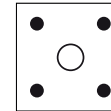


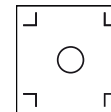
# THE PRODUCT FIELD

productfield.com



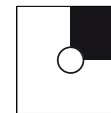
## Draw

Set the stage. Map out a structured ground plan. Twelve areas. Make it visual. Make it big. Make it yours.



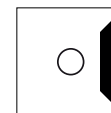
## Fill

Get your stakeholders in one room. Address all areas, together. Ask for honest input. Mind the gaps. Be thorough. Be persistent.



## Validate

Check your big picture. Condense each quadrant to a sentence that makes sense. Be concise. Be conclusive.



## Analyse

Detect challenges and opportunities. Spot focal points by dot-voting. Make interacting vectors visible. Mind the forces.

# THE PRODUCT FIELD

productfield.com

## Fill

### Goals

Why do you want to create/market that product at all? How will/does it reinforce your company mission?

### Motivations

What do your users want to achieve?

### Users

Who are the people that will use your product?

### Customers

Who are the people or organizations that will actually pay for your product?

### Distribution

How will you get the product to your users?

### Production

What will/does it take to create the product?

### Enablers

What are the basic prerequisites, key capabilities or opportunities that enable your product development?

### Drivers

What are the qualities or entities needed to drive your product development forward?

### Problem

What is your user's need or pain? How strongly do they feel the need or pain?

### Competition

What are existing alternative solutions to tackle the problem?

### Solution

How will/does your solution solve the problem?

### Uniqueness

Compared to competing solutions, what makes your solution unique and superior?

