

Product Family Business Analysis And Definition

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Abstract

The creation and evolution of a product family is based on a business analysis. Such a business analysis is used for the definition of the family: which products are member of the family, what distribution of features, which performance range.

This article is to be used in the "Family Engineering Handbook", a collective effort of Philips Research employees to consolidate family engineering based experiences.

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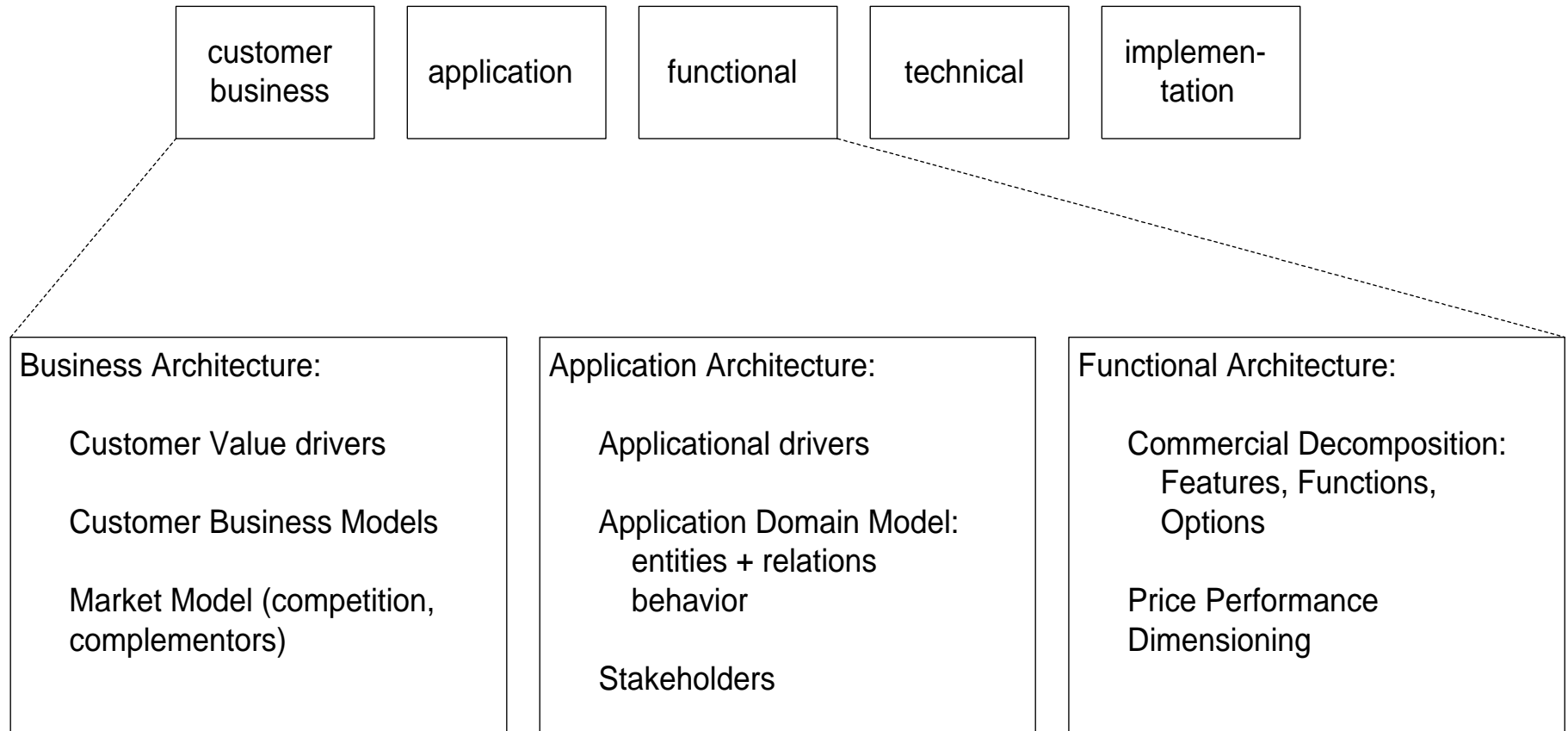
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From Business Analysis to Family Definition

