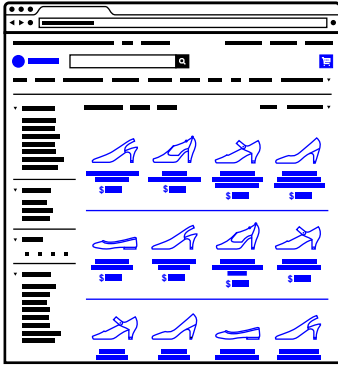


Diogenes Quiz

Zappos

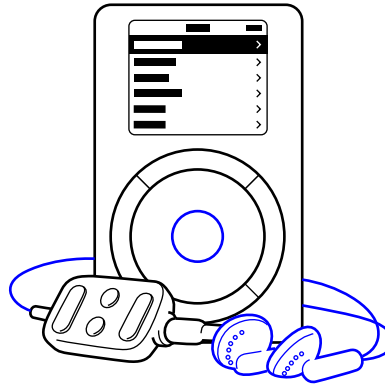
Function: online shoes store



- free shipping
- 365 days return window
- filtering by brand
- customer profile
- filtering by size
- filtering by gender
- free returns
- 24/7 customer service chat
- 1-800-***** line
- fashion trends blog
- branded shipping boxes
- order history database

iPod

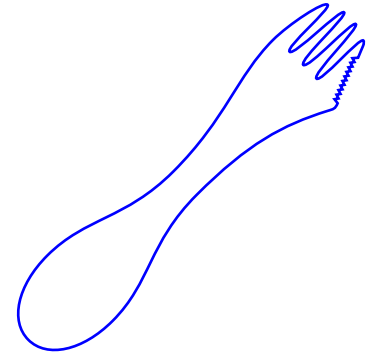
Function: portable music player



- 10,000 tracks storage
- 7 hours play time
- pocket size
- waterproof
- drag-and-drop file transfer
- MP3 convertor
- one data & power port
- wi-fi enabled
- custom playlist creator
- in 5 colors
- track skip
- headphones

Spork

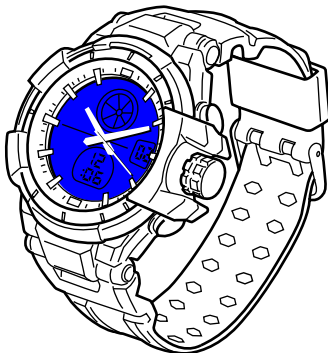
Function: convenient eating on the go



- titanium material
- spoon
- fork
- sharp edges
- knife
- hole for carabina
- name labels
- teflon coating
- tent stake
- carry case
- screwdriver
- dishwasher safe

Sports Watch

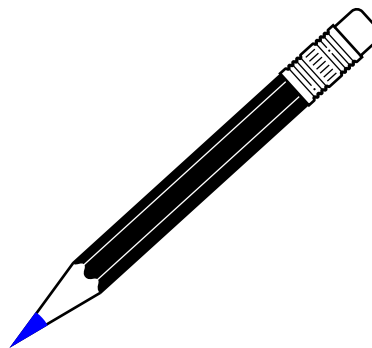
Function: entry level runner watch



- time
- alarm
- multiple time zones
- laps count
- sweat proof
- night light
- auto winding
- 15 years battery life
- waterproof
- step count
- stopwatch
- mobile app connected

Unbreakable Pencil

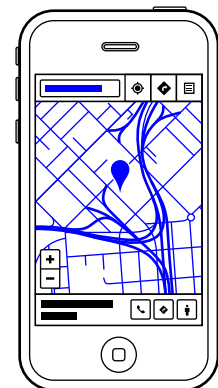
Function: economical pencil for kindergarteners



- drawing
- unbreakable lead
- replaceable cap
- eraser
- in 3 colors
- writing
- edible wood coating
- standard sharpeners compatible
- custom graphics
- carry case
- lead in 3 degrees of hardness
- multipack

Google Maps App

Function: never get lost mobile app



- navigation
- business search
- satellite view
- heavy traffic warning
- zoom
- pedestrian routes
- search history
- biking trips
- address search
- business reviews
- location tracking
- GPS enabled

Your MVP Spec

Zappos Online Store Version 1 28/08/2016 5PM

Function: online shoe store



Greek philosopher Diogenes of Sinope lived in a wine barrel and his only possession, according to the legend, was a cup. But when he realized that he could drink from his cupped hands, he gave the cup away.