



<p>LEARN (and Analyze)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Requests, interviews, observations <input type="checkbox"/> Competitor profiles <input type="checkbox"/> Monitor product KPIs <input type="checkbox"/> Status dashboard <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 		
FUTURE	NEXT	NOW
<p>DEFINE (one person, one day)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Goals and initiatives <input type="checkbox"/> Opportunity definition <input type="checkbox"/> Opportunity scoring <input type="checkbox"/> Business canvas <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 	<p>DESCRIBE</p> <ul style="list-style-type: none"> <input type="checkbox"/> Competitive features <input type="checkbox"/> Product stories™ and personas <input type="checkbox"/> Development discovery <input type="checkbox"/> Prioritization <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 	<p>DELIVER</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product positioning <input type="checkbox"/> Buyer personas <input type="checkbox"/> Launch plans <input type="checkbox"/> Marketing discovery <input type="checkbox"/> Launch roadmap <input type="checkbox"/> <input type="checkbox"/>
<p>EVALUATE (multiple people, weeks)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Market sizing <input type="checkbox"/> Competitive threats <input type="checkbox"/> Revenue potential <input type="checkbox"/> Business model & pricing <input type="checkbox"/> Product proposal <input type="checkbox"/> <input type="checkbox"/> 	<p>BUILD</p> <ul style="list-style-type: none"> <input type="checkbox"/> Product story acceptance <input type="checkbox"/> Product roadmap <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 	<p>MARKET</p> <ul style="list-style-type: none"> <input type="checkbox"/> Launch plan monitoring <input type="checkbox"/> External roadmap <input type="checkbox"/> Competitive matrix <input type="checkbox"/> Sales battle cards <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>