



7. Drafting a Product Strategy based on a framework

Training ChatGPT on the strategy framework first

Gibson Biddle has a product strategy framework called the DHM Model. D stands for delight (how does the product delight customers and add real value), H stands for hard-to-copy (what is an advantage that your product has that is hard to copy and compete with) and M stands for margin-enhancing (how will the product generate a profit and sustain the business). In short, the DHM model aims to answer: “How will your product delight customers, in hard-to-copy, margin-enhancing ways?”.

Now, act as a Product Manager for a **web analytics tool like Google Analytics**. Give me a product strategy for this product using Biddle's DHM model.