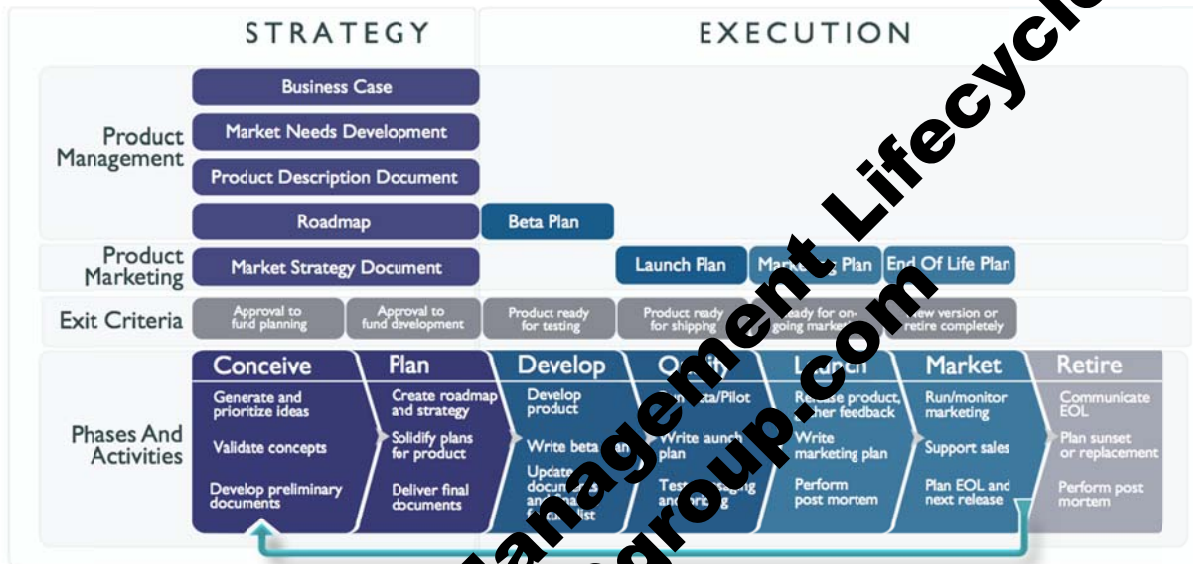


# <Project Name>

## Product Description 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, contract training, certifications, books and templates.



[www.280group.com](http://www.280group.com) 408-834-7518

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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 what the product needs to do. It is a response to the Market Needs (which describes what customers need to do) and is usually written by a product designer or architect. This is not a detailed technical specification. This is high-level feature-oriented description of the complete solution that meets or exceeds the desired customer satisfaction and investment goals. It does not describe "how to" (implementation details) but instead is limited to the "what to" build. It's an expansion of the one sentence vision statement found in the Business Case. This document scopes what would be contained in the release, estimating the resources, milestones, and risks in developing the solution. It's intended to validate estimates and assumptions in the Business Case. Once this document is approved (along with the Business Case, Market Needs, and Market Strategy) the next set of technical details would be design documents describing how to build the solution.

Bottom line – describe how to turn the vision into a winning product

<b>1# Executive Summary</b> .....	<b>4#</b>
1.1# <b>Product Vision</b> .....	<b>4#</b>
1.2# <b>Objectives</b> .....	<b>4#</b>
1.3# <b>Scope</b> .....	<b>4#</b>
1.4# <b>Risks</b> .....	<b>4#</b>
<b>2# Features</b> .....	<b>5#</b>
2.1# <b>Functional</b> .....	<b>6#</b>
2.2# <b>Compatibility</b> .....	<b>6#</b>
2.3# <b>Security</b> .....	<b>6#</b>
2.4# <b>Performance</b> .....	<b>6#</b>
2.5# <b>Usability</b> .....	<b>6#</b>
2.6# <b>Operational</b> .....	<b>6#</b>
2.7# <b>Internationalization</b> .....	<b>6#</b>
2.8# <b>Documentation</b> .....	<b>7#</b>
2.9# <b>Support</b> .....	<b>7#</b>
2.10# <b>Legal, Regulatory, and Compliance</b> .....	<b>7#</b>
2.11# <b>Distribution and Packaging</b> .....	<b>7#</b>
2.12# <b>Miscellaneous</b> .....	<b>7#</b>
<b>3# Architectural Vision</b> .....	<b>7#</b>
<b>4# High Level Scope</b> .....	<b>8#</b>
4.1# <b>Resources</b> .....	<b>8#</b>
4.2# <b>Tools</b> .....	<b>8#</b>
4.3# <b>Expected Release Date and Milestones</b> .....	<b>8#</b>
<b>5# Risk Analysis</b> .....	<b>8#</b>
<b>6# Assumptions</b> .....	<b>9#</b>
<b>7# Open Issues</b> .....	<b>9#</b>
<b>8# Conclusions and Recommendations</b> .....	<b>9#</b>
8.1# <b>Other Options</b> .....	<b>10#</b>
<b>9# Exhibits and Appendices</b> .....	<b>10#</b>
9.1# <b>Glossary</b> .....	<b>10#</b>
9.2# <b>Supporting data</b> .....	<b>10#</b>
9.3# <b>External References</b> .....	<b>11#</b>

Sample from Product Management Lifecycle Toolkit  
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