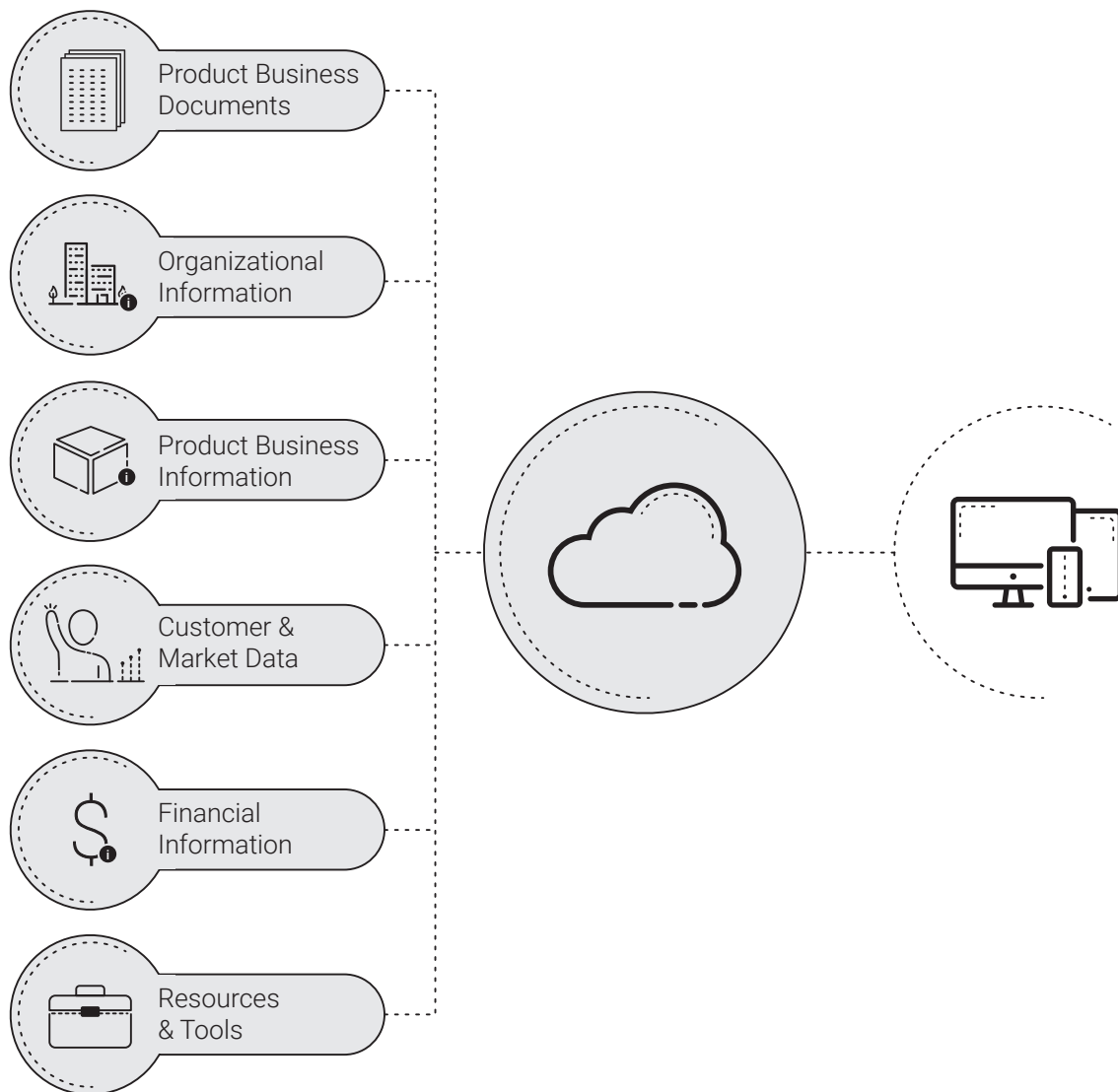


Product Manager's Desk Reference (3e) Illustration Insights – Chapter 2 Figure 2.1

The Product Master Plan

When a state, municipal government, or university wants to establish a plan for facilities, human resources, equipment, thoroughfares, housing, or other elements of its infrastructure, “crisis mode” planning really cannot hold up. Regardless of how well plans are conceived, every well-run municipality has a rigorous system to capture these plans and documents. This document repository and its archives serve as a plan of record for current and future activities. This collection of plans and information for a municipality, government, or institution is called the Master Plan.

For the product manager, it is called the Product Master Plan. It’s a true repository that serves as an anchor for any product team. As team members come and go, there’s no need to reinvent the wheel or re-do important documents. When time is at a premium and efficiency is the watchword, the Product Master Plan can serve as the single source of truth for a product organization. The diagram below shows the general structure, and sections are explained in the book.



Product Master Plan – Assets and Inventory

Product Business Documents	Organization Information	Product Business Information	Customer & Market Data	Financial Information	Resources & Tools
Product strategies & roadmaps	Product team contacts	Product descriptions	Segmentation models	Product scorecards and analyses	Templates & tools for product managers
Business cases	Organization charts	Product catalogs, codes, & price lists	Customer research (observations, surveys, UX)	Product P&L and related reports and analyses	Document guidelines
Product definition documents (PRDs, epics/user stories)	Team operating protocols and guidelines	Supporting systems	Industry and competitive data and analyses	Financial KPIs	Procedures & methods
Launch/release plans		Win-loss reports	Marketing materials and programs	Balance sheet items for the products	Job descriptions
Discontinuation documents		Post-launch audit reports		Financial budgets and forecasts for products	
Service and support plans		Decision reviews and meeting notes		Product costing	
Functional support plans					

[illegible]