

# Positioning

## Proposition and attributes (1/2)

This tool should help you define and express the positioning of your brand and service so that the service is distinguished from competitors and conveys the correct values to the user. Use one set of positioning tools for each positioning option.

**Position name**  
Give a title or tagline to summarise the brand position

**Value statement**  
Within the framing of this brand positioning, define in a statement what the value is that this offers.

Add an image that summarises the value of your positioning

**Attributes**  
What are the key attributes or principles of the service? How do you wish your service to be perceived?  
What are the pillars of your brand, based on your objectives? e.g. Trusted, Energetic, Listening

**Communicating personality**  
How do you communicate a personality or behaviour that represents the attributes and principles above?  
Add here words and image that help convey the attributes of your brand.

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## Key interactions (2/2)

After having defined the positioning use this tool to delineate the unique way you are aiming at delivering your promise to your cutomers specifying key features and ways your users would interact with your product/service.

**Functional Interaction**  
What are the core interactions, features, environments or architectural elements of the service that deliver value in line with the attributes of this positioning? e.g. A playlist of thoughts, AI...

**Brand statement**  
In a single statement what is the unique way your brand communicates how it delivers value?

**User experience**  
Briefly depict the story of a user's experience engaging with the service at key stages.

<b>1.</b> Briefly describe what's happening at this point	<b>2.</b> Briefly describe what's happening at this point	<b>3.</b> Briefly describe what's happening at this point
<b>4.</b> Briefly describe what's happening at this point	<b>5.</b> Briefly describe what's happening at this point	<b>6.</b> Briefly describe what's happening at this point