app for iOS or Android. Connect the app to your Amazon, Ticketmaster, and other online accounts, and then review the suggested alerts. Circulert will then send you only highly relevant notifications when the items you want are available at the right price. You can star items that you want to get back to easily, share them with friends and family, or follow through and buy them.

"I absolutely hate missing out on a great deal," said Clare Keating, a nurse in Seattle. "To make sure I don't miss out I used to have to hit my favorite websites every few days. With Circulert, I found out about great deals right away and never miss out."

If you want to save time or money (or both!), visit Ciculert.com today.



What makes a good headline?



A **headline** is a succinct one-liner a newspaper would use or a short, compelling description of your idea. You may also want to include a **subheading** that conveys the most important customer benefit:

AWS Announces General Availability of Amazon Location Service

New service makes it easier for customers to add location functionality to their applications without compromising on privacy or security at as low as 1/10th the cost of the most common location-based service (LBS) provide

Headline and subheading

Write the headline (and, optionally, a subheading) that introduces your solution to the world. Aim to provide enough information while leaving the reader to want to learn more.

We will optimize the customer experience to enable enhanced accuracy in Buy-Box pricing to facilitate increased rapidity and elevated confidence in purchase decisioning by cross-border retail customers.

Amazon makes it easier for international shoppers to decide what to purchase by showing them the total landed cost of an item. Total landed cost includes all taxes, duties, and shipping costs.

Say it simply!



Structure of a press release

- 1 **Headline and subheading**
- 2 **Date and summary**
- 3 Problem or opportunity
- 4 Solution
- 5 Leader quote
- 6 Customer experience
- 7 **Customer testimonial**
- 8 Call to action
- 9 Footer

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What is a customer testimonial?



A **customer testimonial** is a fictitious quote from a future customer illustrating their impressions of your product or service. Although the quote is fabricated, it should be specific, believable, and sound like a real human being. Use the testimonial to reinforce why the customer cares about your solution.

Example from Amazon Location Service, which enables AWS customers to add location functionality to their applications:

“Shortly after the launch of Amazon Location Service, our team jumped at the chance of migrating our existing map infrastructure for increased speed and reduction of cost in comparison to the service we were using. We are thrilled with the results; we saw a 28 percent improvement in tile load speed and a 50 percent decrease in cost compared to our previous provider.”

Nick Wills

Technical Director and Co-founder at Coolstays

4

Refine

Customer quote or testimonial

5 min

Think about how a customer might feel after using your product. Write a speculative quote coming from a happy customer who has just used your product.

Structure of a press release

- 1 **Headline and subheading**
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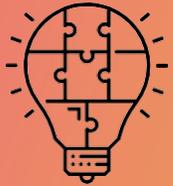
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What is an idea summary?



An **idea summary** is an elevator pitch. Describe your idea in 2–3 sentences:

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4

Refine

Idea summary

5 min

Write the elevator pitch for your idea. You can imagine this is the first paragraph of your press release or a short, concise description of the solution.

Structure of a press release

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- 2 **Date and summary**
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Today's activities

Part 1: Who is the customer? What are their needs?

Part 2: Ideation exercise

Part 3: What is the most important customer benefit?

Part 4: Jumpstart your press release

Part 5: Review a press release



4

Refine

How do we describe the solution and the experience to customers?

Frequently Asked Questions (FAQ's)

Frequently Asked Questions

Customer FAQs

1. How does InternMatch AI actually help me find internships I wouldn't find on my own?

InternMatch AI monitors opportunities across LinkedIn, Handshake, Indeed, company career pages, and specialized industry job boards simultaneously – something no student has time to do manually. More importantly, it uses AI to match opportunities to your specific profile based on your major, skills, interests, location preferences, and career goals. It surfaces opportunities you might overlook because the job title isn't obvious, or because the position is at a company you've never heard of but that's perfect for your background. The platform also identifies emerging roles and non-traditional paths, especially valuable for liberal arts students or those exploring less common career trajectories. You'll discover 3-4x more relevant opportunities than you would search manually.

2. Will the AI-generated resumes and cover letters sound generic or robotic?

No. InternMatch AI doesn't generate documents from scratch using generic templates. Instead, it starts with your authentic voice and experiences, then optimizes them for each specific opportunity. The AI analyzes the job description to understand what the company values, then emphasizes the most relevant aspects of your background while maintaining your natural writing style. You review and approve everything before submission – the platform enhances your work; it doesn't replace you. Students report that their AI-optimized materials feel more professional and compelling than their original versions, not less authentic. The key difference is the AI knows what hiring managers look for and helps you present your genuine experience in the most effective way.

3. I'm a first-generation student with no connections. Can this platform really help me compete with students who have insider networks?

Absolutely, and this is precisely why we built InternMatch AI. The platform democratizes access to insider knowledge and strategic guidance that privileged students get from parents, mentors, and alumni networks. You'll learn exactly how recruiting works, what companies look for, how to network effectively even without existing connections, and what strategies actually increase your chances. The AI identifies relevant contacts at target companies and coaches you on how to reach out professionally and authentically. Many of our most successful users are first-generation students who felt completely lost before using the platform. You



4.

Frequently Asked Questions (FAQ's)

Questions Describing the Solution and Experience

Structure to communicate the product vision clearly:

1. **Press Release** - 700-850 words
2. **Customer FAQs** - 5+ questions from customer perspective
3. **Stakeholder FAQs** - 5+ questions from business/technical perspective
4. **Visual Ideas** (3 concepts for communicating the idea visually)

Review

5 min

Review your headline, summary, and customer testimonial.

> **Guidelines**

> **Don't nitpick the document**

> **Respectfully challenge**

> **Does it Think Big enough?**

> **Are the 5 customer questions clearly answered?**

4.

Writing Customer FAQs

Write 5 customer FAQs from review of persona pain points - Each persona's concerns became questions

- Anticipating skepticism - “Will the solution affect this concern”
“EG Is my data safe?”
- Addressing barriers - Time, cost, uncertainty about career direction
- Explaining differentiation - How it differs from LinkedIn, Handshake, career centers

4.

Writing Customer FAQs

Structure of Each FAQ

- Question: Phrased in first person, conversational tone
- Answer:
 - Starts with direct answer (Yes/No when appropriate)
 - Provides explanation with specifics
 - Addresses underlying concern
 - Often includes data or examples
 - Ends with reassurance or next step

4.

Writing Stakeholder FAQs

The 5 stakeholder FAQs address concerns from

- Funds providers - Business model, revenue, growth strategy, risks
- Technical teams: Architecture, scalability, AI quality
- University partners: Differentiation, outcomes measurement, partnership value
- Compliance/Legal: Bias, privacy, regulatory considerations

4.

Writing Stakeholder's FAQs

Structure of Each FAQ

- Question: Professional, strategic tone
- Answer:
 - Comprehensive, detailed response
 - Includes specific data, metrics, or strategies
 - Demonstrates deep thinking about challenges
 - Shows mitigation plans for risks
 - References industry best practices

Tonight and Tomorrow



FAQ



Visuals



Presentation

Thank you!



Please complete the session survey