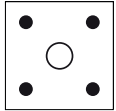


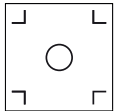
THE PRODUCTFIELD

productfield.com



Frame

A meaningful visual representation keeps your product thinking structured.



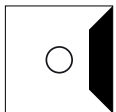
Map

Make all your ideas and knowledge visible. A comprehensive big picture of your product thinking is key to shared understanding, commitment and success.



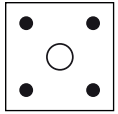
Check

Check the consistency and coherence of your ideas. Eliminate conceptual flaws, gaps or mismatches before execution.



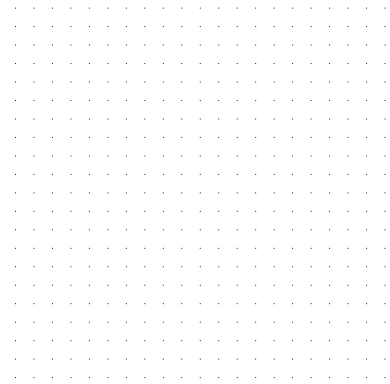
Find

Evaluate the strengths and weaknesses of your product thinking. Find patterns that help you focus on important challenges.

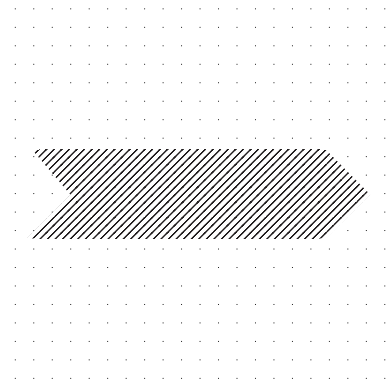


FRAME

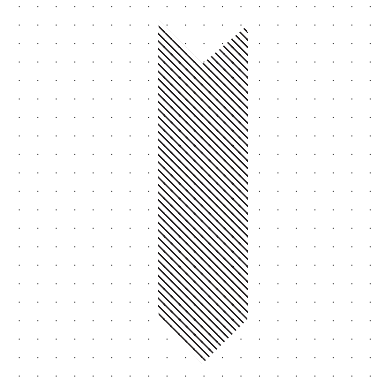
A meaningful visual representation keeps your product thinking structured.



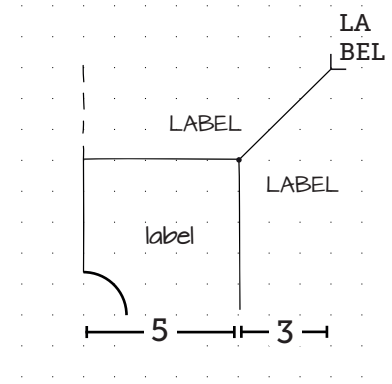
The Product Field spatially maps all aspects of product innovation on one canvas.



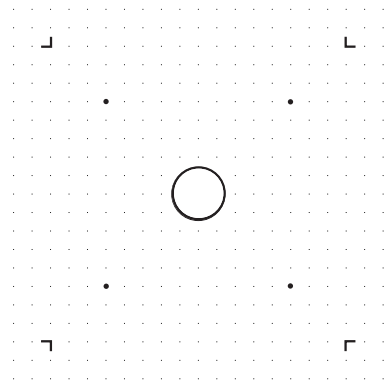
Inside to Outside - Aspects that describe the invention of a product will be placed on the left. Aspects that describe the adoption and diffusion will be placed on the right side.



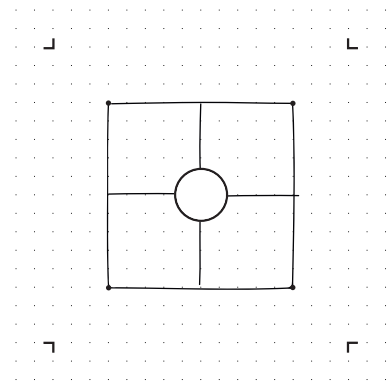
Vision to Realization - Aspects that describe the vision of product creation and usage are placed at the top. Aspects that describe the realization are placed at the bottom.



