AD423 • ME445 • MKTG594  Copco Project
Spring Semester, 2005

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**Assignment**

No. 13
Customer Benefits, Product Features, and Product Specifications

**Project Description**

If your team has not, as of yet, definitively converged on a single product concept for further development, then your team will need to choose one of your remaining concepts for this assignment. For that concept, please develop a chart, or structured list of customer benefits, product features, and product specifications for this single selected product concept. Please bear in mind a few points as you develop your lists:

1. First and foremost, it is at this point in the program that teams are to move from a problem/opportunity perspective to a product/solution perspective. The lists are created and analyzed with respect to the particular product concept your team is pursuing.
2. Customer benefits come first (as outlined during the in class lecture).
3. Product features provide customer benefits, and come second.
4. Product specifications are a means to measure if product features are appropriately provided, and come third.
5. Product specifications should be high-level, and written from an end user’s point of view; at a later date these product specs will cascade down to working engineering specifications.
6. Some uncertainty in either the set of product specifications, or their targets, is anticipated and permissible at this stage (this is a working document). Product specifications tend to evolve during the design process. Specifications should be written with targets and quantifiable values.

Each team may submit the list in any convenient format; please provide the faculty with an electronic data file.

**Project Requirements**

1. As a team, develop lists of customer benefits, product features, and (high-level) specifications for your top product concept. Include preliminary numerical targets. The high-level specifications will be broken down later into more detailed engineering specifications, so any detail you can insert at this point will be helpful.
2. Submit your results in a graphical format that makes clear how the benefits, features, and specifications are related. You may use the chart format presented in class, or another format that conveys the relevant information.

**Due Date**

Tuesday, March 1, 2005  (To be included in your Mid-Term Presentation)