- Roadmapping
- Reference Architecture
- Feature Space Exploration
- Value Engineering
- Scope Determination



Reference Architecture

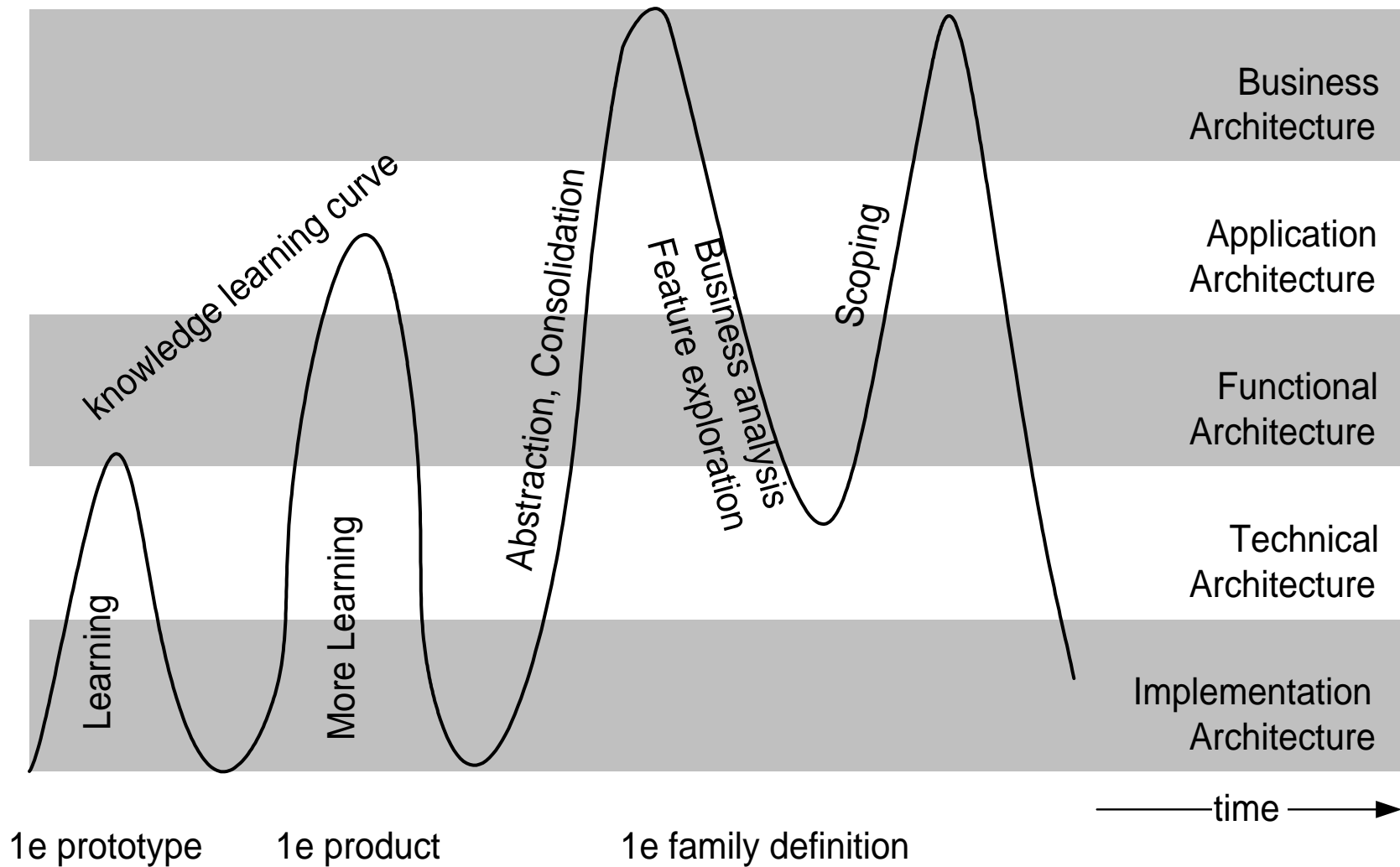


Business Model

- Who is appreciating what
- Who is paying when for what
- Who is taking decisions



