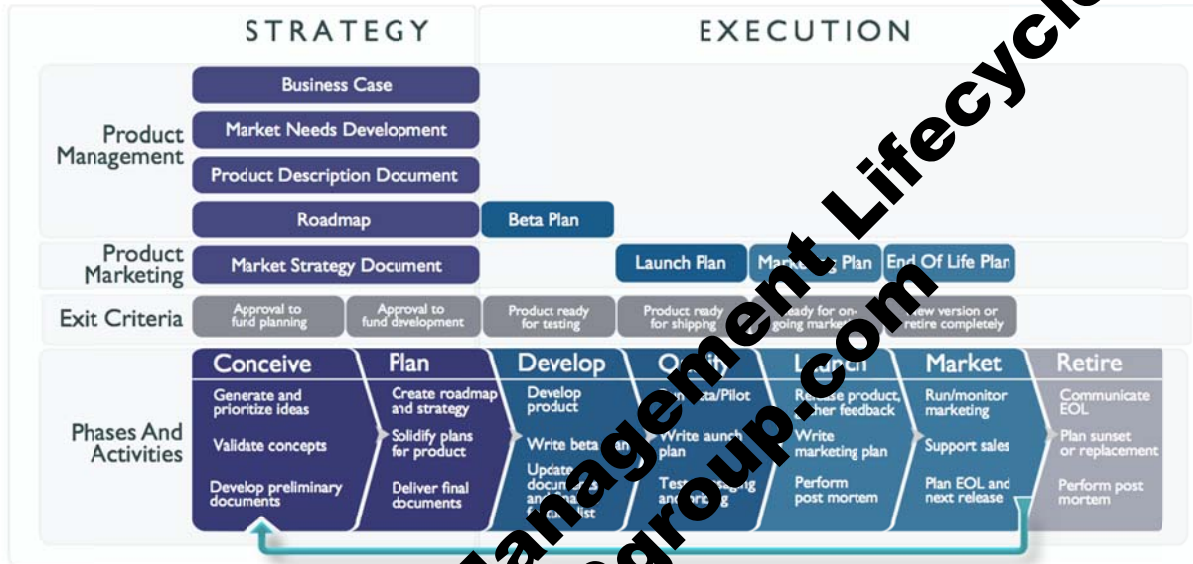


<Project Name>

Market Needs Document

280 Group Optimal Product Process™



Optimal Product Process: 280 Group
Conceive to Retire: AIPMM Product Management Body of Knowledge (ProdBOK) | Version 1.0

This template is part of the Product LifeCycle Toolkit™ from the 280 Group.

The 280 Group helps companies deliver products that delight their customers and produce massive profits™. They offer Product Management and Product Marketing consulting, contracts, training, certifications, books and templates.



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How to Use This Document

Notes appear in this style are to assist the writer. These notes can be deleted from the final document.

The tag <body> is used as a placeholder for entering text. These are to be replaced with the actual content of your document.

If a specific section or requirement category isn't applicable to your project, it should still be included in the final document. Use the notation 'N/A' (not applicable) and possibly a brief reason why the section isn't needed. If needed, add sections to cover issues specific to your company and product, following the style in this document. You may wish to record your assumptions and references in the last section of this document as you write it.

Principles of Optimal Product Process

- Avoid duplication
 - Best content container
 - Different stages, authors, purpose
- Maintain history throughout Product Life Cycle
 - Revise one document, and only when necessary
- Works in Waterfall and Agile organizations
- Separate strategy from execution
 - Ensures you have everything important to product's success
- Document is not a goal
 - How much/little you include is heavily dependent on situation
 - Each document could be as short as a dozen pages

Purpose of this document

This document describes the market needs, and more importantly the customer's goals, that create a unique and valuable opportunity for the company. This document captures needs, and should be written from the customer's perspective (aka "voice of the customer"). This document is not a description of features or about ways to solve those customers needs. This document should be written by a product manager to request an engineering response describing the solution. Its primary audience is engineering, but will also be read by senior management as part of the business analysis done in Conceive and Plan.

Bottom line – you are describing the valuable needs to be address in the market opportunity

Table of Contents

1# Executive Summary..... 4#

2# Personas..... 4#

 2.1# **Buyer Personas 5#**

 2.1.1# Financial Decision Maker (CFO)..... 5#

 2.1.2# Technical Decision Maker (CIO)..... 5#

 2.2# **Users Personas..... 6#**

 2.2.1# Persona A 6#

 2.2.2# Persona Example Tom 7#

3# Problem Scenarios 8#

 3.1# **Problem Scenarios #1 9#**

 3.2# **Problem Scenarios #2 9#**

4# Needs 10#

 4.1# **Functional 11#**

 4.2# **Compatibility 12#**

 4.3# **Security 12#**

 4.4# **Performance..... 12#**

 4.5# **Usability..... 12#**

 4.6# **Operational..... 13#**

 4.7# **Internationalization..... 13#**

 4.8# **Documentation..... 13#**

 4.9# **Support..... 13#**

 4.10# **Legal, Regulatory, and Compliance..... 13#**

 4.11# **Distribution and Packaging 13#**

 4.12# **Miscellaneous 14#**

5# Success Criteria..... 14#

6# Assumptions 14#

7# Open Issues..... 14#

8# Exhibits and Appendices 15#

 8.1# **Glossary..... 15#**

 8.2# **Supporting data 15#**

 8.3# **External References 15#**

Sample from Product Management Lifecycle Toolkit
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