

## **Product Definition TCGen, Inc.**

*Poor and changing product definition is the top reason that programs are late to market. A study by PDC Inc. revealed that 74% of programs that are late to market attribute the delay to product definition.*

### **The Power of Product Definition**

Delivering the right product at the right time to customers is the holy grail for every company. Effective product definition, based on the unedited 'Voice of the Customer' allows organization to deliver products faster, more cost effectively, and ensures that the product they deliver to market is the one their customer's will buy. The power of product definition can accelerate a company toward success when done properly, or burn through cash, and customer good will if done poorly. Whether you are launching your first product, expanding your product line, or reaching into a new market, incorporating the elements of a successful product definition program will provide critical customer requirements to ensure you're delivering value to your customers & your company.

### **Industry Expertise**

TCGen is a recognized expert in the field of product definition. Their extensive knowledge has helped many fast paced Fortune 100 companies (and startups) to deliver products to market using the best class practice of contextual inquiry and team based product definition.

- Abbott Laboratories
- Becton Dickenson and Company
- Cisco
- Honeywell
- Lucent
- Medtronic

### **Essential Elements of a Successful Product Definition Program**

Successful product definition is all about the customer. What do they want, when do they want it, how are they going to use it –as characterized in 'the environment of use'. Without deep focus on understanding these requirements (and drivers behind them), organizations can easily veer off course and end up delivering diminished value for the customer, and the company. The essential elements that will lead your organization to insight include:

- Cross functional participation in the product definition process
- Gathering of customer information in the environment of use
- Using segmentation to ensure coverage of user, economic buyer and channel
- Using affinity diagrams to group requirements into themes
- Validation, prioritization & feature selection requirements

### **Process for Product Definition Formulation**

TCGen works with clients to construct & execute the overall product definition process – as applied on a program so that value gets generated at the same time as training the team on the best practices. Through the entire cycle from customer visitation, requirements gathering & translation, and internal mechanisms to ensure accurate measurement, competitive analysis and product specification, TCGen will incorporate the industry best practices in your organization to ensure that you are shipping the product or service that delivers the most value to your customers.

**For more go to [www.tcgen.com](http://www.tcgen.com)**