

PROJECT SPECIFICATION

Deliver a Product to Market

Define Product and Market

| CRITERIA  | MEETS SPECIFICATIONS  |
|---|---|
| Create or update a PRD to identify the users, the problem and the product | <p>PRD is well-organized and includes:</p> <ul style="list-style-type: none"> <li>• Background information about the industry or the problem</li> <li>• Problem Statement</li> <li>• Product Goals</li> <li>• Key Features of your project</li> <li>• Success Metrics</li> <li>• Target Market</li> </ul> |
| Estimate Size of Total Addressable Market and add it to the PRD           | <p>Market size is estimated based on publicly available data</p> <p>Size calculation uses reasonable assumptions and is logical</p> <p>Data sources and assumptions are documented</p>  |
| Identify and assess the size of competitors                               | <p>At least two competitors are identified</p> <p>Each competitor's size is estimated (users, sales or ideally both)</p> <p>Sources for data are included and assumptions are documented</p>  |

Marketing and Pricing Strategy

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| Determine acquisition channels   | <p>At least three channels are identified in the PRD At least two are not AppStore channels.</p> <p>Each channel has:</p> <ul style="list-style-type: none"> <li>• A description of the channel</li> <li>• An explanation of why this channel was chosen</li> </ul>                          |
| Provide guidance to the Marketing team   | <p>A Marketing Guide is linked in the PRD.</p> <p>The Marketing guide includes:</p> <ul style="list-style-type: none"> <li>• Key features of the product</li> <li>• Benefits to users and consumers</li> <li>• How to use the product</li> <li>• Where users can find the product</li> </ul> |
| Identify the optimal pricing strategy to meet the financial goal for the product | <p>A Pricing section is added to the PRD including:</p> <ul style="list-style-type: none"> <li>• The revenue goal</li> <li>• An explanation of why this goal was set</li> <li>• A pricing strategy to meet the revenue goal</li> </ul>   |

Preparing for Launch

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| Develop the Pre-Launch Checklist   | <p>The checklist is included in the PRD and includes all of the teams that you will need to interface with before launch</p> <p>Each team has at least one discussion item specified</p>   |
| Anticipate and plan for risks  | <p>At least three risk factors are identified in the PRD</p> <p>A mitigation plan is included for each risk factor</p>   |
| Provide a training plan for sales, customer support, and technical writers | <p>A training guide for the Sales and Customer Support Teams is linked in the PRD and includes:</p> <ul style="list-style-type: none"> <li>• Key features of the product</li> <li>• Benefits to users and consumers</li> <li>• How to use the product</li> <li>• Where users can find the product</li> </ul> |
| Create a user guide  | <p>User guide for users/customers is linked in the PRD and describes at least two of the product's key features and explains:</p> <ul style="list-style-type: none"> <li>• How to access each feature</li> <li>• How to use each feature</li> </ul>  |

Post Launch Activities

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| Create a test to determine if a new feature solves a problem identified from post-launch user feedback | <p>The proposed solution and the test are included in the PRD</p> <p>The test includes:</p> <ul style="list-style-type: none"> <li>• A description of the proposed solution and an explanation of why it solves the problem</li> <li>• Success metric for the test</li> <li>• A description of the control and variant</li> <li>• A hypothesis about what will happen</li> </ul> |
| Write a launch email to the organization   | <p>A link to the email is included in the PRD.</p> <p>The email includes:</p> <ul style="list-style-type: none"> <li>• Background information about why the product was developed</li> <li>• A description of the product and its key features</li> <li>• Visual representations of launch data</li> <li>• Next steps</li> </ul>   |

Suggestions to Make Your Project Stand Out!

- Sales guide (or marketing guide) has visual elements and good guide to product features and how to use the product
- The launch email has nice graphics and more details. Looks more detailed than expected.
- For the A/B testing, create a more sophisticated test with at least three arms in addition to the control.