

### Market research

Sponsoring or running market research projects. Gathering expert opinion, market data and market research. Tracking market drivers such as technology developments and changes to legislation.

### Customer & sales feedback

Sponsoring or running research on your existing customers. Getting feedback from sales, support and other channels about issues and opportunities. Win/loss analysis.

### Competitive research

Initiating and sponsoring competitive research, tracking competitor activity, getting feedback from sales and other channels. Understanding their strengths, weaknesses and direction.

### Product performance

Reviewing regular reports on product performance, tracking key performance indicators (KPIs) such as revenue & market share. Getting insights from sales and support. Gathering usage analytics.

### Market analysis

Analysing market, customer and competitor research to understand market problems and opportunities. Identifying and targeting market segments. Buyer and user personas, understanding the buying process.

### Developing propositions

Creating and capturing new ideas. Analysing and building propositions for your product. Producing variants for different target market segments, buyer and user profiles.

### Writing requirements

Gathering, analysing, prioritising and documenting product requirements. Defining users and use scenarios. Producing the product backlog as the Product Owner in Scrum. Providing product context for developers.

### Supporting development

Helping to develop the product e.g. discussing requirements with Development, making feature and design trade-offs, performing tests, sprint reviews.

### Project & supplier management

Managing the overall development for the product, reviewing milestones with stakeholders. Handling the development process and resolving project issues. Managing and /or negotiating with suppliers.

### Rollout & trials

Managing the roll-out of the product within the business e.g. system and process updates. Communications and training to all appropriate areas e.g. support. Managing internal and external trials.

### Product & portfolio strategy

Developing product and portfolio strategy and plans including updates to management and the wider business. Includes portfolio positioning, release planning and stakeholder management.

### Roadmaps

Deciding on future developments and creating a roadmap as a vision for the product. Communicating internally and externally.

### Evangelising

Selling and presenting the product to internal audiences such as Sales, Development and Marketing. Representing the product externally at conferences, exhibitions, with the press and industry analysts.

### Resolving issues

Answering questions and sorting out product issues e.g. sorting out internal process issues, resolving sales queries, making trade-offs and priority calls.

### Business cases

Producing business cases for product opportunities as a basis for investment. Producing forecasts and financial models. Getting impact estimates and buy-in from various departments.

### Pricing

Developing pricing strategy and tactics. Competitive pricing analysis. Dealing with internal positioning and pricing bundles. Implementing new pricing and discounting structures.

### Launch (go-to-market)

Creating and running launch and go-to-market plans. Selecting launch dates, ensuring training is rolled-out to sales channels, support and others. Communications and building momentum across the business.

### Product promotion

Creating product promotion plans and campaigns e.g. thought leadership, lead generation, acquisition, retention, market communications. Tracking effectiveness.

### Developing sales support material

Writing and developing sales and sales support material e.g. collateral, case studies, FAQs, white-papers, training, websites, sales tools and presentations.

### Supporting sales channels

Supporting sales calls. Attending or presenting at user groups, sales and channel events as the product representative.

## Strategic Product Activities

- working out what the right product is for the business

### Getting Insight

Market research

Customer & sales feedback

Competitive research

Product performance

### Analysis

Market analysis

Developing propositions

Business cases

Pricing

### Giving Direction

Product & portfolio strategy

Roadmaps

Evangelising

Resolving issues

## Inbound Activities

- helping the business to deliver the product

Writing requirements

Supporting development

Project & supplier management

Rollout & trials

## Outbound Activities

- helping the business to sell the product

Launch (go-to-market)

Product promotion

Developing sales support material

Supporting sales channels

# Product Activities Framework

Our Framework identifies all the activities that should take place in any company with products. Use it to help think through who owns which activity and how well you're doing. This identifies gaps, overlaps and priorities for improvement.

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