

Practice Activity

Purpose: Evaluate and assess the product management process of the Tesla Model 3, from ideation to product launch and post-launch. The objective is to identify the strengths and weaknesses of the process followed by Tesla, and provide recommendations for improvement areas to enhance the success of the product.

Instructions:

- Analyze product management process of Tesla Model 3, from idea generation to product launch and beyond.
- Based on your analysis, identify the strengths and weaknesses of the product management process followed by the company.
- Suggest improvement areas and explain how these improvements can impact the product's success.

One possible solution can be downloaded from the resources section of this lecture.

Resources for this lecture

- Product Mgmt Process Exercise_Solution.docx