



define current position

core values	target audience customer, buyer, consumer, end-user, participant, etc.
brand	landscapes competitive, sites & related markets
	product* out-of-box experience, onboarding, use moments, etc.

* includes services when applicable



northstar

Product development can be highly complex and require a diverse array of disciplines, resources, and processes to achieve successful outcomes.

To help navigate this landscape, while staying focused on the destination, we define the northstar. At every stage of a project, from an incremental decision point to a significant pivot, northstar is the fixed point to guide & inspire us.

mission

communicates the purpose (reason to be) for the project

key descriptors

defines 'brand voice' attributes that are actionable across sensory experiences

positioning

give meaning to and for consumers & differentiate itself from competitor brands