

Mujib 100 Idea Contest

Quick Guideline for participants



Please use this Guideline to create your PR/FAQ document. If you answer all the questions with supporting data, that should produce the proper response in a valid format.

Writing a PR/FAQ is a tried-and-true process at Amazon and an essential part of Working Backwards. The PR/FAQ helps you achieve three goals: 1) clarifying your thinking, 2) profoundly understanding your customers' needs, and 3) sharing the idea and gathering feedback. In the Refine stage of Working Backwards, we clarify all aspects of the idea, including the customer problem/opportunity, customer benefit, and customer experience.



scan this for detailed Guideline

How to write a Press Release (PR) for the contest?

See example: [Online video link will be here after 4th September seminar.](#)

Item	Description	Add Your Draft in this Column
Heading	Short description of the product being launched.	Tip: Write the headline last.
Sub Heading/On e-Sentence Summary	Describe what you're launching and the most important benefit the customer will receive (the gist).	Tip: This is your elevator pitch. Please keep it simple.
Date	Your future launch date (e.g. June 1, 2021). This informs the reader that it hasn't yet launched and sets the expectation when it will launch.	Tip: Make this realistic.
First Paragraph	Summary of what it is. The first paragraph should assume the person will not read the entire press release, so make it count! Don't bury the lede.	<p>Start with the Customer: The first sentence of the body states precisely who the customer is and the benefit you will provide. For example, "Amazon Prime customers now receive 30-minute early access to Lightning Deals, providing additional savings on popular products"</p> <p>Describe What You're Launching: Use words your customer will understand. Before naming your product or service, explain what the product or service is. If you must name your product or service put the name in [brackets].</p>

<p>Second Paragraph</p>	<p>The Opportunity or The Problem set-up needs to be customer-focused. Clearly explain the opportunity or the problem that needs to be solved.</p>	<p>Tip: Don't falsely amplify the problem or opportunity. Be factual, but compelling. Avoid using exaggeration.</p>
<p>Third Paragraph</p>	<p>The Approach or The Solution: Clearly explain your vision for how to make the most of an opportunity that will benefit the customer or how you will solve the customer's problem.</p>	<p>Tip: Keep it focused on the customer. Address how your solution addresses the problem/opportunity explained in the second paragraph.</p>
<p>Fourth Paragraph</p>	<p>Quote Your Team/Leader: Don't make this up. Get a real quote from your team or the leader of your team. Having this shows that you have support for your idea. The leader quote should capture the value provided to the customer.</p>	<p>Tip: To get a quote, share an early version of the press release with a leader. Use professional but conversational language.</p>
<p>Fifth Paragraph</p>	<p>Describe the Customer Experience: Describe how customers will discover and use what you propose and the value they will gain. Your goal with this paragraph is to motivate the reader to want to try it out.</p>	<p>Tip: Avoid marketing buzzwords like "easy" or "simple." Let the reader decide if it's easy or simple to use. Pretend you're explaining how to use this to a friend after saying "Here's how it works..."</p>
<p>Sixth Paragraph</p>	<p>A Customer Testimonial is made up, but should be specific, believable, and sound like a human said it. Use the testimonial to reinforce why the customer cares about what you're launching.</p>	<p>Tip: To create an effective testimonial, imagine how you want the customer to feel and how they would express their feelings in words.</p>

Seventh
Paragraph

Call to Action: Direct the reader to where they can go to get started (e.g. a link).

Tip: Use a made up/placeholder URL if needed.

FAQ [Ask your Idea and know the answer]

Frequently Asked Questions are clarification of the questions, asks and answers for the audiences, where they can get succinct and direct answers. See a sample list. You should have a minimum of 10, no more than 20 FAQs. Choose the questions which would have the most value for your customer.

1. How do I find this? How do I get started?
2. How do I [complete the main task - e.g. Return an item]?
3. How can I get help, if I have a problem?
4. Can I use this on all my mobile devices? If yes, describe how the experience will delight customers.
5. Can I use this with Alexa? If yes, describe how the experience will delight customers.
6. Can I use this in every country Amazon operates? If not, when can I?
7. How does this affect me if I'm a Prime member, non-Prime, or new to Amazon?
8. How do I share this product with other members of my household?
9. What data are you collecting from me and what will it be used for?
10. How are you protecting my data and my privacy when I use this product?
11. How can I opt out of having my personal data collected?
12. How much does this cost? And what fees are associated with the offering?
13. Additional Customer FAQs
14. How is this different from what Amazon offers me today?
15. Why wouldn't I just use this/do this on <insert competitor>?
16. What do I need to know? (i.e., policy change)
17. What do I need to do before I can use it? (i.e., sign-in)
18. Does this cost money? If so, how much does it cost and how will I be billed?
19. Are there things I need to manage or keep track?
20. I'm expecting to be able to do <insert a task>, why can't I do that?
21. What happens if I use it the wrong way?
22. What if I change my mind and no longer want to use this?
23. Where can I learn more about how to use this?
24. Who do I contact if I have a problem?
25. Can I get a refund if I'm dissatisfied?
26. What if I have suggestions about how to make it better?
27. If there are changes to how it works, how will I find out?
28. How will you use the information you're asking me to provide?
29. Is this something I can share with my friends?

30. Which features will I care about the most?
31. Which features will I care the least about?
32. What is the experience like for the Amazon business customer?

Use this template for your submission

Press Release Headline

Sub-head: One-sentence summary

LOCATION – DATE – This is the first paragraph summary of what you are launching.

The second paragraph explains the opportunity or problem that needs to be solved.

The third paragraph gives the approach or the solution.

The fourth paragraph quotes a leader from your own organization.

The fifth paragraph describes the customer experience – how customers will discover and use what you propose.

The sixth paragraph includes a specific, believable, human-sounding customer testimonial.

The seventh paragraph directs the reader where to go to get started.

The Press Release should be no more than one page.

FAQ

Customer FAQs

1. Question

Answer

Stakeholder FAQs

1. Question

Answer

Visuals

Paste your visuals here.

Appendix A: [Title]

More appendices if needed



For more info: