



# *Innovatr Academy.*

*Tools & templates*



# *Benefits Card*

# Benefit vs. feature articulation card



Consumer Image

Name:  
Age;  
  
Location:  
  
Product they consume:

BENEFIT HYPOTHESIS

POTENTIAL FEATURE

Met Need #1

Met feature #1

TOTAL ADDRESSABLE PROBLEM STATEMENT:

Met Need #2

Met feature #2

Met Need #1

Met Need #2

Unmet Need #1

Unmet feature #1

Unmet Need #1

Unmet Need #2

Unmet Need #2

Unmet feature #2