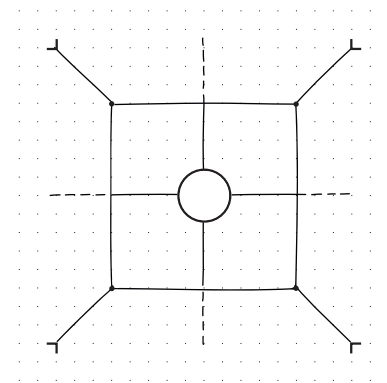
The 5:3:2 ratio defines a well proportioned canvas; different font styles make it more easy to distinct between core, context and character.



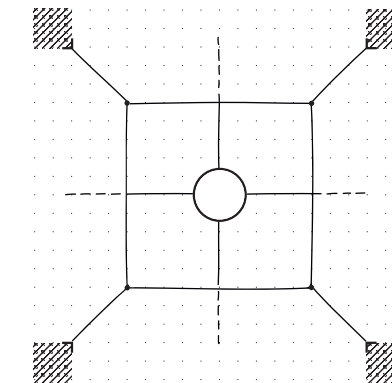
The name of the product is placed in the **Center**.



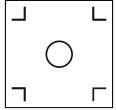
The description of the product, its value proposition, is placed in the **Core**.



All aspects that describe the creation and usage of the product are placed in the **Context**.



Every product innovation has a certain **Character** - the Idea it embodies, the Value it creates, the Market it caters and the Resources it utilizes.



MAP

Make all your ideas and knowledge visible.

Goals

Why do you want to create that product at all?
How will it reinforce your company mission?

Motivations

What do your users want to achieve?

Users

Who are the people that will use your product?

Customers

Who are the people or organizations that will actually pay for your product?

Distribution

How will you get the product to your users?

Production

What will/does it take to create the product?

Enablers

What are the basic prerequisites, key capabilities or opportunities that enable your product development?

Drivers

What are the qualities or entities needed to drive your product development forward?

Problem

What is your user's need or pain? How strongly do they feel the need or pain?

