Milestone 6: High-Level Product Specification

A: Product Specifications
A High-Level Product Specification is, at its core, a drawing. It is a visual representation of what your product will be when it is finally developed based on what you know at this point of the process. It is something you draw without understanding all the underlying details, but which gains consensus within your team on where you are going.

- If the product is software or a website, storyboards should be made showing the user’s logical flow from one screen to another.
- If it is hardware, then diagrams are useful.

The key here is that you have something concrete and specific enough that your team understands thoroughly. Keep it at a high-level, at this stage the product should not be built. Figure 7.2 on p.96 of the text has an example. During class, keep it at the stage of a sketch, it will ultimately go through multiple iterations. After class, go home and refine your sketch using some kind of online software.

B: Product Contract
The process of identifying and outlining your High-Level Product Specification is further strengthened by describing the various features of your product, explaining how these features translate into function, and most importantly, describing the benefits your customer gains from each.

A Product Contract is a guiding document for key needs and will lead us to begin consider the value proposition. In this exercise you will express customer needs as concrete product deliverables. The Product Contract should be in the form of a table -

- **Customer Needs:** Ideally, these needs will be identified by your Persona. The needs should become clear after conducting in-person interviews. Do not rely on online surveys or directed yes/no questions for this kind of information, dig deeper - observe your user in action, consider similar products and the needs they meet.
- **Design Attributes:** Product specific attributes and/or features that will meet the need.
- **Engineering Specifications:** Could take the form a binary, minimum and maximum values, or a range of values.

Consider the examples presented in lecture (copied below), this part of the milestone is not described in the text so be sure to ask questions if you’re having a hard time understanding. The contract is very important to ensure a value proposition for the customer.
<table>
<thead>
<tr>
<th>Customer Need</th>
<th>Product Attributes</th>
<th>Engineering Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accurate Conformation</td>
<td>Firmly fits residual</td>
<td>Yes</td>
</tr>
<tr>
<td>Long Lasting Conformation</td>
<td>Time Vacuum Holds</td>
<td>&gt; 4 hours</td>
</tr>
<tr>
<td>Quick and Simple Adjustability</td>
<td>Time to Pump</td>
<td>&lt; 2 minutes</td>
</tr>
<tr>
<td>Strong Support for User</td>
<td>Pressure</td>
<td>&gt; 0.1 MPa</td>
</tr>
<tr>
<td>Ergonomics</td>
<td>Weight of Socket</td>
<td>2-6 pounds</td>
</tr>
</tbody>
</table>

**C: Product Brochure**

Make a brochure of your product.

- Target the brochure at your Persona.
- Draw on the work you have done in the Milestone 5 (the Persona and Full Life Cycle Use Case) as well as the visual representation from Part A of this Milestone.
- Consider the product from your customer’s point of view the way you did in part B.

Consider Figure 7.6 on p.100-101 from the textbook. Continuing with the theme from Milestone 6, develop something you’d be proud to present and would be willing to distribute to your Persona and other customers from your End User Profile.

**Deliverables**

Create a Folder named “High-Level Product Specification.” Inside include:

- A photograph of the sketch from Part A named “Specification Sketch”
- A spreadsheet or page with Part B named “Product Contract”
- A file type of your choice with Part C named “Product Brochure”

**Presentation.** You’ll have 5 minutes to present the progress of your work at the end of class today (Sunday, July 12th).

Whatever is not finalized in class is expected to be finalized and turned in by -

**Due Date: 4:05 pm on Monday (July 13th, 2015).**

*Adapted for MIT’s Global Startup Labs program in Sri Lanka from Bill Aulet’s Disciplined Entrepreneurship.*