

YOUR PRODUCT DESIGN KIT

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DETAILS

General details and descriptions
of features, functions and benefits.

Possible product names

Think about some names for your product. As your product is developed, a name that captures the essence of it could change with influence of feedback, adaptations or availability. Make a list and ask around for feedback and suggestions.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Features

Create a list of the features of your product. Identify as many aspects of it as you can to describe it. Use the following questions as examples, and continually think about more.

1. What do each of the parts do?
2. What do each the groups of parts do?
3. What color is it?
4. How large or small is it?
5. What is it made of?
6. What does it feel like?
7. How much does it weigh?

Functionality

Using your Features list, describe how each item works. Be sure to explain how parts interact with each other and related objects.

1. Feature 1 works by....

Feedback

Iteration[
Date[
User[

Get feedback with each version of your prototype. Below are some basic questions, but ask any additional related to your product. Get as many responses as quickly as possible and focus on common responses.

With your data, determine if you need to make simple modifications or redesign parts. Go back to the Sketching phase and illustrate any changes that you plan to make and proceed from there.

Question 1: How does _____ fulfill _____? (your product) (user's problem or need)	
Responses	Suggestions, comments, questions...

Question 1: How do you currently solve this problem?	
Responses	Suggestions, comments, questions...

Question 1: How much would you pay for this product?	
Responses	Suggestions, comments, questions...

Question 4: What other products do you use that are related to your problem?	
Responses	Suggestions, comments, questions...

SKETCHES

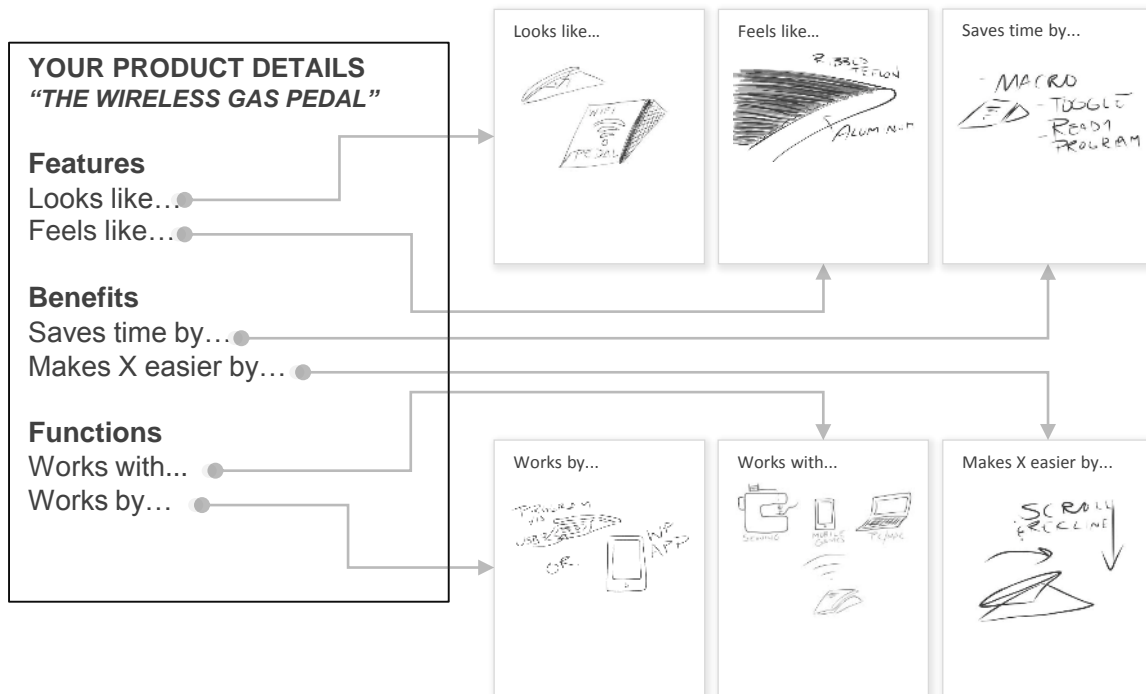
Illustrations of features, functions and benefits.

