PMTK Task Model

PMTK Document	(O)wner/(W)riter	Contributor(s)	Audience	Audience Department
Product Planning				
PRM Market Requirements – Description of the market opportunity, market problem and the resulting market requirements.	Product Planner	Product Architect	Internal	• Development • Executive Management • Product Marketing • Product Planning • Program Management • Quality Assurance • Sales Force • User Experience
PRM Product Requirements – High-level description of the functional solution, intended use and the set of features it provides, that addresses the market problem and satisfies needs.	Product Architect	Lead Developer	Internal	• Development • Product Planning • Program Management • Quality Assurance
PMTK Market Requirements – Describing the product and the market into which the product will be introduced. An "inclusive" approach in which business information, market and product requirements are all bundled together in the same document.	Product Planner	Product Architect	Internal	• Development • Executive Management • Product Marketing • Product Planning • Program Management • Quality Assurance • Sales Force • User Experience
Use Cases – Ways various users put the product to use and under which scenarios.	Product Planner	Product Architect	Internal	• Development • Product Planning • Program Management • Quality Assurance

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Features Matrix – Managing actual product capabilities.	Product Architect	Product Planner	Internal	• Development • Product Planning
Product Roadmap – Plan or vision that describes a product's evolution.	Product Planner	Product Architect	Internal	• Development • Executive Management • Product Marketing • Product Planning • Program Management • Quality Assurance • Sales Force • User Experience
			External	• Customers • Sales Channels
Pricing Model – Building a product pricing model.	Product Planner	• Product Marketer • Product Architect	Internal	• Executive Management • Product Marketing • Product Planning • Program Management • Quality Assurance • Sales Force • User Experience
			External	• Partners • Sales Channels
Win/Loss Analysis Questionnaire – Process whose output helps to improve products and develop better sales functions.	Product Planner	Sales Engineer	Internal	• Executive Management • Product Planning • Program Management • Sales Force
Win/Loss Analysis Report – Process whose output helps improve products and develop better sales functions.	Product Planner	Sales Engineer	Internal	• Executive Management • Product Planning • Program Management • Sales Force
Customer Visit – Planning customer visits with the intent of better understanding their needs.	Product Planner	Sales Engineer	Internal	• Product Planning

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Product Marketing				
Business Case – Examination of a potential market opportunity on a product level.	• Director of Products (O) • Product Marketer (W)	• Product Planner • Product Architect • Sales Engineer	Internal	• Development • Executive Management • Product Marketing • Product Planning • Program Management
			External	• Investors • Partners
Competitor Analysis – Study of competing companies, partially via their products.	Product Marketer	Product Planner	Internal	• Corporate Marketing • Executive Management • Product Marketing • Product Planning • Program Management • Sales Force
Product Comparison – Tabular comparison of competing products.	• Product Marketer (O) • Product Planner (W)	Product Architect	Internal	• Corporate Marketing • Executive Management • Product Marketing • Product Planning • Program Management • Sales Force
Corporate Mission – General business direction and company purpose.	Product Marketer	Director of Products	Internal	• Corporate Marketing • Executive Management • Product Marketing • Product Planning • Program Management
			External	• Customers
Product Positioning – Clear and focused messages that communicate the product's value proposition to multiple audiences.	Product Marketer	• Director of Products • Product Planner	Internal	• Corporate Marketing • Executive Management • Product Marketing • Product Planning • Program Management

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Sales Axioms – Fundamental concepts the product is built upon.	• Product Marketer (O) • Product Planner (W)	Product Architect	Internal	• Product Marketing • Product Planning
Problem/Solution/Feature/Benefit (PSFB) – Outlining a product's ability to address the overall customer problem by merit of its feature scope and capabilities.	• Product Marketer (O) • Product Planner (W)	• Product Marketer • Product Architect	Internal	• Product Marketing • Product Planning
Unique Selling Proposition (USP) – Key value differentiator which sets the product apart from other competing products.	Product Marketer	Product Planner	Internal	• Product Marketing • Product Planning
Market Plan – Description of the long-term goals, and messages delivered to the target market, relative to a particular product.	Product Marketer	Product Planner	Internal	• Executive Management • Corporate Marketing • Product Marketing • Product Planning • Program Management • Sales Force
Company Profile – Overview description of a company.	• Product Marketer (O) • MarCom Manager (W)	Product Planner	Internal	• Corporate Marketing • Executive Management • MarCom • Product Marketing • Sales Force
			External	• Job Applicants • Customers • Investors
Product Backgrounder – Product/service overview information at a glance.	• Product Marketer (O) • MarCom Manager (W)	Product Planner	Internal	• Corporate Marketing • Executive Management • MarCom • Product Marketing • Product Planning • Program Management • Sales Force
			External	• Customers

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Collateral Matrix – List of various marketing communications collateral items.	• Product Marketer (O) • MarCom Manager (W)	Product Planner	Internal	• MarCom • Product Marketing • Program Management
Press Release Questionnaire – Eliciting targeted information for creating meaningful press releases.	• Product Marketer (O) • MarCom Manager (W)	Product Planner	Internal	• MarCom • Product Marketing • Program Management
Company Presentation – Broad overview of a company for internal and external audiences.	Product Marketer	Director of Products	Internal	• Corporate Marketing • Executive Management • MarCom • Product Marketing • Sales Force
			External	• Customers • Investors
Product Presentation – Broad overview of a product for internal and external audiences.	• Product Marketer (O) • Sales Engineer (W)	Product Planner	Internal	• Executive Management • MarCom • Product Marketing • Product Planning • Program Management • Sales Force
			External	• Customers • Investors
Lead Generation – Process to discover and qualify prospective customers.	Director of Sales	• Product Marketer • MarCom Manager	Internal	• MarCom • Product Marketing • Program Management • Sales Force

Teams and Roles

Product Management Team Model

Role	Responsibility	Goal	Expertise
Product Planner (Strategic Role)	Identify and articulating market requirements.	Satisfied product buyers and users.	Market Expert
Product Marketer (Strategic Role)	Generate awareness, differentiation and demand.	Satisfied Sales Force.	Marketing Expert
Sales Engineer (Tactical Role)	Outbound product-centric activities, i.e., pre-sale support and product demos.	Customer knowledge of product value and functionality.	Advocacy Expert
MarCom Manager (Tactical Role)	Conception and copywriting of all collateral material.	Consistent company image and positioning in the marketplace.	Media Expert
Director of Products (Strategic Role)	Balancing corporate goals with long-term market trends and opportunities.	Successful formulation and execution of market and product strategies.	Strategy and Process Expert

Product Definition Team Model

Role	Responsibility	Deliverable	Expertise
Product Planner (Strategic Role)	Articulate market problem.	Market Requirements Document ("What to solve?")	Market Expert
Product Architect (Tactical Role)	Devise functional solution.	Product Requirements Document ("How to solve?")	Product Expert
Lead Developer (Technical Role)	Design product implementation.	Technical Specification ("How to build?")	Technology Expert