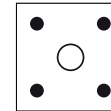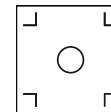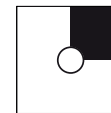# THE PRODUCT FIELD

productfield com

Draw

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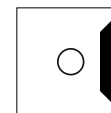
Fill

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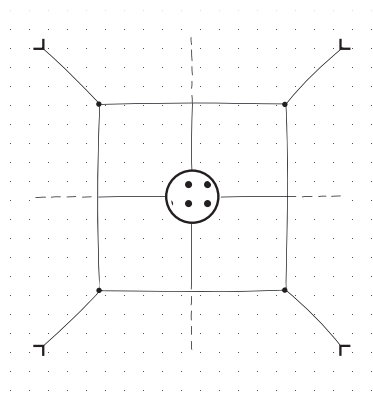
Validate

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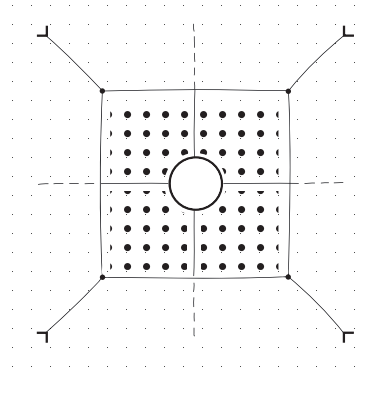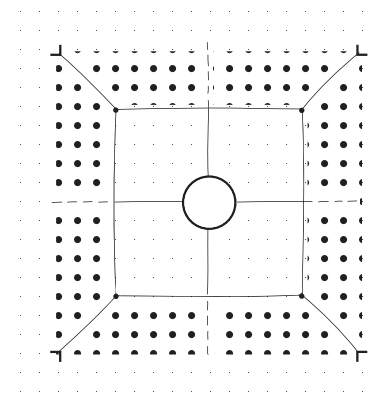
Analyse

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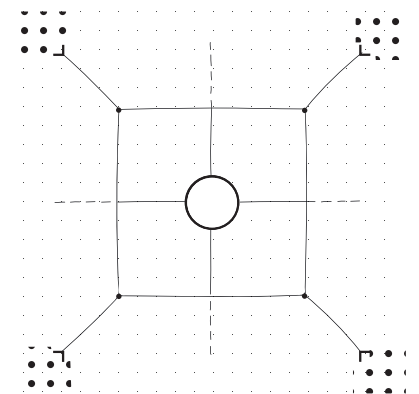
Center

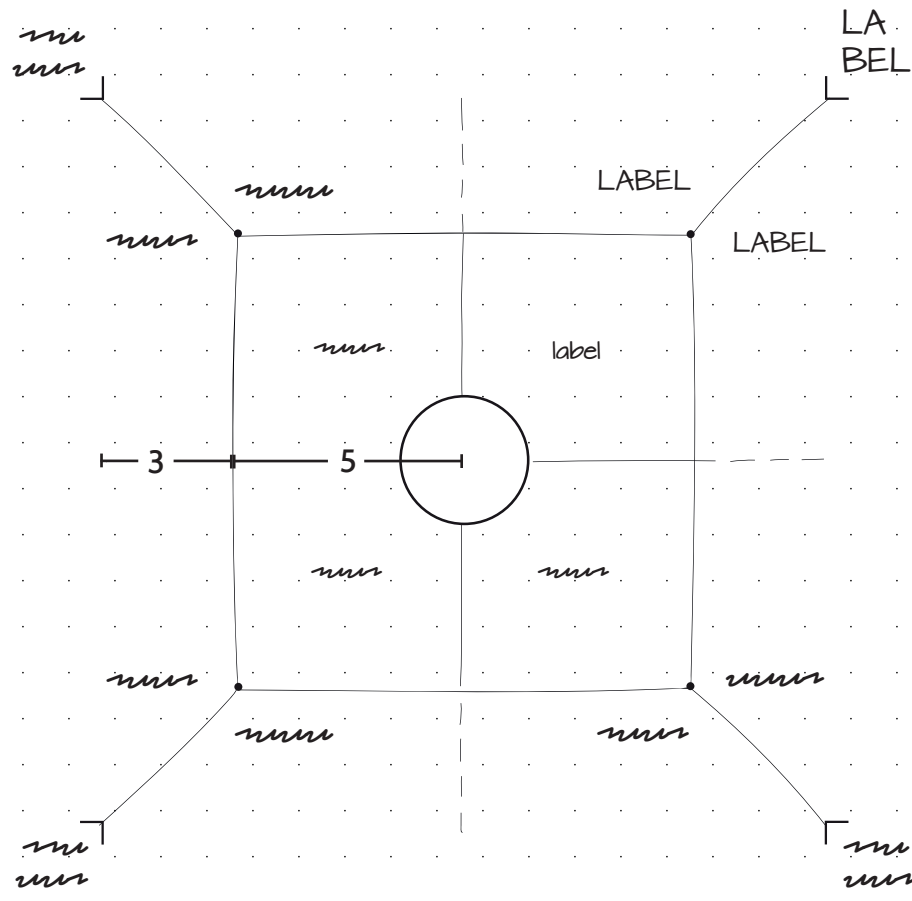Core

Context

Character

LA
BEL

LABEL

LABEL

label

3 — 5

Draw

Center
The Product Field starts with the name of your product at its center.

Core
The Field's core describes your product as a solution to a problem that differentiates itself from the competition with a certain uniquess.

Context
Around that core, the field shows the context your product is being developed and used in.

Character
At last, the Field adds the areas which describe the nature or character of your product innovation

In-Out
On the left hand side, you see the inputs needed for the invention at the core of your product; on the right hand side you see whom you have to reach in order to achieve adoption of the product.

Abstract - Concrete
At the top are the central aspects of the product's vision; at the bottom, the means of execution needed to fulfill it.
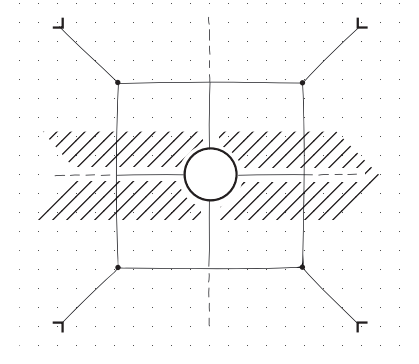
In – Out

Abstract – Concrete

THE PRODUCT FIELD

productfield com

Fill

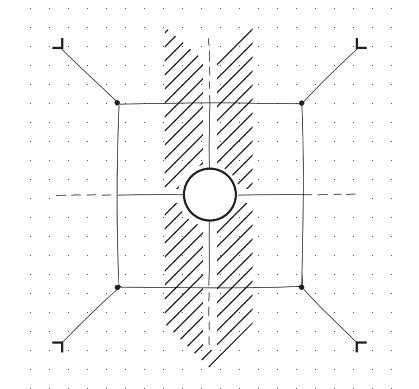**Goals**
Why do you want to create/market that product at all? How will/does it reinforce your company mission?

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?

IDEA

VALUE

GOALS

MOTIVATIONS

DRIVERS

USERS

uniqueness

problem

solution

competition

ENABLERS

CUSTOMERS

PRODUCTION

DISTRIBUTION

RESOURCES

MARKET