

Audience		
What group of people is your ideal customer? <i>E.g. pet owners; shoppers</i>	From among the larger group, what is the most important sub-group? <i>E.g. dog owners that travel a lot; shoppers that buy shoes online</i>	What is unique about your ideal customer? <i>E.g they baby their dogs; they buy what influences wear</i>
Needs		
What are the top 3 challenges or wants that you want to address?		
Features		
For each of the above challenges or wants, how would you make your solution way, way better than what already exists?		