

Strategic Product Development Framework

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	Solutions Marketing		
High Level Steps	Catalysts	Market Assessment	Strategy Creation
Processes	Idea Capture and Collaboration Research Emerging Technologies and Trends Market Drivers Customer Needs	Analyse Market Trends and Drivers Segment & Size Markets and Channels Determine Viable Markets Map Core Competencies / SWOT to Market Segments Initial Technology Assessment Identify Expected Benefits to Role of Tech Assess Competition Quantify Revenue Potential	Define Value Proposition / Unfair Advantage Align Objectives with Vision Prioritize Target Markets / Value Chain Detail Requirements Build Capacity Plan Align Operational Initiatives Manage Product Portfolio Identify Key Success Metrics Identify Strategic Partners / Buy, Build or Partner Validate Financial Planning and Analysis (Cost / Pricing) Identify Risks Create Solution Roadmap Approve and Communicate the Strategy
Output		Market Assessment Technology Assessment Revenue Sources	Strategic Plan High Level Business Model Solution Roadmap

Design / Development / QA		Solutions Marketing
<p>Product Release Planning</p> <p>Create Target Customer Snapshot / Personas Define Business Requirements Validate, Prioritize & Set Scope (Core, Expected, Augmented) Create Product Release Plan with Prototypes and Dependancies Plan Supporting Services (Platforms, tools, Infra, processes) Detail Business Case Approve and Communicate the Plan</p>	<p>Product Design and Development</p> <p>Design & Validate the User Experience Develop User Engagement Model Create Functional / Technical Requirements Develop Iterative Product Resource Mangement / Time Reporting Change / Risk Management Test and Assure Quality Validate Iteration's Commercial Readiness Release to Marketing / Production Manage Release Cycle</p>	<p>Product Rollout and Launch</p> <p>Create Sales & Marketing Materials Create Training, Service & Support Materials Train Sales, Service, Support & Channel Validate Infrastructure Readiness Execute Marketing Plan Product Performance / User Feedback Market Analysis Post Launch New Product Release Cycle Post Mortem / Exit</p>
<p>Target Customer Snapshot Business Requirements Document Product Release Plan Projected Product P&L</p>	<p>User Stories Functional Requirements Technical Requirements Test Plans Product Delivery</p>	<p>Certified Product Organizational Readiness Real Product P&L Marketing Plan</p>