Product Purpose –

1) **Users :** Life long learners
2) **Problem / Possibility -** Lets users dive deep into insights and exchange daily insights on varied domains
3) **Solution :** More abstract form of Twitter , LinkedIn and in-shorts
4) **User story:** Satya Nadella uses DT to read insights and Simon Sinek shares his insights.
5) **One liner :** A platform that lets learners exchange daily insights

Product features

1) **Core features :** Different insights on varied domains
2) **Critical features :** The user can use preferences to specify the kind of insights he wants to go read.
3) **Standard features :** Insights can be broken down by questioning them.
4) **Personalisation:** The user is able to control the insight consumption and evolve his/her interests.
5) **Why does the customer pay –** It is intimidating for a lot of learners and learners are just happy to talk and share about anything.