

# Product Template - Dark Sky tourism offering

Experiences, impressions and customer understanding make a selling product description.

## Product name

50-60 characters.

What will we do and where?

## Duration

Place

## Target group

What do they **need**, want to **experience**, expect to **gain**? Utilise your customer persona.

## Title

160-180 characters.

Start strong, address the customer's **need**. Summarize the core issues. Use keywords & categories. Tell who the product is suitable for.

## Product description

800-1000 characters.

Tell your customer chronologically what they will **experience** and **gain** from the service. Tell them through sensory perceptions and feelings.

Also remember:

- responsibility
- accessibility

## Other matters

- price
- availability
- terms
- arrival
- exceptional situations:  
traffic, weather  
conditions, etc.