



Core Product & Services Features	Custom Product Features				Custom Service Features																				
Customer Needs to satisfy	Customer/user Problems solved		Tooling's capabilities to build faster and/or better		Emotional Satisfaction or Relief																				
Value Added Services	Consulting Services	VIP Services	Repair (to customer site)	Reparation offsite	Classroom Training	Virtual Training	Refurbishing																		
Common Product Options	Authentication	Multilingual	Accessibility	Age Restriction	Geographic Restriction	Family/Group Management	RTL / LTR	Online Storage	Offline Mode	Personalization	Repairable by the customer	Recyclable	Search	Sorting	Tokenized	Content Moderation	User Messaging	AI Learning							
Product Consumption	Consumable	Trial or sample (Try before Buy)	In-App Purchase	Always Free	Free for Ads/Data	Freemium	Pack/Volume of Units	Bundles																	
Contract	Memorandum of Understanding	Quote	Master Service Agreement	Statement of Services	Signed Contract Document	Contract Addendum	Contract Renewal	License	SLO	SLA															
Legal	General Legal Compliance	Legal Compliance for Regulated Products	Industry Legal Compliance	Privacy Policy	Term of Usage	General Terms & Conditions	Data Processing Policy & Processes	HQ or Store Address / Location	Online contact & Inquiries	Intellectual Property Management (copyrights & Patents)															
Auditability Services	Evidence Collection per Processes	Certification	Maturity Assessment																						
Quality Management	Product Certification	Security Review	Production Process Certification (ISO...)	Labels (ecology, fair trade, etc.)																					
Logistic	Product Listing (register) in stores and channels	Physical Warehousing	Suppliers Provisioning	Distributions to Distributors/Vendors	Delivery / Shipment	Opening Hours	Virtual Presences (Google Meet, WhatsApp, MS Teams, Zoom)	Reaprovisioning (service as process)	Recycling																
Customer Relationship Management & Care	Customer Onboarding	Customer Support	Consulting Services	Customer Engagement	Satisfaction Survey																				
Aftercare	Warranty (replace, repair, restore reimbursement)	Insurance (Premium & Conditions)	Refund	Service Level Agreement	Service Monitoring																				
Documentation	Brochure	Product Documentation	"How to" (video, article, infographics, ...)	Demo	Feature Video	self-learning Training	API/SDK Documentation	FAQ	Best Practices	User Guide	Admin Guide	Developer Guide													
Product Access & Aquisition	Product Listing	Product Keys / Credentials	How to IP/URL Whitelisting	Financing: Lending																					
Product Extension and Integration	DIY Kit	Expansion Kits	Plugin/Extension Kit Marketplace	SDK	API																				
Pricing	Buyable (transfer of property)	Lendable (property is given for a period, e.g. subscription or rent)	Pricing Model & Cost Structure	Invoicing (VAT, Import Taxes, City Taxes, fees, Patent Fees, etc.)	Billing	Unit / Volume order	Internal Currency / Crypto Token	Pricing Tier (Freemium, regular)																	
Construction & Maintenance	Recruitment	Knowledge Gap/Skill Training	Workforce Management	Goods & Licence Purchasing	Goods & Licence Provisioning	Funding	Construction & Analysis Tooling	Monitoring	Digital Product Development, Operations & Equipment	Physical Construction Factory/Infrastructure	Construction Planning	System Architecture	Product Architecture	Base Components	Special Materials	Consulting Service Procurement	Technology Debt Management								
Branding	Product Name	Logo	Branding Kit	Purpose / Customer Promise (1 liner)	Flyers	Packaging	Personalization	Audio Signature	Video Signature	3D/Shape Signature															
Promotion, Advertisement	Social Media Post/Share/Promoted Ads	Infographics	Customer Testimony	(Paid) Blog Article	Influencer Sponsoring	PR (Press Release)	(Paid) Research Study	Product Change Communication (legal, new features, upgrade, known bugs, ...)	Product Launch Event	(re)Targeted Ads	Search Engines Optimization & Ads	App Store Optimization & Ads	Featured Content	Corners	Coupons	Virtual Reality Conference	Online Presentations/Pitches	Contests	Round tables	Polls	Mailing Lists	Cold Emails	Messaging App Groups (Whatsapp)	Quora/Stackoverflow Responses	Product Website
Evolution & Innovation	Target Value Proposition / Product Vision	Product Roadmap	Feature Request Management (from customers & partners)	Product Upgrade / Lifecycle	Release Calendar	Product Extension/Plugins	Product Customization/Tuning	Exploration Survey	A/B Testing Campaigns	On the field Experiences															
Community	Community Management (User Generated content and interactions)	User to User interactions Growth Strategy	Community Events (channel, conference, virtual conf, meetup, expert roundtable, etc)	Community Animations (Prize, Contest & Challenges (your brand/competitor's social media/social expert roundtable, etc))	Social Engagement wrt values	Head Quarter Office Visit																			
Customer Loyalty	Loyalty Program	Loyalty Card/Account/Points	Future Features and Product Presentation Sessions	VIP / Exclusive Services & Give Away	Reward Programs																				
Refund	Return Policy	Return Process (especially relevant for resellers)	Refund Policy	Refund Process																					
Customer Protection	Warranty	Warranty Disclaimer	Insurance Policy	Insurance Extension	Escrow Account																				
Sales	Direct Sales	Marketplace Sales	Corner	Retailer	Wholesaler	2nd hand market																			
Partnership & Business Development	Partnership/Affiliation Program & Description	Frequent Personal Meetings	Frequent Personal Meetings	Partner Visibility	Win Partnership Strategy (temp up your business through)	Know your partners' customers and challenges																			
KPI & Improvements	Nb of Product sold	Nb of Product Returned + % rate	Monthly/Annual Recurrent Revenue (MRR, ARR)	Monthly Recurrent Revenue Year To Date	Rate % Product Returned over Purchase	Nb of Product Failure	Nb Customer Support Ticket + % Rate per period	Nb of Incidents	Nb of Social Posts, Comments & Mentions + Rate %	Nb branded #hashtags + % rate per period	Average Ratings & % rate per periods	Internal Satisfaction Rating of Product Team	Nb of frequent customer (X purchase per period)	Nb of Returning Customer after period	Nb of Customer reponses for Marketing Campaign X	Nb of consumer communications per Channel	Nb of Transaction per Period								
	CSAT (Customer Satisfaction Score)	NPS	Nb of Product Trials acquired/downloaded	Nb of Product Page View (Traffic)	Nb of Shop Visitors (per shop)	Nb of Clicks per User per Period (= activity)	Nb of Organic Referrals	Nb of Affiliation Referrals																	
	Avg lead time from Feature Approval to Shipping		Nb of Registration/Account Creation	Monthly Spending	Monthly Incomes																				