

# Product Management for Electrical Engineers and Computer Scientists

## **Product Opportunity Assessment\***

### **1. Product code name**

- a. Product Management Project Description
- b. Project Team
- c. Product Journal link

### **2. Define the Customer job to be done**

- a. Hypothesis
- b. Stories
- c. Value proposition
  - i. Quantitative and qualitative
- d. Motivation and emotional connection to product
- e. Decision Making Unit (DMU).
- f. Decision Making Process (DMP).
- g. Collaborators and ecosystem necessary for product success
- h. Barriers to adoption

### **3. Market Investigation**

- a. Total Available Market (TAM) description
  - i. Size
  - ii. Trends and driving forces
- b. Market segments description
  - i. Size
  - ii. Trends and driving forces
- c. Served Available Market (SAM) selection decision
  - 1. Revenue potential

### **4. Product context**

- a. Competitive forces
- b. Competitor analysis

### **5. Technical feasibility**

- a. Technology overview
- b. Order of magnitude Development Cost Estimate

### **6. Risks/Key dependencies**

- a. mitigation plan
- b. Window of opportunity
- c. Go/No-go Analysis and Recommendation

## 7. Next steps

**\*Note:** The POA should discuss the problem to be solved not the solution. The solution is the domain of the PRD, Product Requirement Document

**\*Note:** The POA is based on the **Product Journal**, a live document that serves as a place for the team to go to get answers and is constantly updated to reflect current thinking and decisions. Revision changes should be tracked.