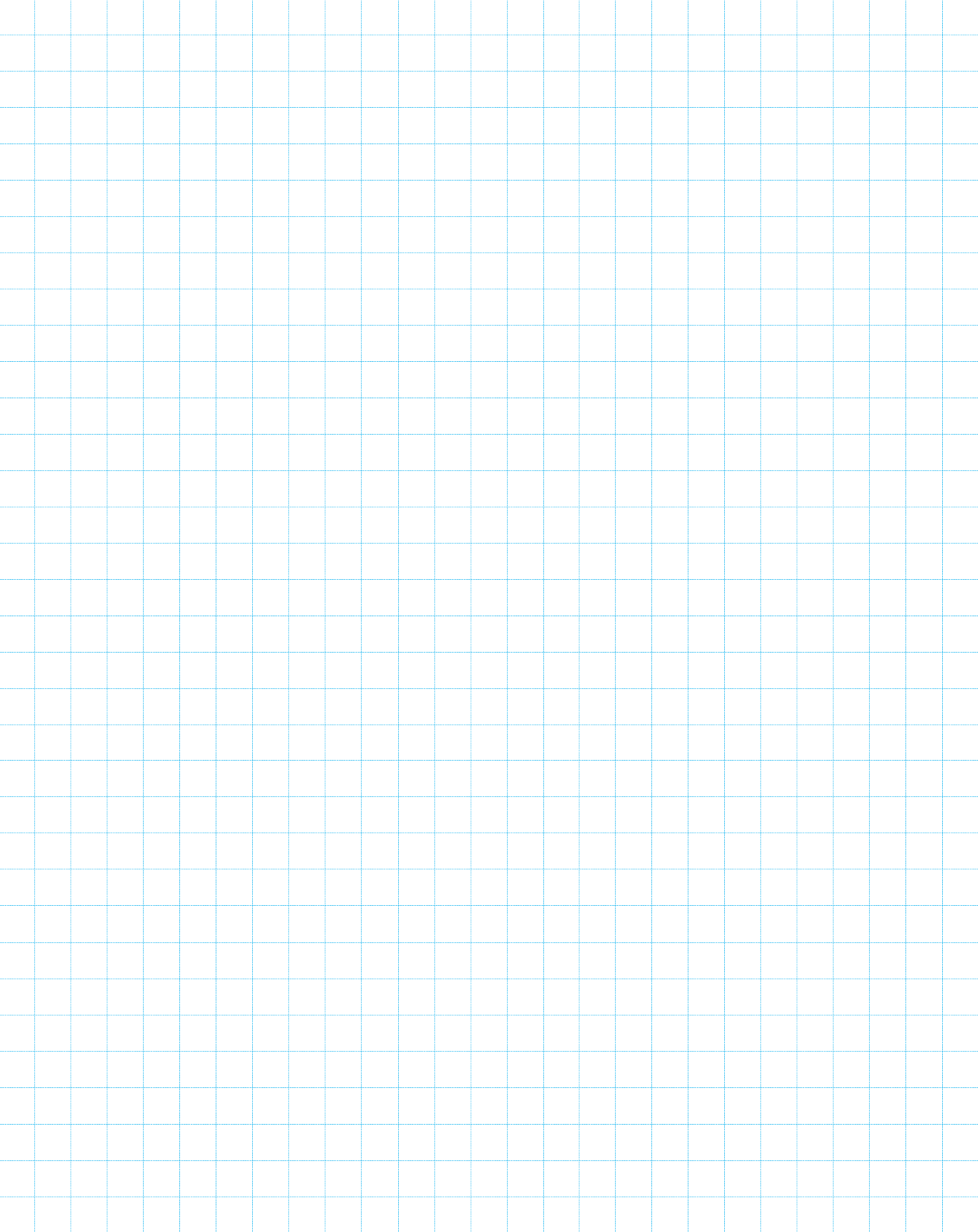
SKETCHES

Product sketches

Take a blank sheet of paper and sketch your product in a way that demonstrates its features, benefits and functionality. Illustrate using different angles if needed.

Use a separate sheet for each item. If you have difficulties drawing, use the sketching practice methods and the sketching paper templates.





MARKETING

Punchlines, pitches and PR.

MARKETING

Benefits

Using your Features list, describe the benefit of each item. This list of benefits should be worded for use in marketing materials.

1. The benefit of Feature 1 is...

Pitch your product

Think about several brief descriptions of your product. As you progress, get feedback and suggestions. Try to use 120 characters or less so you can utilize the description with links and tags in Twitter, Instagram, Facebook or other social media channels as well as ad links.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Ideal customer & channels

Create a profile of your customer using specific details and create messaging.

EXAMPLE

- Create a persona of your ideal customer
- Identify attributes and demographics
- Create communications through their preferred channels.

Some examples from Forbes.com

- A single male in his early twenties renting an apartment in NYC and making more than \$100,000 a year
 - **Channels: Facebook, Twitter & Instagram**
- A married mother of four in Wisconsin that is a stay-at-home parent and has a total family income of less than \$40,000 per year
 - **Channels: Facebook, blogs**
- A divorced father of two residing in Alaska, on a farm, with a net worth of several million dollars
 - **Channels: Podcasts**

<http://www.forbes.com/sites/jaysondemers/2013/08/27/6-steps-to-decoding-your-target-audience/3/>

Ideal customer & channels

Create a profile of your customer using specific details and create messaging.

Your Product vs...

What competing products exist?

List out all of your features and theirs for a comparison chart.

Feature	Your product	Competition A	Competition B
Feature 1 Does this	X * Yours is better because...	X * Theirs is (insert short-coming here)	X
Feature 2 Does	X * Yours is better because...	X	X
Feature 3	X * Yours is better because...	X	
Feature 4	X		
Feature 5	X		
Feature 6			
Feature 7			

EXAMPLE

Your Product vs...

What other products exist? List out all of your features and theirs for a comparison chart.

Feature	Your product	Competition A	Competition B
Feature 1			
Feature 2			
Feature 3			
Feature 4			
Feature 5			
Feature 6			
Feature 7			

CONTACTS

It takes a village.

CONTACTS

People & Propositions

There's always an opportunity beyond sales. Look at other companies that you could potentially partner with. Identify potential advisors to help keep you going in the right direction. Here are a list of people to consider and add notes describing how they might be able to help you.

1. Advisors & Mentors
2. Investors
3. Journalists and evangelists
4. Potential Partners
5. Anyone that can help

SUPPLIERS AND MANUFACTURERS

Your partners in production

SUPPLIERS & MANUFACTURERS

Vendors & Suppliers

Create a list of businesses or individuals that your business will rely on. Use any system or software such as an excel spreadsheet, Google Contacts, Contact+ or Zoho contacts.

Always utilize the notes to hold important details.

Minimum details

Company Name

- Importance (1-10)
- Contact
- Email
- Phone

Notes

- Account #
- Minimum order
- Quotes
- Terms
- Lead time
- Turn-around time

BOM (Bill of Materials)

List all parts

List suppliers

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Question 1: How much would you pay for this product?	
Responses	Suggestions, comments, questions...

Question 4: What other products do you use that are related to your problem?	
Responses	Suggestions, comments, questions...

ACCOUNTING

Receipts, journal, travel log, etc...

ACCOUNTING