Product / Market Fit Storyboard

Metrics
What can we measure from one step of the user journey to the next?

User Journey
What will the user experience on their way to receiving the value proposition?

Resources & Partners
What or who do we need in order to provide each step of the user journey?

Relationships
How can we get consistent feedback from the user?

Value Proposition
What is the first point where the user benefits?

User
Who is our early adopter persona?

Channels
How will the customer begin the journey?