Product Management Life Cycle Model

Customer and Market Insights
- Segment Markets
- Define Customer Targets
- Assess Customer Needs
- Track Industry Trends (PRESTO)
- Evaluate Competitors
- Compare Competitor Products

Formulate Product Strategy
- Assess Past and Current Data
- Establish Strategic Baseline
- Configure Product SWOT
- Determine Life Cycle State
- Articulate Future Vision
- Uncover Opportunities
- Integrate Product Roadmap

Plan and Prioritize
- Prioritize Opportunities
- Produce Opportunity Statement
- Shape Value Proposition
- Assert Competitive Positioning
- Evaluate Prototypes
- Develop Business Cases
- Derive Forecasts
- Compose Product Requirements
- Write User Stories
- Develop Sprint Plans
- Prepare Launch or Release Plans
- Establish Future Metrics
- Conduct Make vs. Buy Analysis

Develop | Launch | Release
- Guide Development
- Manage Scope & Trade-Offs
- Reassess Business Cases
- Update Product Backlog
- Fine-Tune Release Plans
- Orchestrate Product Launch
- Secure Regulatory Approvals
- Synchronize Operations
- Coordinate Product Messaging
- Conduct Sales Training
- Prime Channels
- Prepare Service Organization
- Publish Marketing Materials

Post-Launch Product Management
- Organize Post-Launch Audits
- Conduct Retrospective Reviews
- Track Customer Satisfaction
- Leverage Cross-Functional Team
- Reassess Industry Movement
- Reevaluate Competitor Actions
- Evaluate Metrics and KPIs
- Analyze Product Profit & Loss
- Refine Value-Based Pricing
- Improve Promotional Programs
- Gauge Channel Performance
- Rationalize Portfolios
- Discontinue Products