

Product Management Fundamentals

with Doug Winnie

Feature Categories

Instructions

Identify the three categories you have for your product, then write or place sticky notes above each category to organize features into groups.



Product Management Fundamentals

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Feature Categories

Instructions

Identify the five categories you have for your product, then write or place sticky notes above each category to organize features into groups.



Product Management Fundamentals

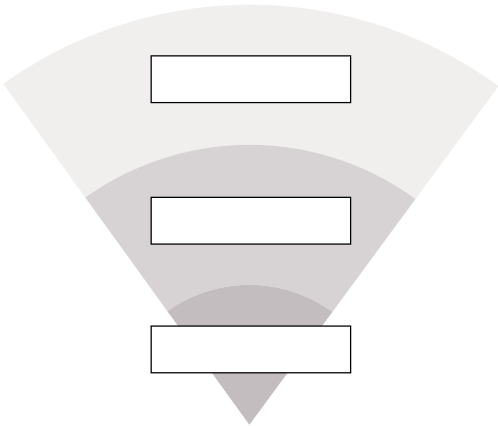
with Doug Winnie

Feature Chart

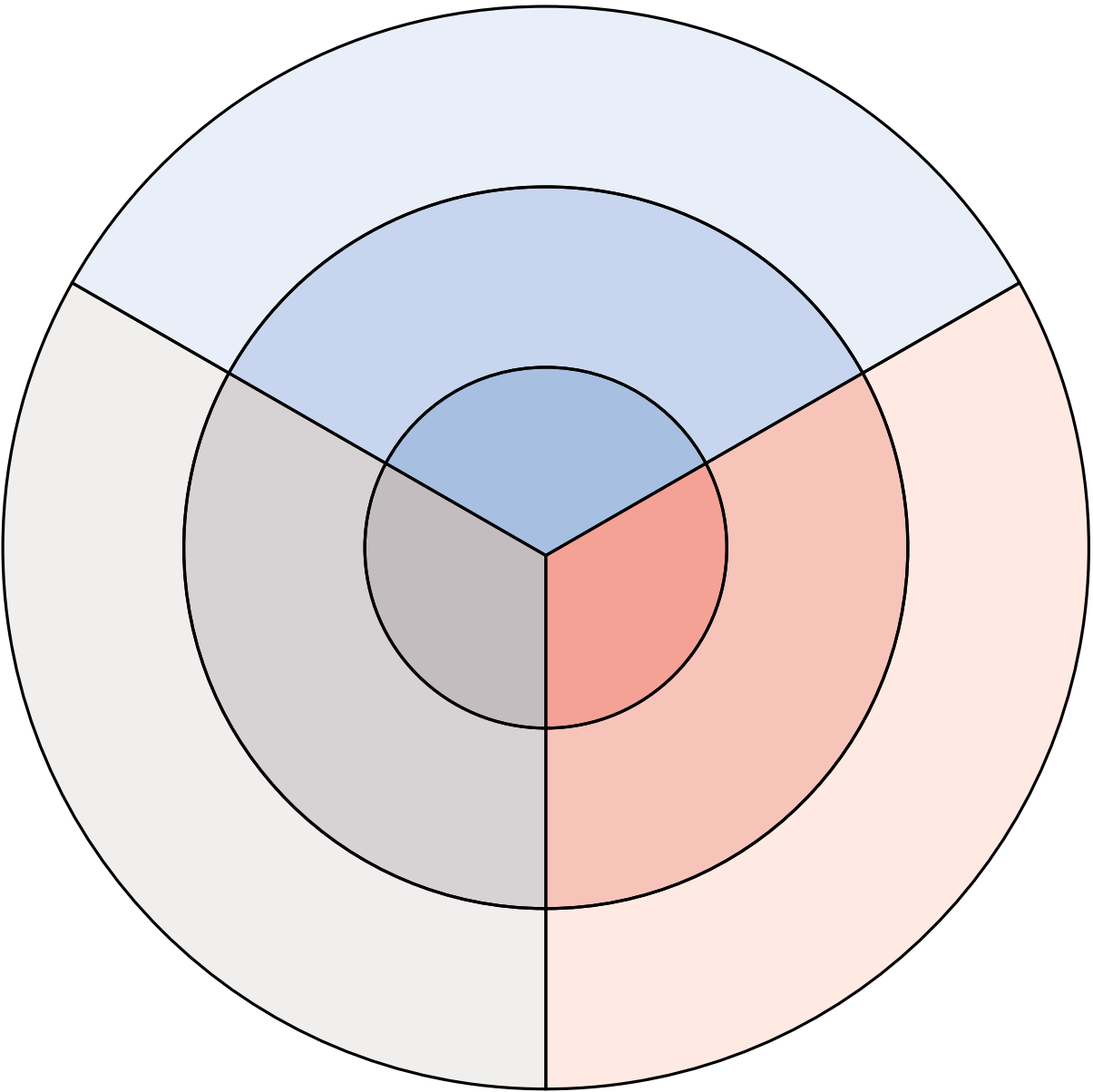
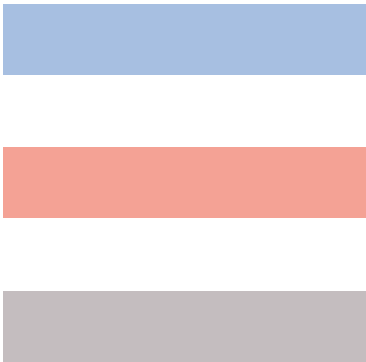
Instructions

Use the chart to prioritize your features, based on three categories, using three periods of time. Below, define the periods of time and categories you will use for your product.

