

WORKING BACKWARDS

AMAZON'S APPROACH TO PRODUCT DEFINITION



Great products are
rarely serendipitous



They require forethought
and planning

MARKET-DRIVEN

- Where's the white space?
- What does the competition have?
- What do analysts think?
- What's hot?

FEATURE-DRIVEN

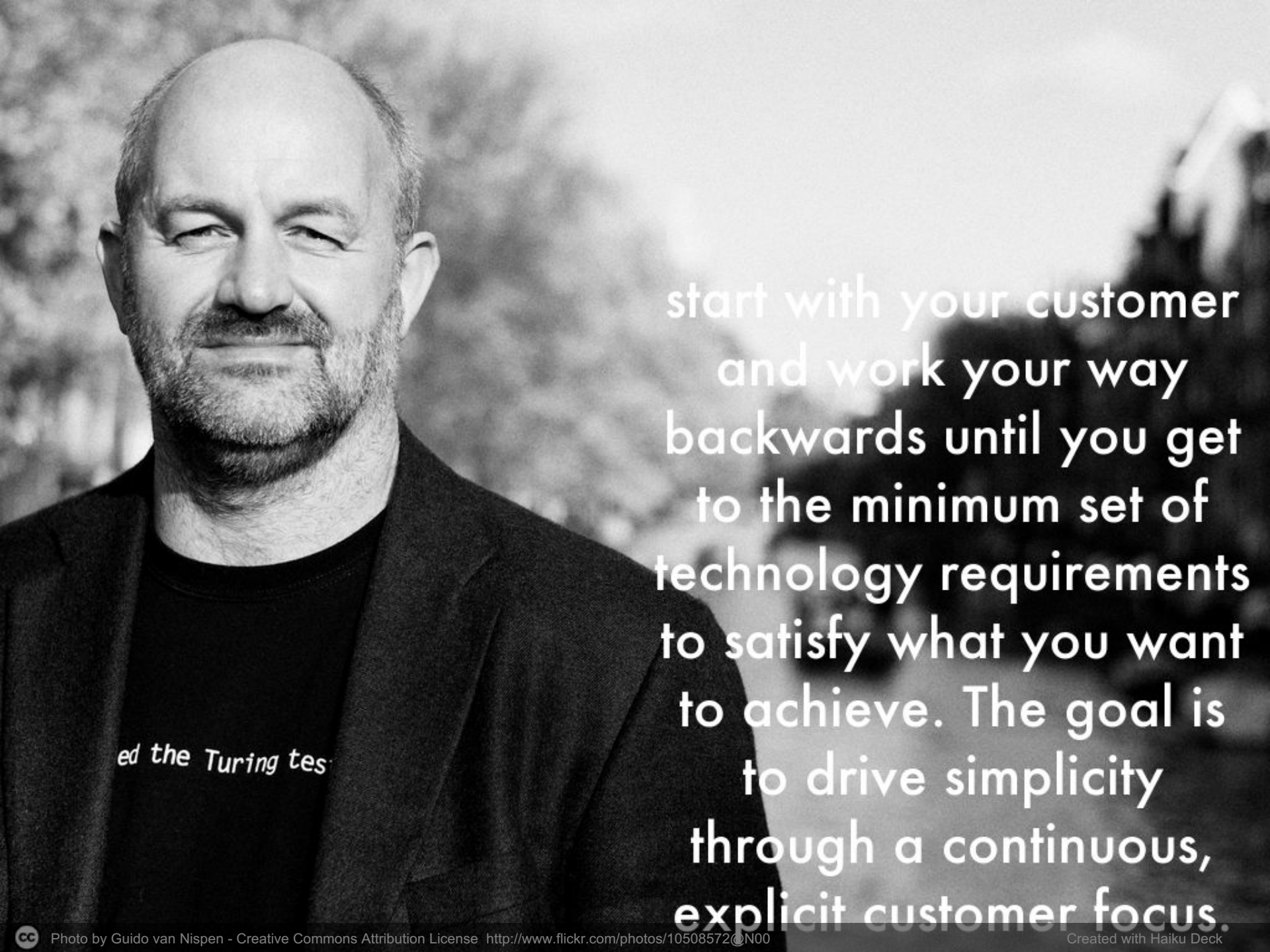
- Wouldn't it be cool if we had...
- I've always wanted to build a...
- We need a reason for people to upgrade

CUSTOMER DRIVEN

- Who is my customer?
- What do they need?
- Why do they need it?

TRADITIONAL PRODUCT DEFINITION PROCESS

1. PRD/MRD
2. Designs/Mockups
3. Tech Specs/Development
4. Test/Documentation
5. Launch/Marketing Docs



start with your customer
and work your way
backwards until you get
to the minimum set of
technology requirements
to satisfy what you want
to achieve. The goal is
to drive simplicity
through a continuous,
explicit customer focus.

