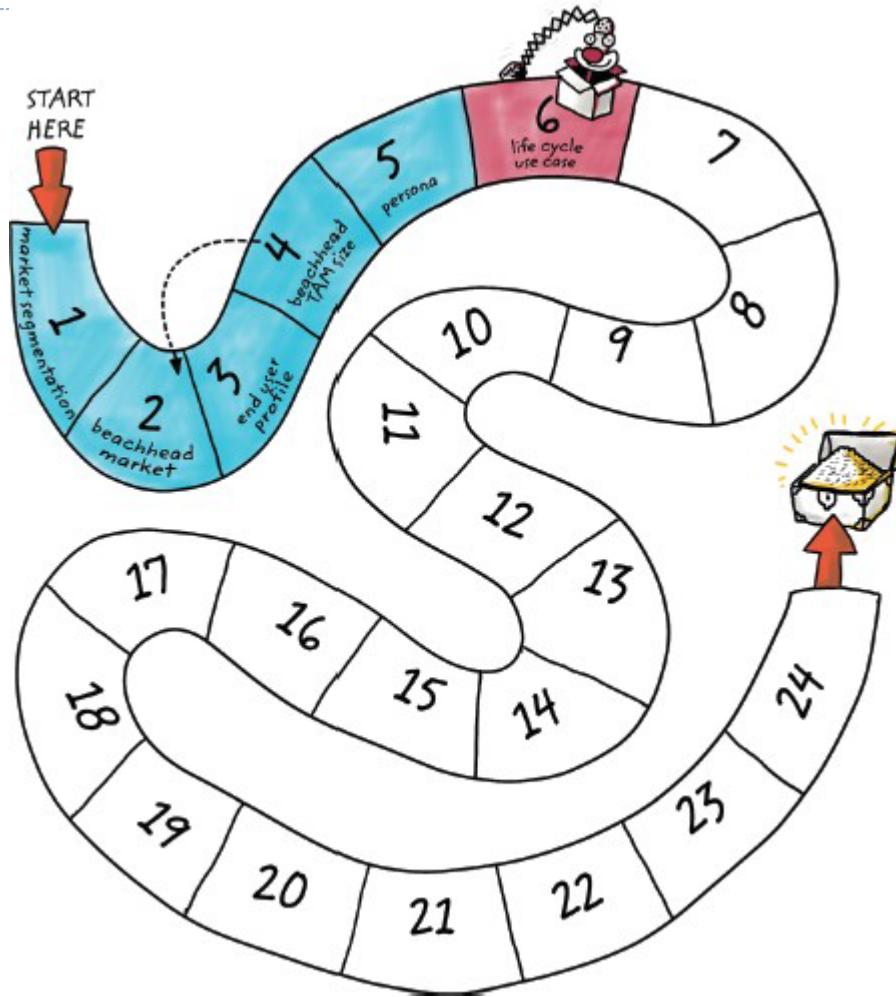


Lesson 6: Full Life Cycle Use Case, High Level Product Specification

Lesson Plan

- ▶ Full Life Cycle Use Case
 - what the product will do for your customer and what your customer will do with it
- ▶ High-Level Product Specification
 - create a visual representation of your product

