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 members 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 their experiences in family engineering.
From Business Analysis to Family Definition

Roadmapping
Reference Architecture
Requirements Capturing
Feature Space Exploration
Value Engineering
Scope Determination
Reference Architecture

Customer Architecture:
- Key drivers
- Customer Business Models
- Market Model (competition, complementors)

Application Architecture:
- Applicational drivers
- Application Domain Model:
  - entities + relations
  - behavior
- Stakeholders

Functional Architecture:
- Commercial Decomposition:
  - Features, Functions, Options
- Price Performance Dimensioning

Customer objectives
Application
Functional
Conceptual
Realization
Customer View

Who appreciates what?

Who pays when for what?

Who takes decisions?
Which part of the market do we want to serve?
Component-Based Conceptual Architecture

Customer objectives
Application
Functional
Conceptual
Realization

architecture guidelines
product-specific components
generic components

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Attention Points for Life Cycle Requirements

Installation

Configuration

Customization

Life-cycle management (amongst others upgrading)

Configuration Management

Licensing strategy
Feature Exploration and Valuation

1. Make an inventory of features
2. Map features on market segments
3. Determine products
4. Map features on products
5. Determine valuation criteria
6. Valuate features per product
## Examples of Valuation Criteria

- **Value for the customer**
- *(dis)satisfaction level for the customer*
- **Selling value** (How much is the customer willing to pay?)
- **Level of differentiation w.r.t. the competition**
- **Impact on the market share**
- **Impact on the profit margin**

Use relative scale, e.g. 1..5 1=low value, 5 -high value

Ask several knowledgeable people to score

Discussion provides insight (don't fall in spreadsheet trap)
# Product Feature Map with Substituted Numbers

<table>
<thead>
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<th>Features</th>
<th>P1800</th>
<th>P1900</th>
<th>P2200</th>
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</tr>
<tr>
<td>sales price</td>
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<tr>
<td>market share</td>
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<td>1</td>
<td>4</td>
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</tbody>
</table>
What feature will be realized when for what product?