UDACITY

PROJECT SPECIFICATION

Deliver a Product to Market

Define Product and Market

CRITERIA	MEETS SPECIFICATIONS
Create or update a PRD to identify the users, the problem and the product	PRD is well-organized and includes: • Background information about the industry or the problem • Problem Statement • Product Goals • Key Features of your project • Success Metrics • Target Market
Estimate Size of Total Addressable Market and add it to the PRD	Market size is estimated based on publicly available data Size calculation uses reasonable assumptions and is logical Data sources and assumptions are documented

CRITERIA	MEETS SPECIFICATIONS
Identify and assess the size of competitors	At least two competitors are identified Each competitor's size is estimated (users, sales or ideally both) Sources for data are included and assumptions are documented

Marketing and Pricing Strategy

CRITERIA	MEETS SPECIFICATIONS
Determine acquisition channels	At least three channels are identified in the PRD At least two are not AppStore channels. Each channel has: • A description of the channel • An explanation of why this channel was chosen

CRITERIA	MEETS SPECIFICATIONS
Provide guidance to the Marketing team	A Marketing Guide is linked in the PRD. The Marketing guide includes: • Key features of the product • Benefits to users and consumers • How to use the product • Where users can find the product
Identify the optimal pricing strategy to meet the financial goal for the product	A Pricing section is added to the PRD including: • The revenue goal • An explanation of why this goal was set • A pricing strategy to meet the revenue goal

Preparing for Launch

CRITERIA	MEETS SPECIFICATIONS
Develop the Pre-Launch Checklist	The checklist is included in the PRD and includes all of the teams that you will need to interface with before launch Each team has at least one discussion item specified

CRITERIA	MEETS SPECIFICATIONS
Anticipate and plan for risks	At least three risk factors are identified in the PRD A mitigation plan is included for each risk factor
Provide a training plan for sales, customer support, and technical writers	A training guide for the Sales and Customer Support Teams is linked in the PRD and includes: - Key features of the product - Benefits to users and consumers - How to use the product - Where users can find the product
Create a user guide	User guide for users/customers is linked in the PRD and describes at least two of the product's key features and explains: - How to access each feature - How to use each feature

Post Launch Activities

CRITERIA	MEETS SPECIFICATIONS

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Create a test to determine if a new feature solves a problem identified from post-launch user feedback	The proposed solution and the test are included in the PRD The test includes: • A description of the proposed solution and an explanation of why it solves the problem • Success metric for the test • A description of the control and variant • A hypothesis about what will happen
Write a launch email to the organization	A link to the email is included in the PRD. The email includes: • Background information about why the product was developed • A description of the product and its key features • Visual representations of launch data • Next steps

Suggestions to Make Your Project Stand Out!

- Sales guide (or marketing guide) has visual elements and good guide to product features and how to use the product
- The launch email has nice graphics and more detials. Looks more detailed than expected.

- For the A/B testing, create a more sophisticated test with at least three arms in addition to the control.