

Who really wants this product or service that I am building?

Why should they buy/use what I am building rather than the alternatives?

01

What is the absolute minimum that the product would need to do for it to be releasable?

02

## Product Owner Coaching Cards

Stuck with product dev? Pick a random card and get inspired  
Want more questions? You can order a full deck on Amazon

What would I least like to find out just before go-live?

How could I find that out earlier?

03

If your product were a living, talking entity, what would it say to you right now?

What secrets would you be worried that it might tell?

What would you want it to say?

53

