In this project, we will develop a Launch Plan for one of four fictional product scenarios detailed on the next page.

Step 1: Prepare for the Project

We have created starter templates for all phases of this project. You can make **copies** of the Google Docs templates:

- PRD Template
- Marketing Guide Template
- Training Guide Template
- User Guide Template
- Launch Email Template

Or you can download a zip file with MS Office versions of the templates:

- Product Launch Project Starter Templates

Step 2: Choose a Product Scenario

Review the options on the Product Scenarios page. You can choose from any of these fictional scenarios:

- Kaiser Permanente Project
- DoorDash
- Amazon Self-Publishing
- LinkedIn

Step 3: Create a PRD with Product and Market information

1. Open the **Product Launch PRD Template** (see above)
2. Using information from the Product Scenarios on the next page, add details about the product:
   - Background information about the industry or the problem
   - Problem Statement: What is the problem your product is solving?
   - Product Goals: How does your product solve the problem?
   - Key Features of your project
   - Success Metrics
   - Target Market: who are your users and customers?
3. **Add an estimate of the TAM (Total Addressable Market) to your PRD:** Using the techniques you learned in the course, make a quick "back of the envelope" calculation of your addressable market (TAM).
4. **Update the PRD to Identify our competitors**: Use publicly available data and the research techniques you learned in the course to research the competition.
   - Find at least 2 products that solve the problem we are working on

- Estimate the competitor's revenue and the number of users. This does not need to be precise.

Document all of your assumptions and reference your sources.

Step 4: Develop the Marketing and Pricing Strategy

1. **Develop an Acquisition Channel Strategy** In the PRD, identify at least three channels you can use to reach your users. At least two channels should be non-traditional (not AppStores). Think creatively about how to make your product stand out and be noticed. For each channel:
   - Describe the channel
   - Explain why this channel will work for your product
2. **Develop guidance to craft the Marketing Message** Write a Marketing Guide to share with the marketing team and include a link to the document in your PRD. You can use the provided **Marketing Guide Template** (see above) or create your own. The Marketing Guide must include:
   - Background including a description of the product and the problem it solves for users)
   - Market and User information including a description of the target market and competitors
   - Product positioning
     - Value proposition
     - Description of the product's three main features
     - At least one screenshot or mock of the product
3. **Set a Pricing Strategy** Add a ***Pricing*** section to the PRD that explains the product's pricing strategy
   - Identify and justify the revenue goal for the product. (Remember! Not all products generate revenue directly)
   - Develop a pricing strategy that is consistent with that goal

Step 5: Get Ready for Launch

1. **Develop the Pre-Launch Checklist** In the PRD, make a list of the teams you need to work with before launch and what you need to discuss with each team.
2. **Anticipate Risks** In the PRD, identify at least 3 risk factors and develop a plan to mitigate those risks
3. **Prepare the Sales and Customer Support Teams** Write a Training Guide to share with the Sales and Customer Support teams and include a link to the document in your PRD. You can use the **Training Guide Template** (see above) or create your own. The Training Guide must include:
   - Background including a description of the product and the problem it solves for users)

- Market and User information including a description of the target market and competitors
- Product information
    - Description of the product's three main features
    - At least one screenshot or mock of the product
- Pricing
4. **Create User Tools** Write a User Guide for at least two of the product's key features and include links to the documents in your PRD. You can use the **User Guide Template** (see above) or create your own. Each user guide must include:
    - A description of the feature
    - How to access the feature
    - How to use the feature
    - At least one screenshot or mock of the product

Step 6: Post-Launch Activities

1. **Write a Launch email** The launch email should share your team's work with the rest of the organization. You can use the **Launch Email Template** (see above) or create your own. The email should include:
    - Background information about why the product was developed
    - A description of the product and its key features
    - Visual representations of launch data
    - Next steps based on the updated product scenario
2. **Prepare to iterate the product after launch**
    - Review the provided post-launch data
    - Propose a solution to the problem described in the scenario
    - Design an A/B test to determine if the proposed solution will work. In the PRD include the following information about the test:
        - Proposed solution
        - Metric you will use to determine success
        - Control and variant
        - Your hypothesis