

Product Management and Strategy

Module 4: Creating the Sizzle

Quick Reference Guide

Learning Outcomes

1. Determine the role of the less tangible and ancillary elements of products.
2. Evaluate the product manager's role in communicating a compelling product vision.
3. Employ best practices and contemporary techniques for communicating your product vision.
4. Interpret the diverse usage of design terminology in a product context.
5. Evaluate the importance of the naming and branding and process for achieving excellent results.
6. Evaluate the implementation of elements to sell the sizzle in practical settings.

Non-Functional Aspects of the Product and Product Experience

As part of the discussion activity, you attempted to answer key questions, such as how brands sell the sizzle for their products and what aspects of the product and experience are critical to success and contribute to the concept. These questions must have helped you determine the role of less tangible and ancillary elements of products and evaluate the product manager's role in communicating a compelling product vision.

Disambiguating Design

For a product manager, it is essential to understand the different uses of the term design.

A product manager:

- Cares about design in the broadest sense
- Use design and design thinking to create solution concepts and improve the products

A designer who works in:

- Web/mobile-based products domain: Focuses on the appearance of a digital product, reflected in graphic design of screens
- UI/UX design: Focuses on the cognitive and behavioral aspects of how customers interact with digital products

Mapping the design landscape

- First dimension: A continuum of issues from purely functional to purely aesthetic
- Second dimension: A domain to address these issues (e.g., physical good, digital products, and services)

The diverse usage of design terminology

While creating a product, you work cross-functionally with other teams. Specific to product design, you might interact with team members who use the term design in relation to their area of responsibility, and you need to understand their roles and their use of the term to navigate such interactions.

The practice quiz to check your understanding on the diverse usage of design terminology must have helped you to test your understanding of what you have learned about physical and digital product design and the teams responsible for particular aspects of them.

Communicating Your Product Vision

A key role of the product manager is to represent and communicate the product vision. There are two techniques for capturing and communicating product vision:

The radical vision template

- Provides a predefined narrative structure to fill in the blanks.
- Follows the expected narrative from
- Is concise
- Is useful as an elevator pitch for your product
- Works well to communicate your actions to internal and external stakeholders

PR FAQ

PR refers to **press release** or **public relations** and FAQ refers to frequently **asked questions**. PR FAQ is written before the product is created.

- Provides a perspective of the customer in order to do the job
- Is simple for stakeholders to create and interpret
- Can precede product development if it is well written
- Forces the team to ask and answer hard questions prior to project approval

Branding and Naming

You should strive for a product name that immediately communicates what your product does, what it stands for, and how it benefits your consumers. Therefore, naming and branding is crucial.

In most cases, the dot-com for a brand must:

- Have full ownership of the brand name
- Avoid hyphens and special characters
- Avoid dot-net, dot-org, or any other top-level domains

Naming criteria

- Ensure availability of dot-com domain.
- Communicate what the product does and what its benefits are.
- Evoke associated attributes.
- Select easy-to-pronounce options.
- Avoid ambiguous spelling.
- Select memorable options.
- Keep it short.

There are global challenges of using a single brand name throughout the world. Sometimes the same brand can work globally, and it can work fine. However, for consumer brands and countries that use different alphabets need global variants or a dual brand.

The Naming Process

It is necessary to create name that delivers on the desirable naming criteria. Below is the process:

Generating names: A two-step process

Step 1: Generate a list of chunks (Chunks are words or portions of words.)

- Dictionary words
- Proper nouns
- Roots (Latin or Greek)
- Prefixes or suffixes

Step 2: Manipulate those chunks to create new words in which you can:

- Use chunks directly
- Use chunks in combination with other chunks
- Mutate chunks by adding a character, a numeral, or a spelling modification
- Add prefixes or suffixes to chunks to form complete words

It is not easy to own a dot-com for a dictionary word, as most are already taken or are expensive to acquire.

Name analysis

After generating some interesting dot-com available names, the next step is to do name analysis. The result of this analysis is to identify a short list of final names.

Test product names

Tell people about your product or organization, have them look at the list of candidate names, and ask them to rate the names.

Include 50 representatives of your target market to learn about:

- How much people like the name?
- Associations people have with the name
- The memorability of the name
- The extent of spelling ambiguity

Points to remember in the naming process

- Run the survey.
- Select the name with dot-com availability.
- Do some graphic design.