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A photograph of a space shuttle launching, with a large plume of fire and smoke trailing behind it against a dark blue sky. The shuttle is positioned on the left side of the frame, ascending vertically.

LAUNCH DOCS FIRST

PRESS RELEASE, CUSTOMER FAQ

PRESS RELEASE



- Who (target customer)?
- What (problem does it solve)?
- Why (should they care)?
- Key features and benefits
- Crisp, concise

FAQ

The background of the slide features two Star Wars Stormtroopers. One trooper is in the foreground on the right, holding a red lightsaber. Another trooper is visible in the background on the left. The entire scene is dimly lit, with the troopers appearing as light gray figures against a dark background.

- Questions raised by the press release
- Next level of detail
- Questions a customer would ask
- Helps clarify thought and simplify product

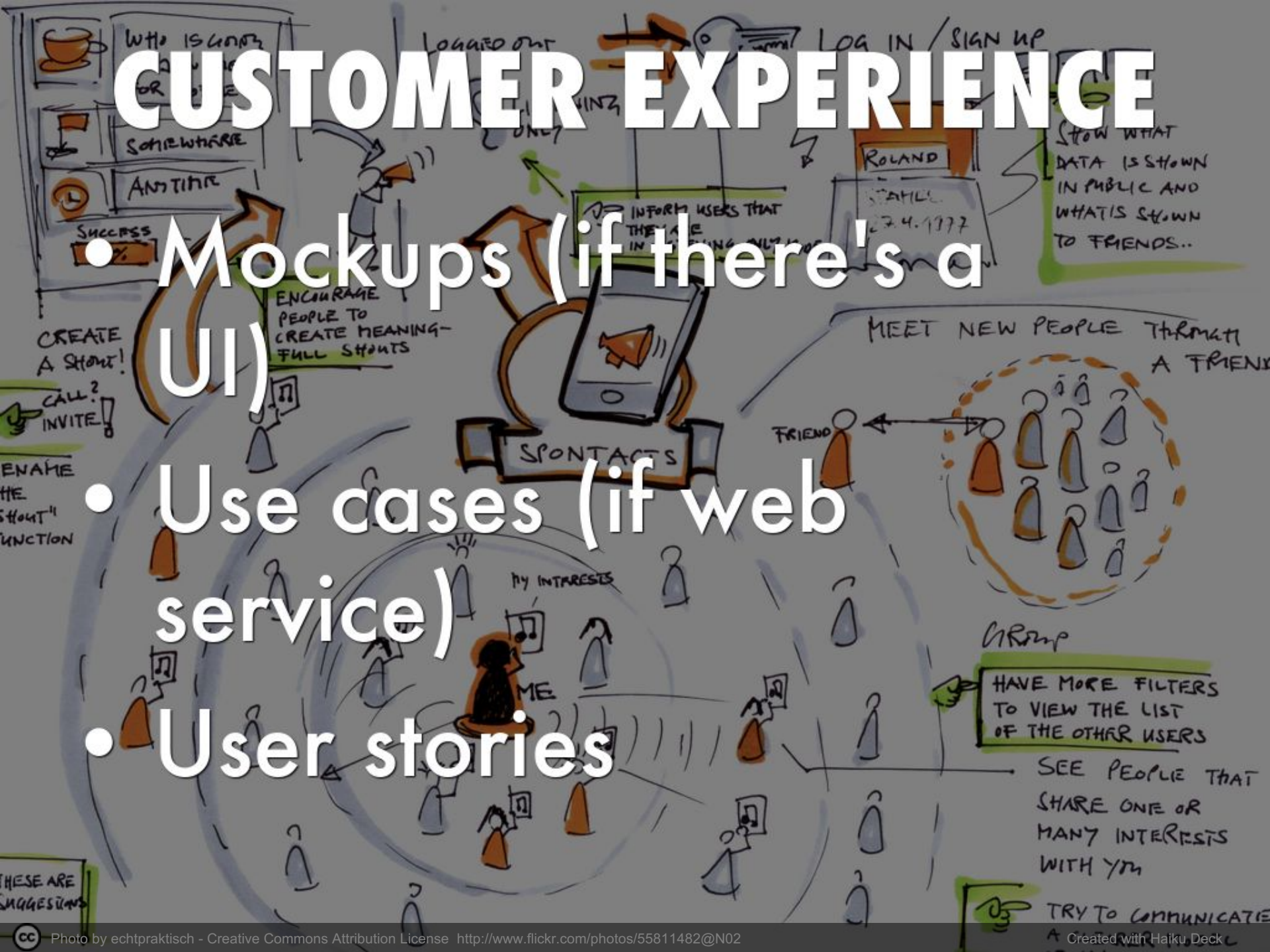


WORK BACK TO IMPLEMENTATION
MOCKUPS/DESIGN | USER MANUAL



CUSTOMER EXPERIENCE

- Mockups (if there's a UI)
- Use cases (if web service)
- User stories



USER MANUAL

- Detailed use cases
- How will customer use product
- Think help documentation