

Step 4 - Deliver



Building a Business Case

Introduction

Tarigo's 5D process is a comprehensive framework that encapsulates all of the tasks, tools, skills and topics covered when working as a product manager. We have divided the workload up in to 5 sections, in order to represent product lifecycle and make it easier to understand and implement.

In order to understand the 5D process as best as possible we are going to break down a section at a time in these deep dive white papers.

But first, why is the 5D process beneficial?
Or any process framework for that matter...

Product Management is a broad reaching discipline and no matter of the sector of the business, there is a lot to manage and understand. We therefore believe that a process framework, and specifically our 5D process, allows for an individual to properly manage their workflow and leave no stone unturned. Completing high quality work as a product manager is going to result in better product decision being made. The knock-on effect is a more profitable product and therefore increased revenue for the company.

The implementation of a proven product management process framework is intended to maximise your chances of product success, in turn increasing the value of the company.



Building a Business Case

Deliver - The overview

The **Deliver** phase is the fourth phase of the Tarigo framework. During this section of work, and a products lifecycle, we are looking to ensure our product and services are launched with momentum and provide an exceptional customer experience. Building a great product is only part-way to success.

Great technology needs great messaging, marketing and planning to turn it into a world class solution. Product Managers work with marketing teams to ensure the value of the product is clearly articulated by producing winning value propositions for target personas, launch planning and creating campaigns. We also work with delivery teams to ensure an effective launch, making sure elements such as naming, pricing, or support don't get forgotten in the rush to market.

We refer to this as the **Deliver** phase as it is this stage in which we look to go to market with our product. The aim here is to provide a response to all aspects of the business case. Ultimately, in this phase, we are going to deliver the product or service to market.

So, we have to ensure our solution is fully rounded out with the right messaging, marketing and support to create the best experiences for customers onboarding.



DELIVER

Deliver - Task involved

During the **Deliver** phase we are going to step through **market readiness** one step at a time. This confirms we have provided for each deliverable action that will help ensure a smooth roll-out to market.

A market readiness checklist is what we use make sure we haven't missed anything.

Sections include:

- Product readiness
- Sales strategy
- Onboarding process
- Reporting
- Market readiness
- Customer readiness

Communicating your **headline message** to marketing, sales and other departments can get messy. One thing we can work on here is messaging for the launch effectively. We do this by being consistent with our communications and one vital tool to achieve this is our messaging canvas. Using the messaging canvas, we can capture all the required content and then polish the language later on. It's worth noting, with this foundation of information in our messaging canvas we can polish the language to suite who ever we are communicating with.

Producing a minimum viable product involves combining product features with previously defined personas and attributing value to those features. This is a task of prioritisation. What is the least amount of effort that still generates a viable product and, therefore, a source of revenue?

Being capable of navigating this task successfully could mean that you gain a 1st to market advantage by being able to deliver a product sooner. Other advantages include generating revenue sooner which may allow for more time and effort to be put into the product early on.

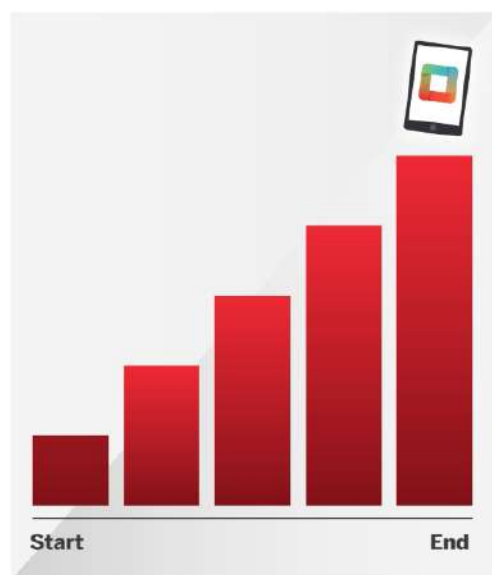
Building a Business Case

Deliver - Related tools

We have produced a large set of tools for the **Deliver** phase. All of which, look to make sure nothing has been forgotten and that your product is being clearly communicated by everyone in your organisation to the customer. They aim to help you deliver a product that has the best chance of generating a revenue and allowing your product to be a success.

The tools that help us achieve this include:

- Dynamics of an Effective Team - worksheet
- Market Readiness Assessment - Checklist
- Messaging Canvas - tool
- MVP - Worksheet
- Negotiating Internally - worksheet



Deliver - Key skills

The Tarigo 5D framework outlines a number of skill-based activities that should be focused on during each phase of the Product Management process, and these phases link directly to the lifecycle model of a product.

For the **Deliver** phase the main objectives are:

- Launch with momentum
- Begin generating revenue with your product
- Use the most appropriate launch strategy

The key skills within this phase focus on:

Launch Strategy

Depending on what your market looks like will depend on the on the strategy you use to launch the product. Is this a new market/product? If so, you need to move fast, these sorts of windows of opportunity aren't open for very long. Produce a validated MVP and rush to launch. The 1st to market advantage cannot be understated here.

If the market, and your target customers, already have solutions available to them, then we need to make sure our product is as fully rounded out as possible. We need to cut through the noise and make our product be perceived as the most compelling solution out there!

Cross-Team Communication

Using our position of influence, we need to work on delivery tasks as early as possible in order to gain ownership of the message and product launch plan. Our we need to spread a consistent message across all times that we are working with to make the launch successful to make sure our customers are hearing and seeing the rights things.

Building a Minimum Viable Product

In the case of wanting to deliver a lower risk product to market, within a shortened time frame, we produce an MVP. There are a number of reasons why this might be a reasonable strategy to employ, but even if there is no commitment to releasing a MVP to market, the exercise is still useful to undertake. Being aware of a credible MVP is useful for understanding the basics that your product needs to deliver in order to have value.

Conclusion

In order to **Deliver** a product well, prepare launch messaging early so you aren't caught short and provide clarity. Plan your product launch effectively and use your position to ensure all communications and actions have been completed. The aim is for the customer to be easily able to understand the product from marketing and sales communications. Communications need to be accurate and for the product to offer enough value to the customer to cut through the noise of our competition and encourage them to buy in.

Don't forget:

- Clarity to the product manager is important
- Accurate messaging to client - Build out a one-pager as early as possible that details the core information about your product that customers need to know about. Positioning statement, solution components, key features and key benefits.
- Early sales potential - delivering an MVP to market might be the best strategy and, with it, the possible chance of success. Early sales generate revenue with less risk. It also gives you a chance to obtain some early metrics on product performance before doing a hard launch of a fully rounded out product solution.
- Competitive advantage - The right launch strategy might provide you with an advantage over your competition.
- Ownership of the message - As the product manager, you should have the most comprehensive view of the product. Putting you in the best position to create the right messaging that is going to capture the attention of prioritized personas and target customers. Aligning all the teams that must work together to make the launch successful.