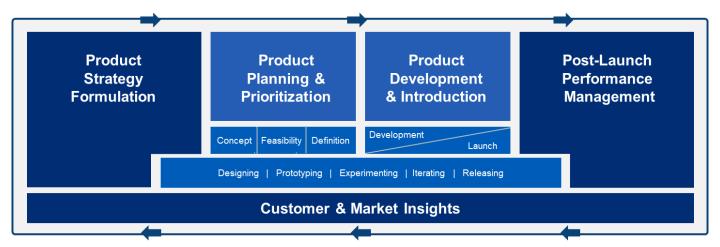
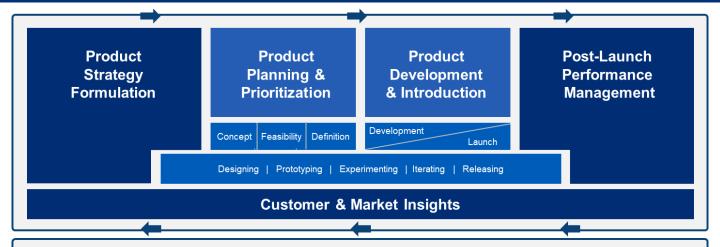
Product Management Life Cycle Model



Product Management Life Cycle Model



Customer & Market Insights

- Segment Markets
- ☐ Define Customer Targets
- Assess Customer Needs
- Track Industry Trends (PRESTO)
- Evaluate Competitors
- ☐ Compare Competitor Products

Formulate Product Strategy

- ☐ Assess Past and Current Data
- ☐ Establish Strategic Baseline
- ☐ Configure Product SWOT
- ☐ Determine Life Cycle State
- ☐ Articulate Future Vision
- ☐ Uncover Opportunities
- ☐ Integrate Product Roadmap

Plan and Prioritize

- ☐ Prioritize Opportunities
- ☐ Produce Opportunity Statement
- ☐ Shape Value Proposition
- ☐ Assert Competitive Positioning
- ☐ Evaluate Prototypes
- Develop Business Cases
- Derive Forecasts
- ☐ Compose Product Requirements
- Write User Stories
- ☐ Develop Sprint Plans
- ☐ Prepare Launch or Release Plans
- ☐ Establish Future Metrics
- ☐ Conduct Make vs. Buy Analysis

Develop | Launch | Release

- ☐ Guide Development
- ☐ Manage Scope & Trade-Offs
- □ Reassess Business Cases
- ☐ Update Product Backlog
- ☐ Fine-Tune Release Plans
- ☐ Orchestrate Product Launch
- ☐ Secure Regulatory Approvals
- ☐ Synchronize Operations
- ☐ Coordinate Product Messaging
- ☐ Conduct Sales Training
- ☐ Prime Channels
- ☐ Prepare Service Organization
- ☐ Publish Marketing Materials

Post-Launch Prod. Mgmt.

- ☐ Organize Post-Launch Audits
- ☐ Conduct Retrospective Reviews
- ☐ Track Customer Satisfaction
- □ Leverage Cross-Functional Team□ Reassess Industry Movement
- ☐ Reevaluate Competitor Actions
- ☐ Evaluate Metrics and KPIs
- ☐ Analyze Product Profit & Loss
- ☐ Refine Value-Based Pricing
- ☐ Improve Promotional Programs
- ☐ Gauge Channel Performance
- ☐ Rationalize Portfolios
- Discontinue Products