



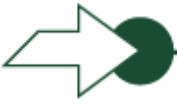
# Strategic Product Design

## *Statement of Requirements Template*

The IP Development Network has an in depth understanding of Internet, Telecoms and Media convergence. We provide Strategic Product Analysis & Design services to Service Providers, carriers, equipment manufacturers and investors in the UK market.

For more information on The IP Development Network please go to [www.ipdev.net](http://www.ipdev.net)

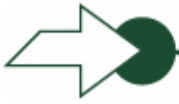




# Executive Summary

[document highlights]





# Target Market

## **PROJECT OBJECTIVES**

[What are we trying to achieve]

[Why are we doing this]

## **OUTLINE OPPORTUNITY**

[what problem is the product going to solve for the customer]

[how will the customer get RoI]

## **MARKET CONDITIONS & CUSTOMER REQUIREMENTS**

***Characteristics of target market***

***Customer Requirements***

***Bundling***

***Value Statement***

***Functionality and Usage Scenario***

***Geographical Requirements***

***Sales Channels***

***The Customer Experience***

***Charging and Billing Requirements***

***Window of Opportunity and planned market launch date***

***Market size and market share aspiration***

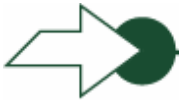
***Market experience***

***Market regulation***

***Competitor Analysis***

***Technology Drivers – general and competitor specific***





# Product Design

*Product Components*

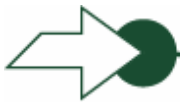
*Inlife Demarcation*

*Component Roadmap*

*Dependencies*

*Development Responsibilities*





# Operational & Process Requirements

## ***Pre Sale***

[Requirement / Priority (Must, Should, Could)]

eg.

Requirement	Priority
The customer can find the product and learn what it can do for them.	Must
The customer can see examples of other customers using the product	Should
The customer can try the product before they buy	Could

## ***Ordering***

[Requirement / Priority (Must, Should, Could)]

## ***Service Delivery***

[Requirement / Priority (Must, Should, Could)]

## ***Service Management***

[Requirement / Priority (Must, Should, Could)]

## ***Service Assurance & Repair***

[Requirement / Priority (Must, Should, Could)]

## ***Service Billing & Collection***

[Requirement / Priority (Must, Should, Could)]

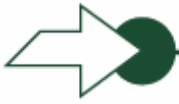
## ***Service Cancellation***

[Requirement / Priority (Must, Should, Could)]

## ***Service Migration***

[Requirement / Priority (Must, Should, Could)]





# Systems & Software Requirements

## ***Product Feature Requirements***

[Requirement / Priority (Must, Should, Could)]

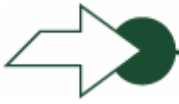
## ***System Requirements to Support Processes***

[Requirement / Priority (Must, Should, Could)]

## ***Management Information / Reporting Requirements***

[Requirement / Priority (Must, Should, Could)]





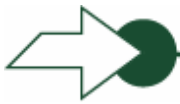
# Document Requirements

[list of all customer facing documents (or demos etc.) required and by when]

[list of all internal documents]

[list of all contractual documents]





# Commercial Model & Business Case

## ***Product Component Charging Structure***

[how is the product charged and at what (outline) rates]

## ***Sales Forecast***

[how many units and when]

## ***Cost Structure***

[what are the costs of setting up the service, by phased release]

[what are the costs of selling & marketing the service]

[what are the costs of running the service, post release]

## ***Consolidated Revenue & Cost Forecast***

[the spreadsheet bit]

## ***Financial Commentary***

[the words that support the numbers]

