

Communicating your why

Remember, people buy the camera, but ultimately they want to capture memories and exercise their creativity. An easy way to determine your product benefits from the lens of a consumer is to start high level and drill down by asking yourself "why." The next page covers a few examples of this exercise.



Oh, why, why, why?

Let's use popular camera features for this example.

Feature: Excellent self timer

- **Why does it matter?**
 - Can reduce camera shake
 - More flexibility to include yourself in photos
- **Why does that matter?**
 - More options for photo styles & low light imagery
 - Can include yourself in family photographs
- **And, why does that matter?**
 - Opportunity for creativity and capturing the perfect shot
 - Capture lasting memories of you with friends & family

EXAMPLE

Feature: Super fast shutter speed

- **Why does it matter?**
 - Lets in less light and "freezes" the image
 - Capture fast moving people & objects
- **Why does that matter?**
 - Capturing fast moving subjects like athletes or a waterfall has an amazing visual impact
 - Capturing images of fast moving kids and pets is notoriously hard
 - Can use techniques like light writing
- **And, why does that matter?**
 - Creative freedom and the ability to capture moments that are of professional quality
 - Extra special memories of your kids and pets that have a candid quality to them



Oh, why, why, why?

Product: _____

Feature: _____

- Why does it matter?

- Why does it matter?

- And, why does it matter?

Product: _____

Feature: _____

- Why does it matter?

- Why does it matter?

- And, why does it matter?

