

# Role Definition: Product Management and Product Marketing

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<b>Product Management</b>	<b>Product Marketing</b>
<ul style="list-style-type: none"> <li>• Focused on the Product</li> <li>• Understands the Customer</li> </ul>	<ul style="list-style-type: none"> <li>• Focused on the Customer</li> <li>• Understands the Product</li> </ul>
Goal/Responsibility	Goal/Responsibility
Understanding and defining the hardware and software environment in which the product will operate, and how the customer will use the product. The questions to be answered here are "what" and "how". What is the problem that the product solves? How does it solve it? How does it work in its hardware/software operating environment?	Understanding and defining the context in which the customer is making buying decisions. The question to be answered here is "Why". Why would the customer want this product? Why would the customer pick this product over other options (such as competitive product or "doing nothing")?
<b>Tasks</b>	<b>Tasks</b>
<b>Define the product landscape</b>	<b>Define the customer landscape</b>
Define the hardware/software operating environment (including data source compatibility and billing system considerations)	Understand and articulate the customer's problems and needs
Identify competitive offerings from a product capabilities point of view	Understand and articulate the current solutions to these problems
	Draft business requirement
<b>Product Definition</b>	<b>Promise Definition</b>
Define the product functional requirements, functional specifications, user interface, operating environment, memory and system requirements	Out of this list, identify and articulate the "peak visual moment of satisfaction"
Run and document usability and product design testing with real customers	Identify the competitive advantages of our product as they relate to the customer's needs and alternative solutions
Identify development tools and talents to be assigned to the product development effort	Identify pitfalls, including competitive response to the promise
Identify pitfalls: what could go wrong with the product, product development partners	Get commitment on delivery of product by product development
Identify how competitors will respond, technically to the product	



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<b>Financial/management picture</b>	<b>Financial/management picture</b>
Estimate how much it will cost to create, document, test, maintain and update the product	Estimate profit/loss for products, factoring in development, content, partnership, marketing, and administrative costs
Estimate cost of content development	Build business plan and creative platform, including assignment of responsibilities and limitations of the opportunity
Work with product marketing manager to create a business plan	Create list of marketing activities and schedules
Present the business plan to management	Present the business plan to management
Run and document usability and product design testing with real customers	
<b>Product creation: 6-9 months before launch</b>	<b>Promise refinement: 6-9 months before launch</b>
Create the product write and check code	Monitor competitive landscape
Run and document usability and product design testing with real customers	Research customer trends
Provide technical specifications to product marketing	Make sure marketing systems and in place to handle the product rollout, support
Run and document usability and product design testing with real customers	Look for additional revenue opportunities
<b>Product Creation: 5-0 months before launch</b>	<b>Campaign Creation: 3-4 months before launch</b>
Create the documentation	Create a communications campaign which communicates the 'moment of satisfaction'
Test the product in its hardware/software environment	Press releases, kit, tours and meetings
Run and document alpha testing with in-house people who are unfamiliar with the product	Advertisements
Run and document usability and product design testing with real customers	Direct Mail
Run and document beta test	Packaging, retail selling tools
Fix bugs	Collateral
Train customer support on the product	Sales letters and presentations
<b>Launch</b>	<b>Launch</b>
Be available to answer questions, meet with press and key customers, make presentations jointly with product marketing	Present this message to the products various audiences (customers, press, gurus, etc.)
Run and document usability and product design testing with real customers	



## Role Definition: Product Management and Product Marketing

<b>Post-rollout responsibilities</b>	<b>Post-rollout responsibilities</b>
Continue fixing bugs using customer feedback	Track response to the campaign and provide feedback to Product Management so they can make appropriate improvements
Revise the product per customer feedback and as necessary to keep up with new technologies and competitive offerings	Track profits/losses, report to management
Run and document usability and product design testing with real customers	Work with customer service to record feature requests, and discuss these requests with product management.