

# Product management

## Product concept

- **Task:** Based on the information, prepare a Product Concept that you would like to work on as part of a semester project. You will elaborate the main points, differences, specifics, whereby your product, way of its presentation should be different from similar products available on the market. Prepare a verbal presentation of 60-90 seconds a A4 paper form for evaluation of proposal.
- A **product concept** is a high level statement of the value of a product or service. Where developing a product can be a highly technical task steeped in details, customers may only think of your product in terms of a concept that can be described in a few words. Defining a valuable concept for a product and using this in as a guiding principle of product development is a basic marketing practice. It is common to work with a large number of product concepts and only develop the small percentage that show the most promise. The following are common elements of a product concept.
- It describes the product or service, explains its purpose and considers the consumer demographics that the product is market toward. Product concept statements don't have to be long, but they should identify not only the features of the product or service, but also of the potential problems or concerns the product or service can address and solve. The statement should also consider who is most likely to be a consumer of the business' offerings.

### IDEA VS CONCEPT

- Idea as a mental construct is an impression that we have, an inkling about something that we would like to do.
- A concept is the final form of the idea, that prior to it's appearance, needs polishing, documenting, setting goals, start points and end points.
- When ideas are often abstract, unstructured, chaotic and emotional, concepts are far more precise and tend to be lacking in emotions.

### GENERAL INFO

- Make it simple, easy to read for technical and non-technical people.
- Make two separate lists of elements, before you write a brief: **must have** and **good to have**.
- Always remember about your budget.
- If you need comparisons visit Crunchbase and see how much funding startups receive to get the idea.

# Product management

## Product concept

### BUSINESS PART

- What do you want to sell? Is it know-how? Is it a service? Is it a downloadable product?
- What is the problem and the solution you want to offer?
- Name and describe your competitors (what and how they do it, how they advertise, how many clients they have etc.).
- Why are you/will you be better than your rivals?
- Who is your target client? Create a profile of a typical client.
- Describe a client's journey (Client Journey Mapping).

### TECHNICAL PART

- Do you need a web app, mobile app or both?
- How secure the app should be? Will you store sensitive data?
- Does the target market have any legal/technical barriers like VOIP blocking in UAE?
- Do you require connection to Google Analytics?
- If you do, what project management method you'd like to choose: agile, waterfall etc.
- **Convenience** - Products that save customers time and make things easier.
- **Usability** - User interfaces that are pleasing and productive to use.
- **Quality** - The non-functional qualities of a product such as durability and reliability.
- **Functionality & Performance** - Products that solve customer problems such as efficient solar panels or fast bicycles
- **Price** - A price-based concept such as "affordable luxury."
- **Lifestyle** - A product for a lifestyle such as a car designed for people who enjoy outdoor activities such as fishing or snowboarding.
- **Status** - Products that are designed to communicate wealth or another type of status such as conspicuous conservation.
- **Culture** - A product that exemplifies a culture, subculture or super-culture. For example, wine with a well known terroir.
- **Risk** - Products that reduce a risk such as healthy food or a safe vehicle.
- **Values** - Products that conform to the customer's values in areas such as environmental stewardship, animal welfare and fairness to people.
- **Experience** - The end-to-end customer experience such as the experience of buying, unpackaging, viewing, touching and tasting a macaron.
- **Quality of Life** - A product that frees a customer from something they find unpleasant. For example, a mobile device with few features for customers who value simplicity.

# Product management

## Product concept

### Example:

*Many people enjoy drinking tea, but are concerned about the environmental impact of discarding teabags, some of which are made from bleached paper or contain non-biodegradable materials. In addition, a more sophisticated generation of tea lovers is attracted to loose-leaf tea, which is often considered to be of higher quality than the leaves used in bags.*

*The trouble is that preparing loose-leaf tea is often time consuming and requires special equipment. Traditionally, strainers containing tea leaves have been placed over cups with hot water being poured over the leaves. During infusion, the strainer is kept in the cup, which must then be removed from the cup, and hot tea often drips on the surface of the drinker's table or desk. After the consumer drinks the tea, the tea drinker often discovers that she needs to wash the cup, the strainer, and the surface upon which she has been enjoying her beverage.*

*The Tea-in-One solution combines a tea mug and strainer into one product. The mug is ceramic, while the strainer is made from silicone, so that the product is dishwasher and microwave safe. The mug has a lid that can be removed and turned into a resting spot for a strainer. The lid is concave, providing ample space for collecting liquid. To keep the tea hot, the mug is double walled, providing insulation that allows the drinker to enjoy his tea at a leisurely pace.*

*The Tea-in-One comes in a range of 12 colors and patterns, and is marketed toward adults, primarily toward women, who enjoy drinking tea at home or at work.*