# Weekly Product Review

*Student must fill in all fields to receive full credit*

## **Industry Overview**

|  |  |
| --- | --- |
| **Product Name** |  |
| **Company Name** |  |
| **Company Size** |  |
| **Industry** |  |
| **Competitor 1** |  |
| **Competitor 2** |  |
| **Porter’s 5 forces** | *start after Market Research Lecture*  *MUST choose “high” or “low” (do not say “medium”)* |

## **Product Positioning**

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| --- | --- |
| **Value Proposition** |  |
| **Target Audience** |  |
| **Revenue Streams** |  |
| **Product Life Cycle Curve** | DRAW the product life cycle curve (must draw to receive full credit)  *May not be a bell curve – consider different shapes for fads, breakthroughs* |
| **Phase of PLC** | What phase is this product in and why? |
| **Company Actions** | Has there been any recent announcement about the product? A new promotion, a partnership, a new feature release? Explain if this action is appropriate given the product lifecycle curve. |

## **Product Features**

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| --- | --- |
| **Identify 10 product features**   * **Number all features** * **Star the features needed for a MVP** | Example features for physical products:   * What does this product do? * Physical attributes – waterproof rating, size, shelf life * Lights, Sounds, Haptic feedback, Sensors, Motion. * Consumables / Accessories?   Example features for apps:   * What does this app allow you to do as a user? * In app purchase capability * Widgets * Calendar view, Trend view |
| **Choose a feature that matches with a specific audience. What is the User Story for that feature?** |  |
| **Choose a feature that differentiates this product from the competition.** |  |
| **Choose a feature that is “nice to have”. If this feature did not exist, what would be the impact to the product lifecycle?** |  |
| **Does this product have multiple SKU’s? Does it make sense given the product category, market size, and company position to have multiple SKU’s?** | Multiple level options for customers to choose from  Examples:   * Uber Pool vs. Uber Black * Accessories available in different colors * Membership levels (features unlocked at each level)   Not an example: iPhone 13 vs. iPhone 14 (these are different products) |

## **Product Review & Recommendation**

## Product Review

Read some reviews of the product. Based on these reviews, what are the key areas of improvement that the company should focus on when developing the next generation of this product?

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| --- | --- | --- |
|  | **Customer Feedback** | **Product Recommendation** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |