

<p><b>Product &amp; Services Features</b></p> <p>Shape the product line. Describe how customers are going to make use of it.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Focus on the functions and technological aspects of the product</li> <li>- Product Architecture: decompose the elements of the product vision</li> <li>- Consider the various stages of the customer journey</li> <li>- Consider the different points of view per user roles</li> </ul>	<p><b>Strategy &amp; Vision</b></p> <p>What is your Product vision? To which element of the business strategy does it belong? What are the opportunities? What is the business model? How often customers will consume the product &amp; services?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Get insights into the context</li> <li>- Get the product vision</li> <li>- Obtain some key information about the Product Roadmap</li> </ul>	<p><b>Providers and External Services</b></p> <p>Which companies participate in the service? How will you accommodate if the service does not work?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Identify contributor to the value chain</li> <li>- Identify the dependencies and money sinks</li> </ul> <p><b>Expected outcome</b></p> <ul style="list-style-type: none"> <li>- Fixed Costs (salaries, rents, utilities)</li> <li>- Variable costs</li> <li>- Economies of scale</li> <li>- Economies of scope</li> </ul>	<p><b>Sales &amp; Promotion</b></p> <p>Where do you plan to sell your product? Are you going to sell online? Are there resellers? Do you use an online platform? Which technology hype are you leveraging to boost your sales? What medium do you target for the promotion?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Identify which kind of device will be used by the customer (Smartphone, Tablet, Laptop, ATM, Car Navigation System, Smart TV, Voice Assistant, Smart Mirror...)</li> <li>- Identify what features will be made available on targeted channels</li> </ul>	<p><b>UX/UI Styles</b></p> <p>Is there a design system? What are the color scheme, fonts, logo, images, icons? Do you have any source of inspiration? Is there a sound signature? Do you need animations?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Define the Aesthetics</li> </ul>	<p><b>Clientele</b></p> <p>Identify your ideal customers and define personas.</p> <p>Who is the target audience? What is the customer segmentation? Are there administrators? What about the intermediaries? Do all these roles have specific entitlement for using or managing your product?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Get all personas</li> <li>- Identify all roles that will ultimately be limited by user authorizations</li> </ul>
	<p><b>Decision Makers</b></p> <p>Who decides on what? Who needs more awareness? How is the system of influence shaped?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Must be clear to everyone who can decide and who cannot.</li> <li>- In case of issue/disagreement, the escalation path is known to everyone</li> </ul>	<p><b>Customer Support</b></p> <p>Identify what is to be put in place to support your customers.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Describe the structure of the customer support</li> <li>- Identify what is needed for the staff (device, applications, stationaries...)</li> <li>- Identify what can be done to empower the customer and lower interactions with Customer Support service</li> </ul>	<p><b>Logistic &amp; Warehousing</b></p> <p>How are you planning to deliver your product through these channels? Where and how are you going to store your products? Is there any time limit for the storage?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Identify the logistic process and important activities</li> <li>- Identify the resources, costs, and storage limits</li> </ul>	<p><b>Experiences</b></p> <p>Innovation, New frontier to test, A/B testing</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Discover new customer needs</li> <li>- Enhance customer experience</li> <li>- Orient the product strategy</li> </ul>	<p><b>Client Interface, Devices &amp; Interactive Robots</b></p> <p>Which Mobiles Apps and Mobile devices or personal devices are used?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Identify which device is used by the users to consume your products and access your services</li> </ul> <p>Example:</p> <ul style="list-style-type: none"> <li>- Smartphone, Laptop, Printers, Scanners, Smart TV, ATM, ...</li> </ul>
	<p><b>Budget</b></p> <p>Collect project allocation and provide first insights about cost estimates.</p> <p>What budget have you allocated? What is your flexibility in terms of % or price?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Get an idea of what the customer think/expect in term of price</li> <li>- Manage expectations in case the price is more expensive than what the customer thinks</li> </ul>	<p><b>Timing</b></p> <p>Identify the deadline, milestones, and other time constraints.</p> <p>What is the deadline? What are the important milestones?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Get the time constraints</li> <li>- Understand which cadence needs to be set up</li> <li>- Grasp the level of urgency</li> <li>- Manage expectation in the case the timeline is challenging or not feasible</li> </ul>	<p><b>Market Location &amp; Area</b></p> <p>Target the market to serve.</p> <p>Are you going to sell online? Which cities/countries are you targeting? Are there special places targeted? (Gas Station, Public Transport, Museum, etc.)</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Determine where you are planning to sell</li> </ul>	<p><b>Data Collection &amp; Generation for Analytics</b></p> <p>What are the data collected for providing analytics insights to the customer? What is the data retention period? Are there any private data? Are there any sensitive data? Do you need to comply to a data standard? Who can access the analytical data?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Identify metrics and Key Performance Indicators</li> <li>- Sketch Reports and Dashboards</li> <li>- Identify data visualization access</li> </ul>	<p><b>Applications &amp; APIs</b></p> <p>Identify technical Services, System Activities, and Business Rules</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Input to the Technology Architecture</li> <li>- Input to the financial forecasting (CAPEX and OPEX)</li> </ul>