Step 6: Full Life Cycle Use Case

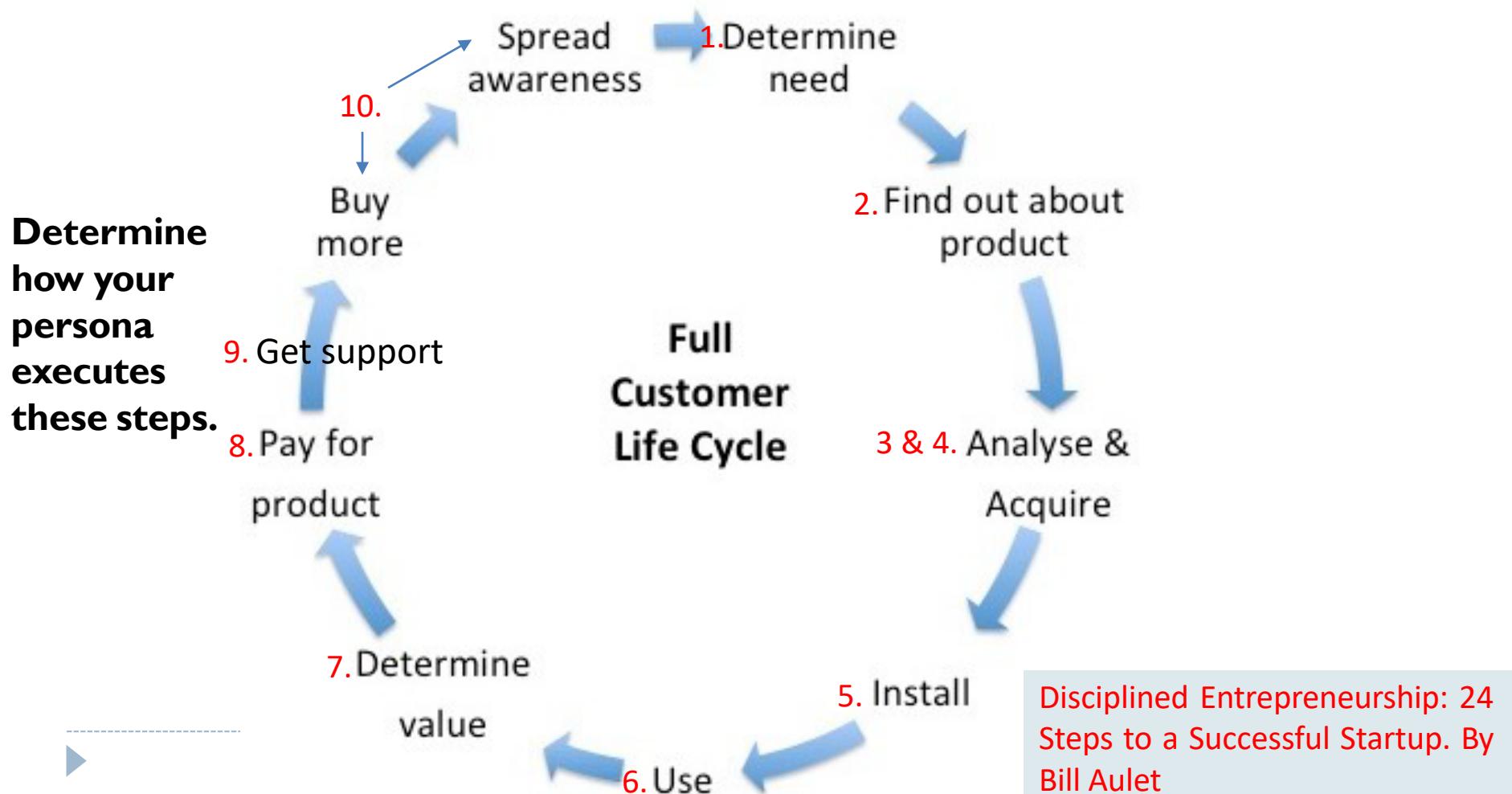


Full Life Cycle Use Case - Overview

- ▶ Determine how the product will fit into the customer's current process (aka value chain).
- ▶ Describe how the end user determines they have a need for your product.
- ▶ Define the acquisition (including the payment for the product) and post-installation support processes.
- ▶ Define how the customer uses the product ("use case").
- ▶ Understand if and when the user would purchase your product again.
- ▶ How they will tell others about your product.

Full Life Cycle Use Case - Visualization

- ▶ Use your Persona and the primary market research.
- ▶ Look at things through the eyes of the customer



Full Life Cycle Use Case - 10 Factors

How end users will:

