

## Product idea /service

### Purpose

The purpose is to describe and improve the product idea/service

### Output

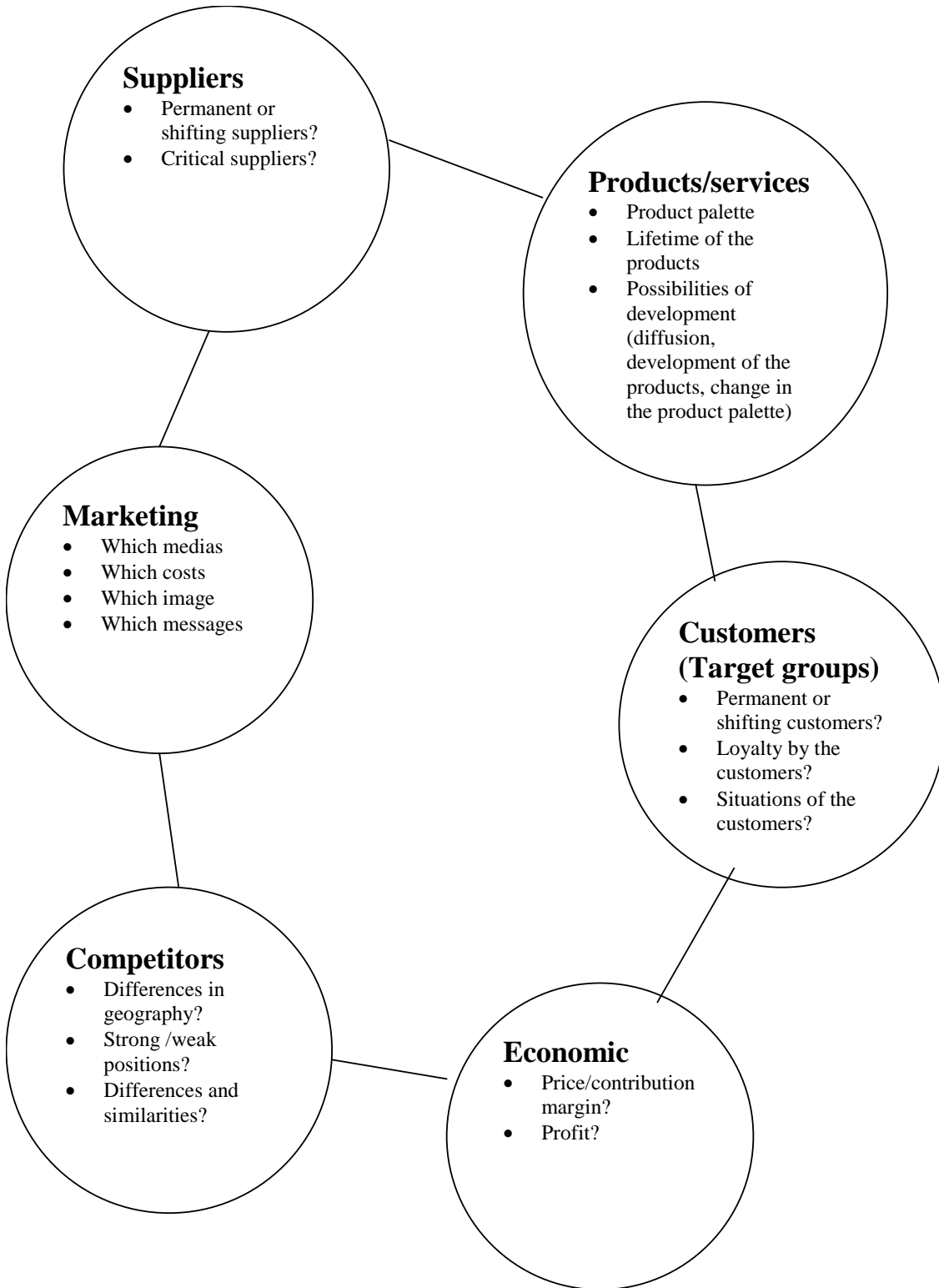
A survey over the product idea/service and the interaction between the products/services and target groups, competitors, marketing, economy and suppliers.

### Activities

Activity 1: First clarification:

1. What is my product palette?
2. Who is my target group?
3. Who are my competitors?
4. What are just now my plans about marketing?
5. How does the economy look?
6. Who are my suppliers and is there any critical circumstances I have to reflect about my suppliers?

Use the figure below to inspiration.



Activity 2: Further clarification by using for example by searching on the Internet

Search tip:

1. What similar products exist on the market?
2. Which products can I compete with?
3. Who are my competitors?
4. Who are the frontrunners in your line of business?
5. What is the level of the costs in your line of business?
6. How are the competitors different from me (product palette, target groups, geography etc.)?
7. What are my weaknesses?
8. What are my strengths?
9. How does my competitors perform marketing on the Internet?
10. Which price does my competitors take for their products/services?

Activity 3: Correction of the first product plan

1. What new inspiration and knowledge did I obtain from this?
2. How does it influence my first plan?
3. What are my conclusions and what has it raised of new questions, that I have to clarify?
4. What do I do from here?

Activity 4: Inspiration and clarification in a group, if you are more than one person.

1. Tell about your plans and the corrections.
2. Tell about your decisions and new factors of uncertainty.
3. Tell about your plans and what happens now.
4. Help each other by improving the result considering both the decisions and the new areas, which have to be clarified.