YoYo over views

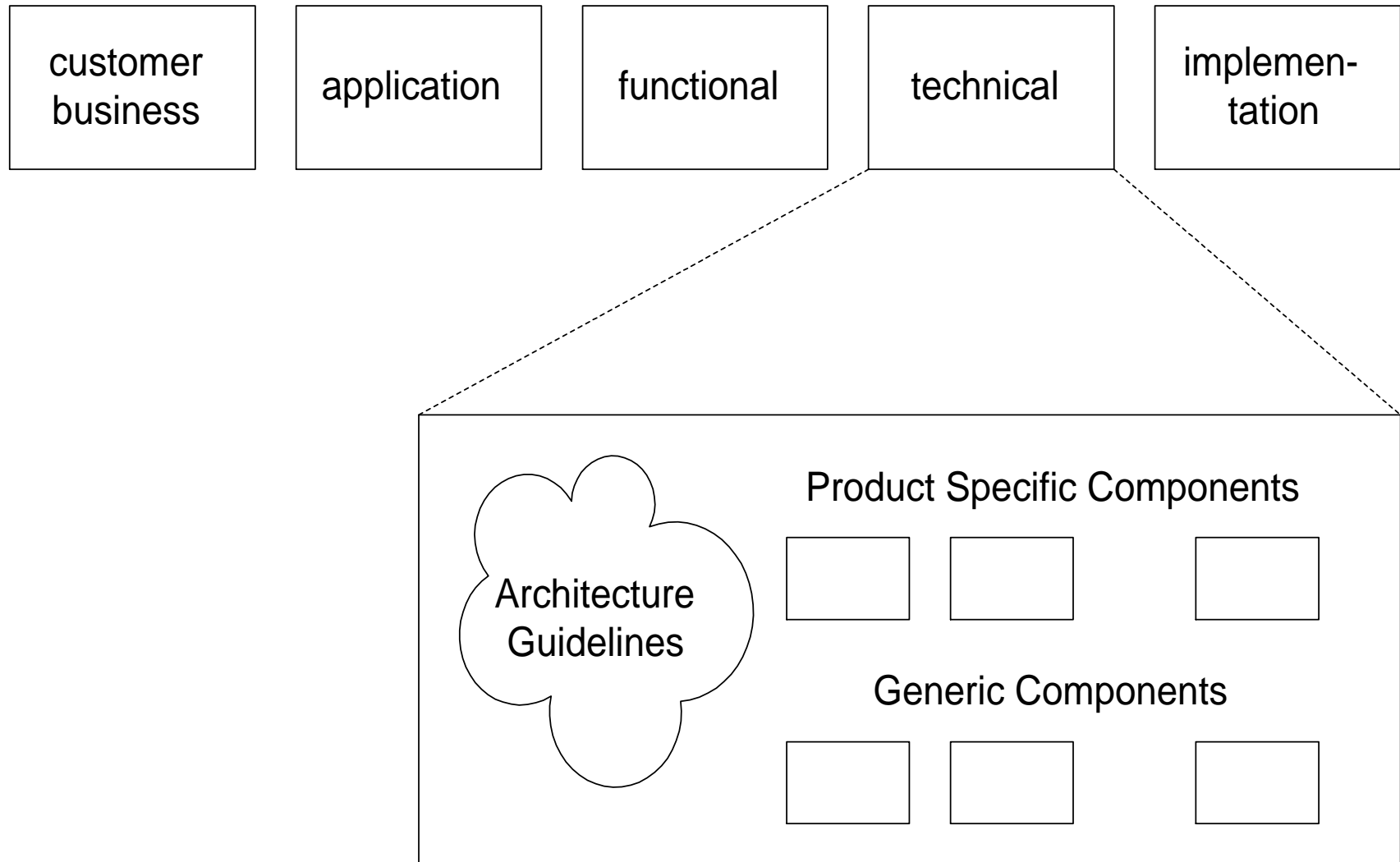


Scoping

Which part of the Market do we want to serve?



