

## Product Management: Services

### Market Awareness

- Understand market needs and problems
  - Survey and research market trends
  - Identify and stay in touch with thought leaders/experts
  - Understand market segmentation
- Obtain data from the market
  - Research user and technology trends
- Competitive analysis
  - SWOT (Strength, Weakness, Opportunity, Threats) of competitors by product
  - Review technology, functionality and feature set for competitive products
- Understand your company's distinctive competence

### Product Planning

- Market requirements
  - Collect and document requirements directly from end users and market thought leaders
  - Create Buyer/Implementer/User personas
  - Research and analyze competition to determine requirements as needed
  - Express requirements as "what" needs to be done and not as "how" a feature or tool needs to be implemented
  - Define product portfolio (what is included with the product)
  - Develop and maintain feature/benefit lists
- Build a Product Roadmap

### Product Development

- Define decision-making process (who has the final say)
- Lead product feature ideation process
- Ensure that product specifications are clearly defined
- Manage Prototype building and testing
- Determine development of supplemental materials/content to support the product
- Manage scope, release milestones and timetable

### Product Launch and Performance

- Create presentations and demos
- Provide training, messaging, white papers for sales and support staff
- Review support and product metrics for impact on business goals, development, sales and general customer support

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