Time Periods



Product Categories

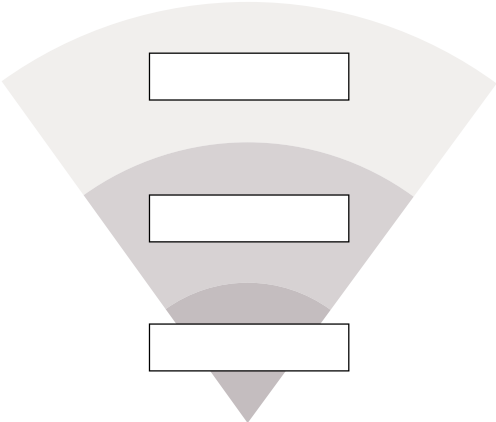


Feature Chart

Instructions

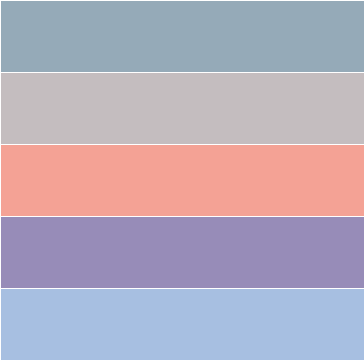
Use the chart to prioritize your features, based on five categories, using three periods of time. Below, define the periods of time and categories you will use for your product.

Time Periods

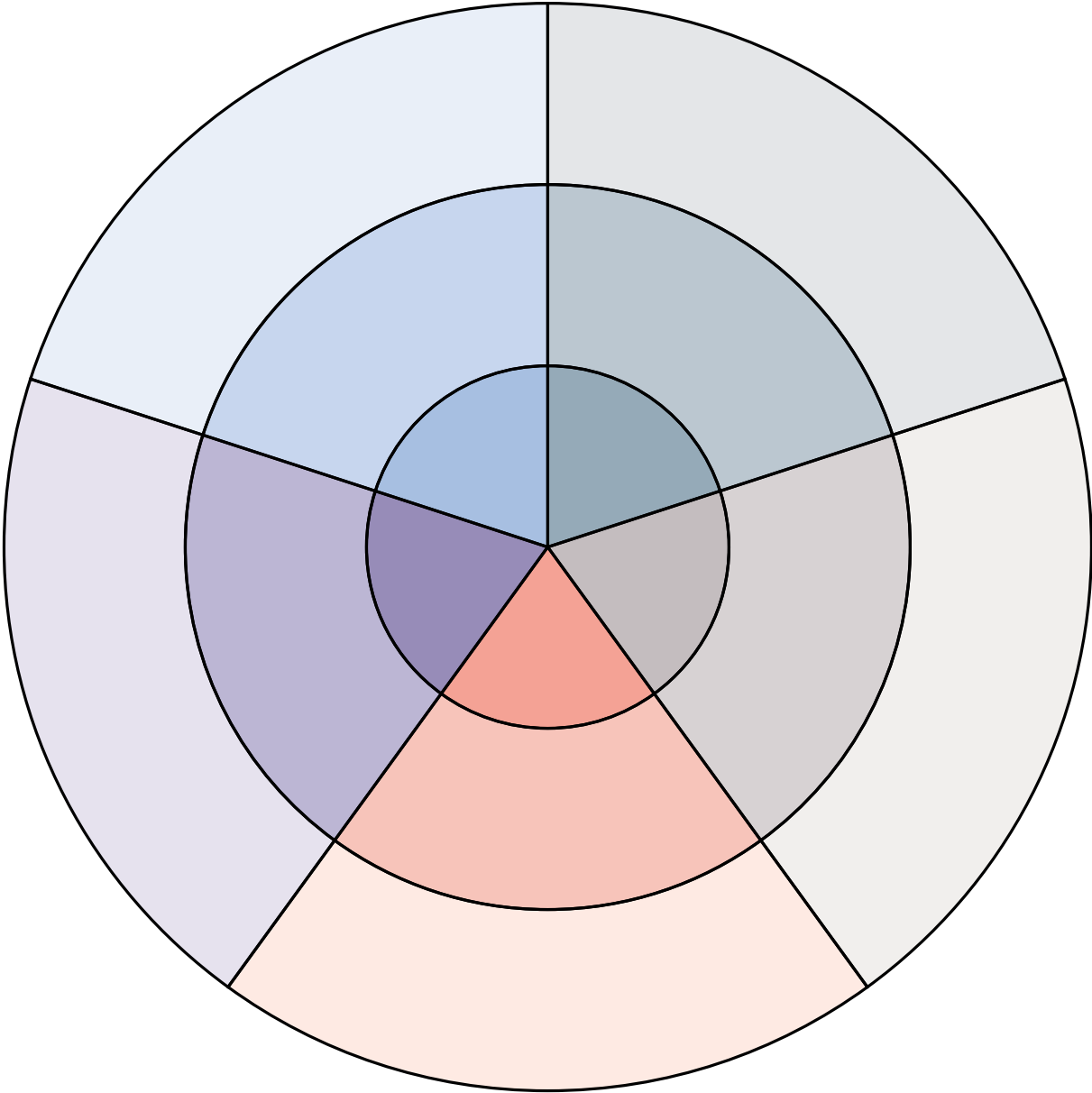


Three concentric sections of a funnel, each with a text box for defining time periods.

Product Categories



A vertical stack of five colored rectangles representing product categories.



Forces on Your Product

Instructions

Use this timeline to draw flags for events or trends that are helping or hurting the success of your product. Place flags based on specific events above the timeline. Indicate general trends below the timeline.

