The purpose of the **Product Battle Card** is to verbalize a product overview in **conversational value context** instead of a technical feature explanation. It is most commonly used when someone asks, *"Can you give me a brief overview of [product name]?"*

# Value Summary

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| --- | --- |
| Topic | Value Points |
| 1. The ultimate business goal of this product?

*(Product Positioning Document)* | "This product was built for one reason. To help you [insert ultimate business goal]." |
| 1. Strategic customer goals / priorities this product impacts?

*(Strategic Business Requirements)* | "Here's why that's important. [insert 1-2 most common strategic goals]. |
| 1. Common success metrics customers are expecting from this product?

*(Operational Business Requirements)* | * Metric 1
* Metric 2
 |

# User Scenarios

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| --- | --- | --- | --- | --- | --- | --- |
|  | Job Task(let's say you're…) | Ideal Outcome(all you're trying to do is…) | Benefit to the User Department(so that…) | Top Obstacles(here's the problem…) | Consequences(and then…) | Features(…that eliminate the obstacles) |
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