



Purpose

What is the purpose of this concept you're developing?
Does it solve a problem, or it enhances a certain experience?

Is it serving a need or it is trying to create a new need or tap an untapped need?



Product Experience

Define what your customer should feel like when he uses your product/service? What emotions, feelings would define his experience? Feeling of comfort, convenience, or feeling of buying more with less(cost conscious) or feeling of greater security,safety etc.



Product Functions

Functions are a products answer to user problems/need. They do something that user wants. They are often verbs in nature. Every function is powered by many features. Multitasking is a function. Browser tabs is a feature that powers the multitasking feature. A function can have one or more features powering it. Functions are very generic in nature, features are often more specific. Functions can be similar to product experience. Safety (product function) provides a feeling of safety (product experience)



Product Features

Product features are specific. One or more features will power a function. Antilock Brakes, Airbags are fetures that power the safety function. Browser tabs, Apple's home button to multitask between apps are features powering the mutitasking function.Each feature will have many components/sub components powering it. Sometimes a very popular component becomes a featurein itself. Like car stero is a major components and a feature at the sametime powering the in car entertainment function powering entertainment as a product experience.



People

Who is the key customer segment who will use this product /sevrice or the end product of the concept you're pusuing?

Write here about them, describe them a little.



Components

Components build up the features. For a airbag it will comprise a list of component like bags, triggers etc. that go into making it. For a tabbed browser it will comprise of various chunks of code that will make the tabs work. In cases where the feature is a major component, you could list here the auxilliary components that are required to make the major component work.You can also list new adjustments and innovations you're planning here at the component level.



Customer Revalidation

Once you're finished wiith your feature set, test with the customer /user if the features, functions are useful. Speak to the customer/user.



Reject, Redesign, Retain

Post customer validation, reject, those functions or features that the customers didnt find useful. Redesign those that were partially useful and retain those met the bar. Iterate with this until all functions/features ar eaccepted.