Component Based Technical Architecture

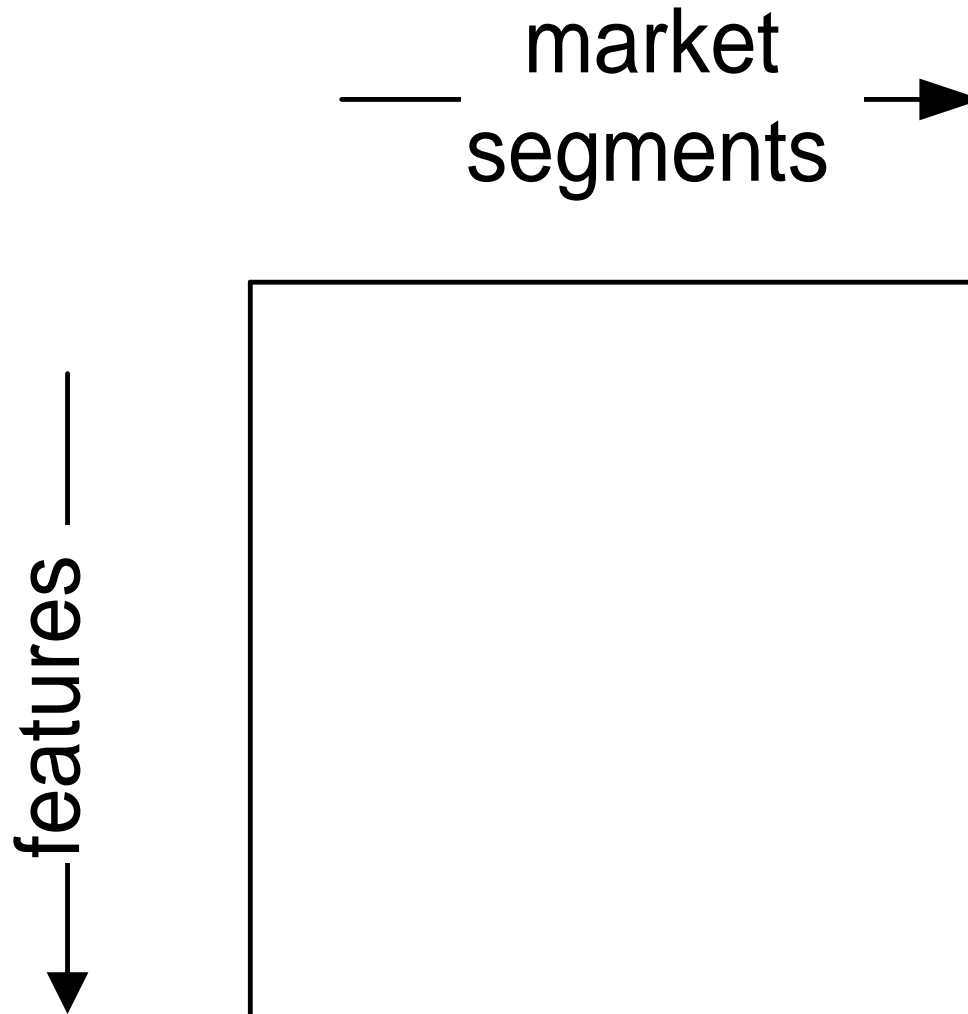


Feature Exploration and Valuation

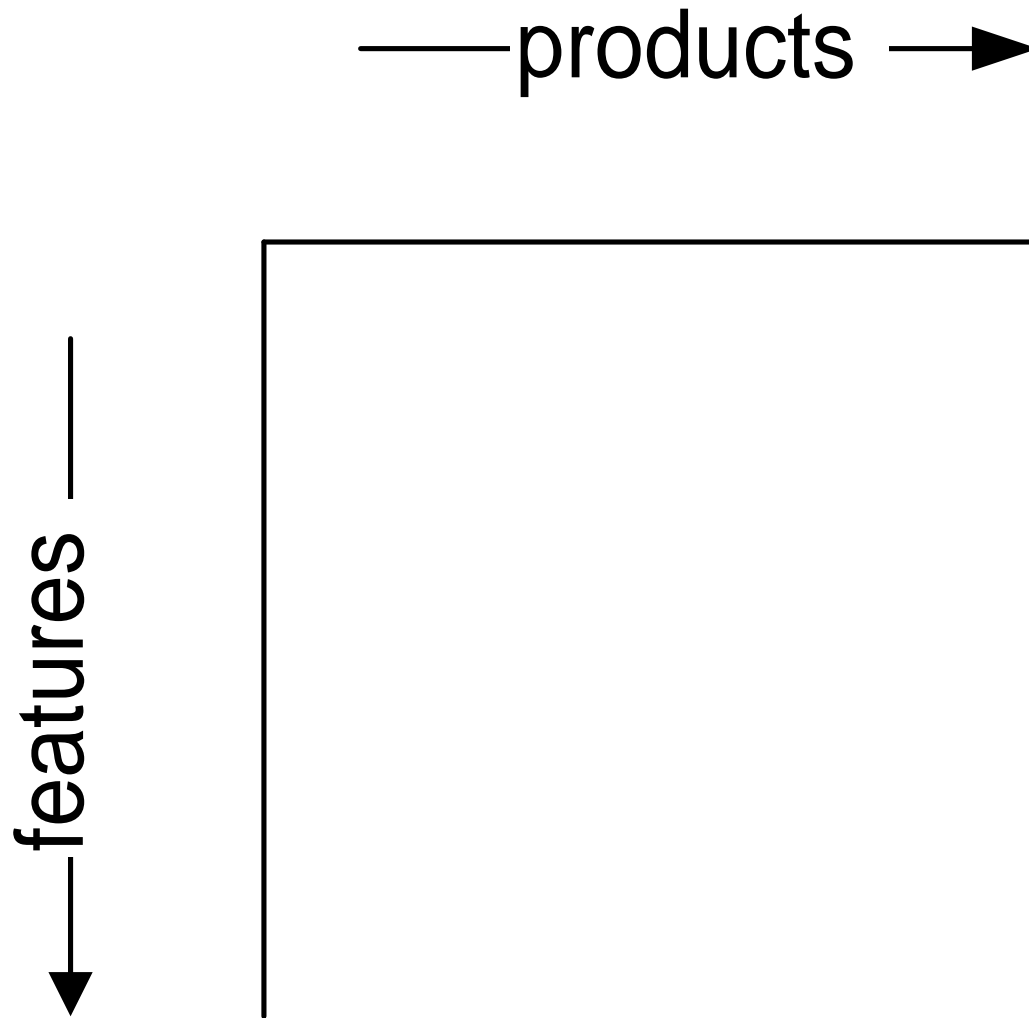
1. Inventarize Features
2. Map Features on Market Segments
3. Determine Products
4. Map Features on Products
5. Determine Valuation Criteria
6. Valuate Features per Product



Market Feature Map



Product Feature Map



Example of Valuation Criteria

- The value for the customer
- The selling value (how much is the customer willing to pay?)
- The level of differentiation w.r.t. the competition
- The impact on the market share
- The impact on the margin



Product Feature Map with substituted Numbers

—products →

	product 1			product 2			product m		
	critierium 1	critierium 2	critierium n	critierium 1	critierium 2	critierium n	critierium 1	critierium 2	critierium n
features ↓	1	5	4	3	4	4	4	5	5
	4	3	4	5	3	4	4	3	4
	2	2	1	2	2	1	2	2	4



Final Decision

Which Feature will be realized When for Which product?

