

Workshop 2: Product

0:00 Introduction

- *Review outputs from Workshop 1*
- *Overview of Workshop 2*
- *Objectives of overall process and Workshop 2*

0:15 Product feature concepts

- *Brainstorm product feature concepts ('level down' from performance dimensions)*
- *Group product features (aim for maximum of 10 areas)*
- *Rate risk / complexity / effort of product feature concepts*
- *Identify areas of synergy with current product portfolio*
- *Map links to performance dimensions*

1:45 Tea / coffee

2:00 Impact of product features

- *Rank impact of each product feature concept on market / business drivers (row by row)*
- *Use scale 0, single tick, double tick, triple tick / cross*
- *Balance grid (column by column)*
- *Identify key product features that have a high impact on one or more drivers (synergy)*

3:00 Product strategy

- *Consider alternative product strategies which could satisfy market / business drivers*
- *Identify product platforms and evolution*

3:15 Gaps

- *Identify key gaps related to product features (e.g. customer requirements)*

3:30 Close