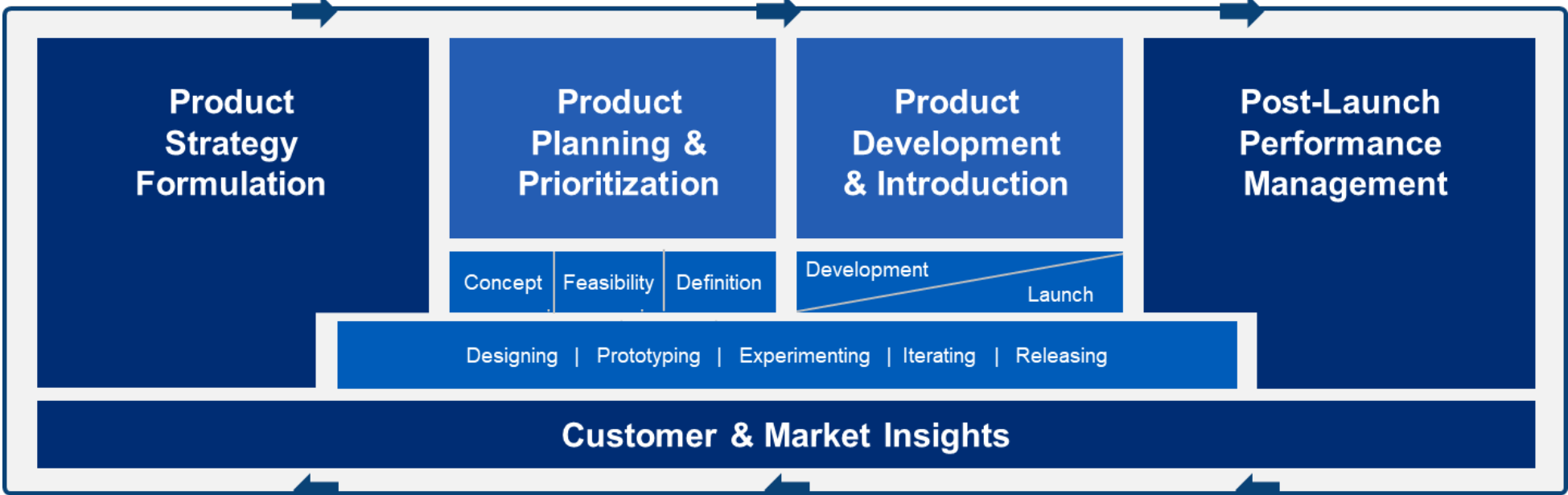


Product Management Life Cycle Model



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| <p>Customer & Market Insights</p> <ul style="list-style-type: none"> <input type="checkbox"/> Segment Markets <input type="checkbox"/> Define Customer Targets <input type="checkbox"/> Assess Customer Needs <input type="checkbox"/> Track Industry Trends (PRESTO) <input type="checkbox"/> Evaluate Competitors <input type="checkbox"/> Compare Competitor Products <p>Formulate Product Strategy</p> <ul style="list-style-type: none"> <input type="checkbox"/> Assess Past and Current Data <input type="checkbox"/> Establish Strategic Baseline <input type="checkbox"/> Configure Product SWOT <input type="checkbox"/> Determine Life Cycle State <input type="checkbox"/> Articulate Future Vision <input type="checkbox"/> Uncover Opportunities <input type="checkbox"/> Integrate Product Roadmap | <p>Plan and Prioritize</p> <ul style="list-style-type: none"> <input type="checkbox"/> Prioritize Opportunities <input type="checkbox"/> Produce Opportunity Statement <input type="checkbox"/> Shape Value Proposition <input type="checkbox"/> Assert Competitive Positioning <input type="checkbox"/> Evaluate Prototypes <input type="checkbox"/> Develop Business Cases <input type="checkbox"/> Derive Forecasts <input type="checkbox"/> Compose Product Requirements <input type="checkbox"/> Write User Stories <input type="checkbox"/> Develop Sprint Plans <input type="checkbox"/> Prepare Launch or Release Plans <input type="checkbox"/> Establish Future Metrics <input type="checkbox"/> Conduct Make vs. Buy Analysis | <p>Develop Launch Release</p> <ul style="list-style-type: none"> <input type="checkbox"/> Guide Development <input type="checkbox"/> Manage Scope & Trade-Offs <input type="checkbox"/> Reassess Business Cases <input type="checkbox"/> Update Product Backlog <input type="checkbox"/> Fine-Tune Release Plans <input type="checkbox"/> Orchestrate Product Launch <input type="checkbox"/> Secure Regulatory Approvals <input type="checkbox"/> Synchronize Operations <input type="checkbox"/> Coordinate Product Messaging <input type="checkbox"/> Conduct Sales Training <input type="checkbox"/> Prime Channels <input type="checkbox"/> Prepare Service Organization <input type="checkbox"/> Publish Marketing Materials | <p>Post-Launch Prod. Mgmt.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Organize Post-Launch Audits <input type="checkbox"/> Conduct Retrospective Reviews <input type="checkbox"/> Track Customer Satisfaction <input type="checkbox"/> Leverage Cross-Functional Team <input type="checkbox"/> Reassess Industry Movement <input type="checkbox"/> Reevaluate Competitor Actions <input type="checkbox"/> Evaluate Metrics and KPIs <input type="checkbox"/> Analyze Product Profit & Loss <input type="checkbox"/> Refine Value-Based Pricing <input type="checkbox"/> Improve Promotional Programs <input type="checkbox"/> Gauge Channel Performance <input type="checkbox"/> Rationalize Portfolios <input type="checkbox"/> Discontinue Products |
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Product Management Life Cycle Model

