

# Peak: Product Brand and Goals

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## Usage goals:

- monthly users
- return users
- time spent in app
- number of companies searched
- number of times a company has been searched

## Brand Adjectives:

How do you want your users to perceive you?

- Friendly & Helpful
- Supportive & Practical
- Honest/ Truthful but informal

## The user:

20-35 y/o

first-time job seekers and those who may have been working up to 10 years and are looking for a new job  
They find the cultural aspect of a company more important than other characteristics that their parents felt were important.  
They want to feel valued, and respected and see diversity in their company. Work-life balance is very important as is remote flexibility. These are the cultural aspects they look for when job searching and ultimately deciding to accept a first or new position.  
These users are very tech savvy and many may have been using technology since they were children.

## Who is Peak?

Peak allows users to easily and quickly see company ratings and reviews at a glance to readily understand if that company is the right cultural fit through verified and honest crowdsourced feedback.

## What does Peak have to say?

By appealing to the users' conscience to leave reviews that benefit the community, they are giving back to the source they benefitted from themselves.

## Why should people listen to Peak?

Users do not want to create an account or leave a review to see if a company has the same cultural environment they are looking for. Peak is for the user only.

## What do you believe that your competitors disagree with?

Peak believes that the user doesn't have to create an account or leave a review to see the crowdsourced information, that our ratings and reviews are verified and you can trust the information you find. Peak believes that users will want to leave reviews to give back to the community because they have benefitted from it. This is part of the cultural characteristics that are important for them.

What values do you hold strongly?

This information is essential for so many job seekers and we can all benefit from it. Job hunting is not fun and very time-consuming. The information available can help job seekers make better decisions for their career.