

Project: _____

Date: _____

What is the main purpose?

What do you want to accomplish?

How is this project different from others?

What is the project's target audience? (age, sex, education, status, wealth, other)

List 7 or more 'Features' of this project, turn them into benefits, & then into problems solved.

#	Features	Benefits	Problems Solved
1)			
2)			
3)			
4)			
5)			
7)			
8)			
9)			