

PROBLEM MECHANISM PRODUCT MISSION (NATURAL ENERGY DRINK)

Problem: feel tired, not being productive and focused, not getting work finished.

Dream state: be full of energy getting work finished finish all the daily tasks be productive at work

Roadblock: themselves because they don't want to change and it can be that they are conditioned by the people around them or they feel stressed because they can't finish the work that they need to do so they feel stressed and low energy because they need to rush to do all the tasks so they go in the negative energy trap

Solution: they gotta wake up, and want to change their life trying to sleep more reduce the time on the phone and start hitting the gym to boost their confidence and they gotta wake up organize their time start to think more to feel less stressed

Product: the products helps to give you a boost of energy and focus and even reduce even the stress and even reduce it more because at work they are more productive and focused and this helps you