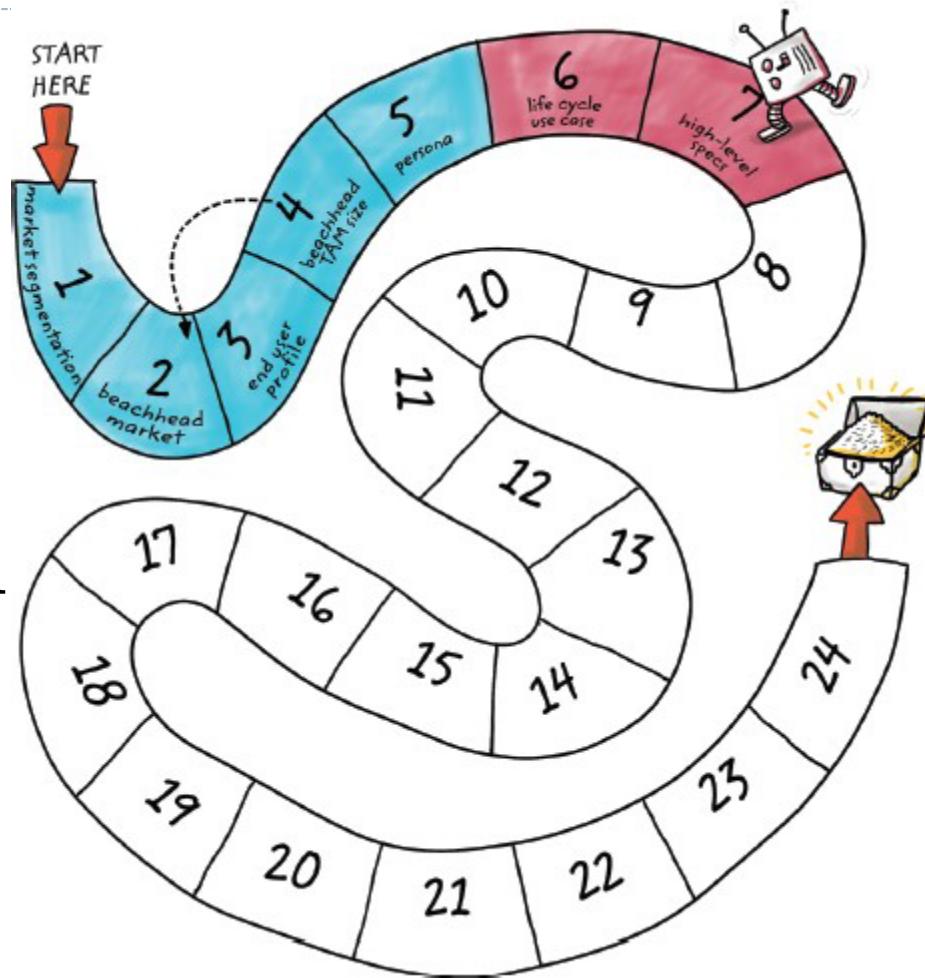
1. Determine they have a need and/or opportunity to do something different. (catalyst to action)
 2. Find out about your product.
 3. Analyze your product.
 4. Acquire your product.
 5. Install your product.
 6. Use your product (in detail).
 7. Determine the value gained from your product.
 8. Pay for your product.
 9. Receive support for your product.
 10. Buy more product and/or spread awareness (hopefully positive) about your product.
-

FillBee's Nightmare on Decor Street (example of Full Life Cycle Use Case before new solution is implemented).



Step 7:

High-Level Product Specification



Defining the High-Level Product Specification / Prototype

- ▶ We started with the customer before defining the product to ensure it fits the customer's needs.
- ▶ You are tailoring your product to the specific beachhead market where you will be able to gain market share, rather than trying to force a product on a market



A High-Level Product Specification is

- ▶ A visual representation of what your product will be when it is finally developed based on what you know at this point of the process.
- ▶ High level conceptual representation to discuss and create consensus within your team on where you are going.
- ▶ If the product is software or a website, storyboards/wireframes should be made showing the user's logical flow from one screen to another.
- ▶ If it is hardware, then diagrams are useful.
- ▶ A tool that allows your team and customers converge around an understanding of what the product is.
- ▶ Shared with potential customers to iterate it and thoroughly understand the strengths and weaknesses of your product spec.

Summary

- ▶ Creating a visual representation of the Full Life Cycle helps to understand which obstacles will come up when selling to the target customer.
- ▶ Creating a visual representation of your product gives the team consensus on what the product is and how it benefits customers.