<p><b>End to End Journeys &amp; Scenario</b></p> <p>Define the customer journeys, employee journeys and relevant scenarios.</p> <p>What are the main customers journeys for the identified personas? What are the "What if that goes wrong" scenarios? What is the journey if the customer needs assistance?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Lists main customer journeys and business processes</li> </ul>	<p><b>Low hanging fruits</b></p> <p>What provides significant value for low amount of effort?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Identify the seed of MVP</li> <li>- Shape your "first moves" tactic</li> </ul>	<p><b>Business Activity Monitoring, KPIs and Reporting</b></p> <p>Identify data generated for reporting, and analytics.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Establish the important metrics to gather facts with respect to your product strategy</li> <li>- Enable input for business improvement</li> </ul>	<p><b>Qualities</b></p> <p>What are the of languages supported by the user interfaces? Does the product adapt to disabilities? What can be personalized by the user?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Identify which common features are valuable (qualitative non-functional requirements)</li> </ul>	<p><b>Quantities</b></p> <p>How many users will log in per day? How many users are to be served per day? How many transactions? How many delivery or shipments per day? What is the peak load? How many downtimes your system has for a given period?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Quantify the non-functional requirements</li> </ul>	<p><b>Utility Services</b></p> <p>Identify which shared systems are to be reused or established (e.g. Database, EventBus, Monitoring, Archiving, CI/CD pipeline, etc.)</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Prepare your acquisition list</li> <li>- Input to the financial forecasting (CAPEX and OPEX)</li> </ul>
	<p><b>Hypotheses</b></p> <p>List the hypothesis shaping your products and services that are to be confirmed.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Confirm or Invalidate hypotheses</li> </ul>	<p><b>The Known Unknown</b></p> <p>Identify blind spots and highlights interrogations that are important to address as early as possible</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Reduce uncertainty</li> <li>- Increase the chance of success</li> <li>- Provide peace of mind</li> </ul>	<p><b>Builders, Operational Workforce &amp; Tools</b></p> <p>What skills do you need to build? Do you have them in-house? Do you need administrators? Do you need sales? Do you need officers? Is an organizational change required? Do you need to train your workforce or customers?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Identify the builders</li> <li>- Detect unwanted usage of your product &amp; service</li> <li>- Identify if raining sessions are to be organized</li> <li>- Input to the financial forecasting (CAPEX and OPEX)</li> </ul>	<p><b>Legal, Standards and Policies Compliance</b></p> <p>Highlight the legal and standard compliance to some legal frameworks and industry standards. I.e. Geo zone restriction, GDPR, regulatory framework, etc.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Identify the regulatory framework</li> <li>- Specified which standards you need to comply to</li> <li>- Identify the needs for auditing and related investments (time/money)</li> </ul>	<p><b>Infrastructure, Network, and Machinery</b></p> <p>Identify the stationary infrastructure component, network components, and machines that you must invest in or rent.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Prepare your acquisition list</li> <li>- Input to the financial forecasting (CAPEX and OPEX)</li> </ul>
<p><b>Opposing Forces</b></p> <p>What are the actions, politics, oppositions that will generate frictions? Are you capable to manage and implement such initiative? Is there an upcoming/ongoing disruption that would disrupt your business model, product or service?</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Confirm that moving forward worth it</li> <li>- Amend the tactics if and where needed</li> <li>- Plan actions to mitigate and dodge opposing forces</li> </ul>		<p><b>Hack the System</b></p> <p>Run scenario when your product and services can be hacked in a way, they will be used for a different purpose. Hacked in not necessarily negative, however, this activity is another safeguard for detecting pitfalls early.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Detect unwanted usage of your product and services</li> <li>- Check if this usage can harm your business, or your sources of revenue</li> <li>- Identify how your system can be used to target an unusual customer segment or generate another source of growth</li> </ul>	<p><b>Risks</b></p> <p>Tackle Financial Risk, Provider and Customer dependency risk, Reputational Risk, Resilience risk, Technology Risk, Security risk, Operational Risk, and Maintainability risk.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Reduce risks by identification, acceptance and establishment of mitigating actions</li> </ul>	<p><b>Security &amp; Protection</b></p> <p>Identify the Security features and controls you must comply with, like physical access mechanisms, authentication, authorization, customer due diligence, security clearance, data encryption, hygiene, etc.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Defined security requirements and associated controls</li> <li>- Provide security and compliance by design</li> <li>- Identify secure and protective behavior that can be documented or added as a product/service feature</li> </ul>	<p><b>Mobile Machines, (Autonomous) Vehicules and Robots</b></p> <p>Identify the moving infrastructure like drones, smart carrier, fleets, etc.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Prepare your acquisition list</li> <li>- Input to the financial forecasting (CAPEX and OPEX)</li> </ul>