Competition

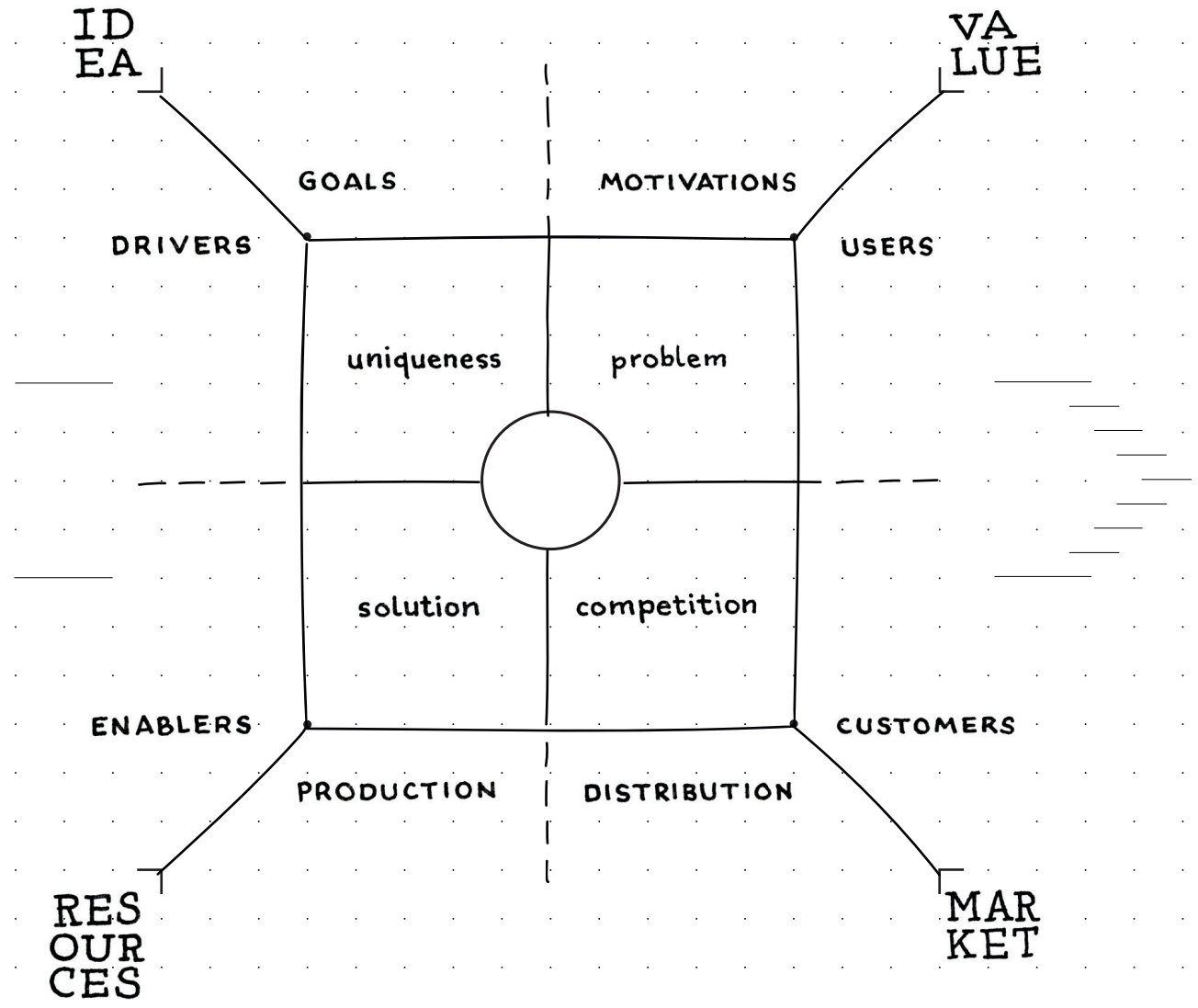
What are existing alternative solutions to tackle the problem?

Solution

How does your solution solve the problem?

Uniqueness

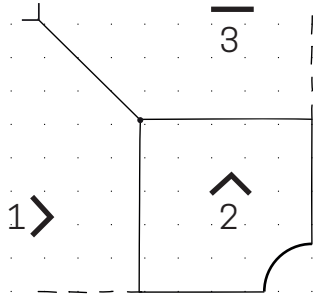
Compared to competing solutions, what makes your solution unique and superior?





CHECK

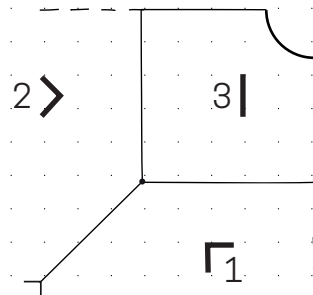
Check the consistency and coherence of your ideas.



IDEA

A ¹DRIVER shapes the ²uniqueness in pursuit of a strategic ³GOAL

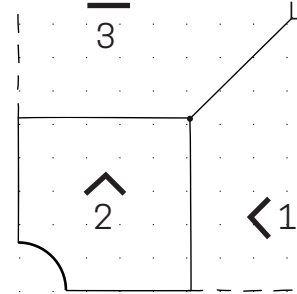
– Its uniqueness embodies the idea of your product.



RESOURCES

The ¹PRODUCTION needs an ²ENABLER to build the ³solution

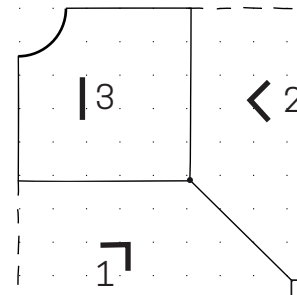
– These are the resources your product development is using.



VALUE

The ¹USER faces a ²problem while pursuing her ³MOTIVATION

– Solving the problem creates the value of your product.



MARKET

The ¹DISTRIBUTION makes the product available to the ²CUSTOMER who compares it to the ³competition

– This describes the market your product is positioned in.