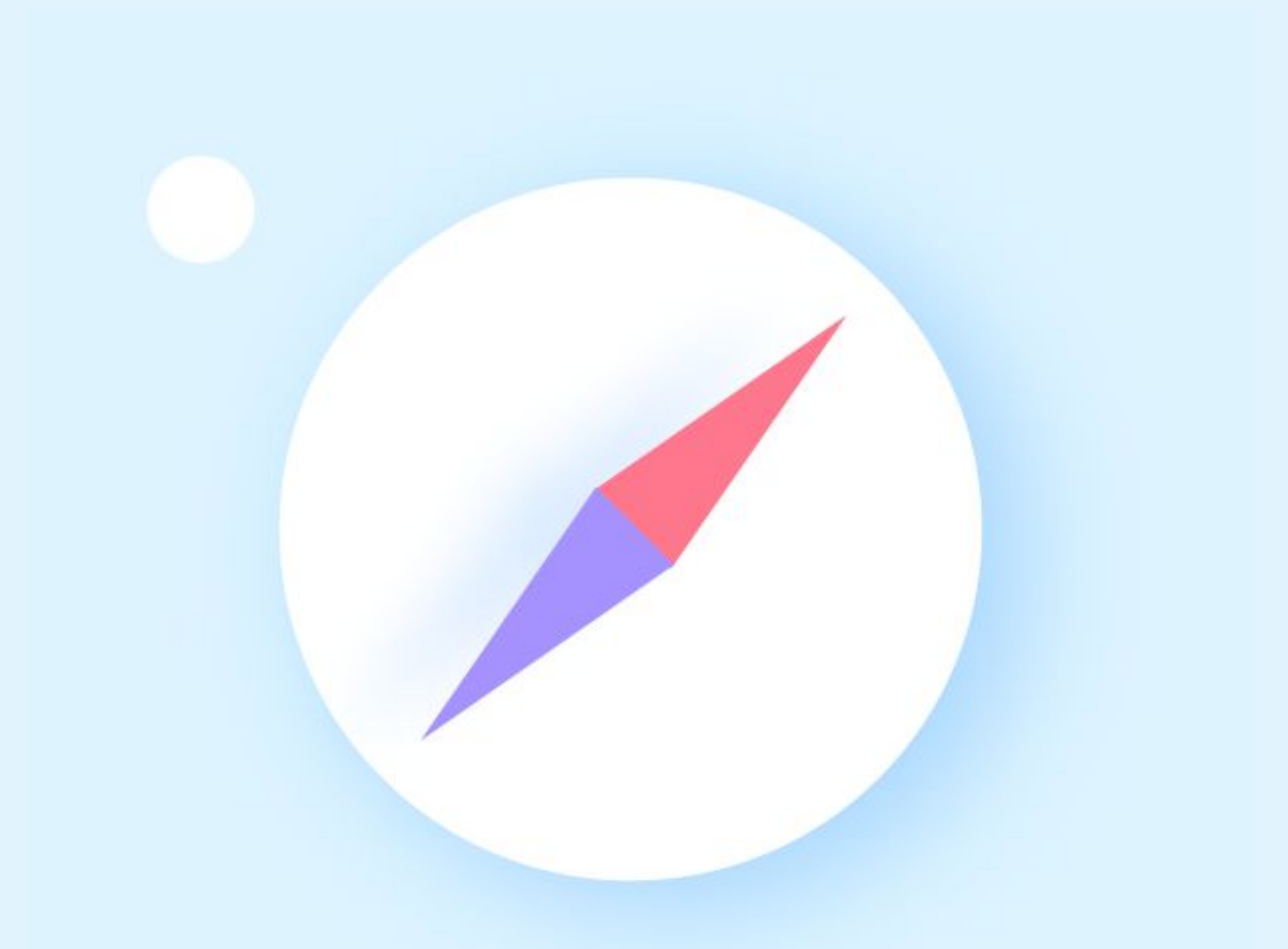


Product Strategy Template





01 Understand your customers

→ What are the characteristics (e.g. age, location, interests) of the target audience?

Type here

→ How will the product meet the needs and wants of the target audience?

Type here



02

Assess your product and company

→ What is the ultimate goal of the product?

Type here

→ How does the product improve the lives of its users?

Type here

→ How do these goals align with the overall business strategy?

Type here



03 Competitive analysis

→ Who are the main competitors for the product?

Type here

→ How does the product compare to these competitors in terms of features, price, and target audience?

Type here

→ What are the products strengths and weaknesses?

Type here

→ What are the unique selling points of the product?

Type here



04 Analyze the market

→ What is the current state of the industry you operate in?

Type here

→ What are the specific targets that the product aims to achieve (e.g. revenue, market share)?

Type here

→ What are industry analysts saying about the industry as a whole, including any key innovations taking place and how one can take advantage of them?

Type here



05 Establish goals

→ **What specific metrics will be used to measure the success of the product?**

Type here

→ **How will these metrics be tracked and reported?**

Type here

→ **How will the product be evaluated against these metrics over time?**

Type here

→ **What resources (e.g. funding, personnel) are needed to achieve the goals?**

Type here

→ **What is the timeline for achieving each goal?**

Type here



06 Determine your Go-To- Market Plan

→ How will your company release and promote the product in the marketplace after it has been developed?

Type here

→ What are the various channels you can use to market your product and interact with your customers, including television, social media, content marketing, SEO, and more?

Type here



07 Revisit your product strategy

Once your product strategy is defined, similar to constantly reviewing and updating your roadmap, you need to regularly revisit the elements in this framework to analyze your product strategy to ensure that it is effective.

The key thing to determine here is if your product strategy is getting you closer to the product vision or not.



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