

# Elevator Pitch

UGA UX WORKSHOP, WINTER 2018

## EXAMPLE

For Phil Miller (TARGET AUDIENCE) who needs  
to get to school earlier each day (PAIN POINT),  
The Snooze Destroyer (APP NAME)  
syncs his morning phone alarm with a friend's phone alarm to discourage snoozing. (BENEFIT/SOLUTION).

Unlike annoying loud alarm clocks (ALTERNATIVES),  
it uses friendship and peer pressure. (DIFFERENTIATORS).

## CONCEPT ONE

For \_\_\_\_\_ (TARGET AUDIENCE) who needs  
\_\_\_\_\_  
(PAIN POINT)  
\_\_\_\_\_  
(APP NAME)  
\_\_\_\_\_  
(BENEFIT/SOLUTION).

Unlike \_\_\_\_\_ (ALTERNATIVES),  
it \_\_\_\_\_ (DIFFERENTIATORS).

## CONCEPT TWO

For \_\_\_\_\_ (TARGET AUDIENCE) who needs  
\_\_\_\_\_  
(PAIN POINT)  
\_\_\_\_\_  
(APP NAME)  
\_\_\_\_\_  
(BENEFIT/SOLUTION).

Unlike \_\_\_\_\_ (ALTERNATIVES),  
it \_\_\_\_\_ (DIFFERENTIATORS).

**CONCEPT THREE**

For \_\_\_\_\_ (TARGET AUDIENCE) \_\_\_\_\_ who needs  
\_\_\_\_\_ (PAIN POINT) \_\_\_\_\_  
\_\_\_\_\_ (APP NAME) \_\_\_\_\_.  
\_\_\_\_\_ (BENEFIT/SOLUTION). \_\_\_\_\_

Unlike \_\_\_\_\_ (ALTERNATIVES), \_\_\_\_\_,  
it \_\_\_\_\_ (DIFFERENTIATORS) \_\_\_\_\_.