Project Management

Product life cycle

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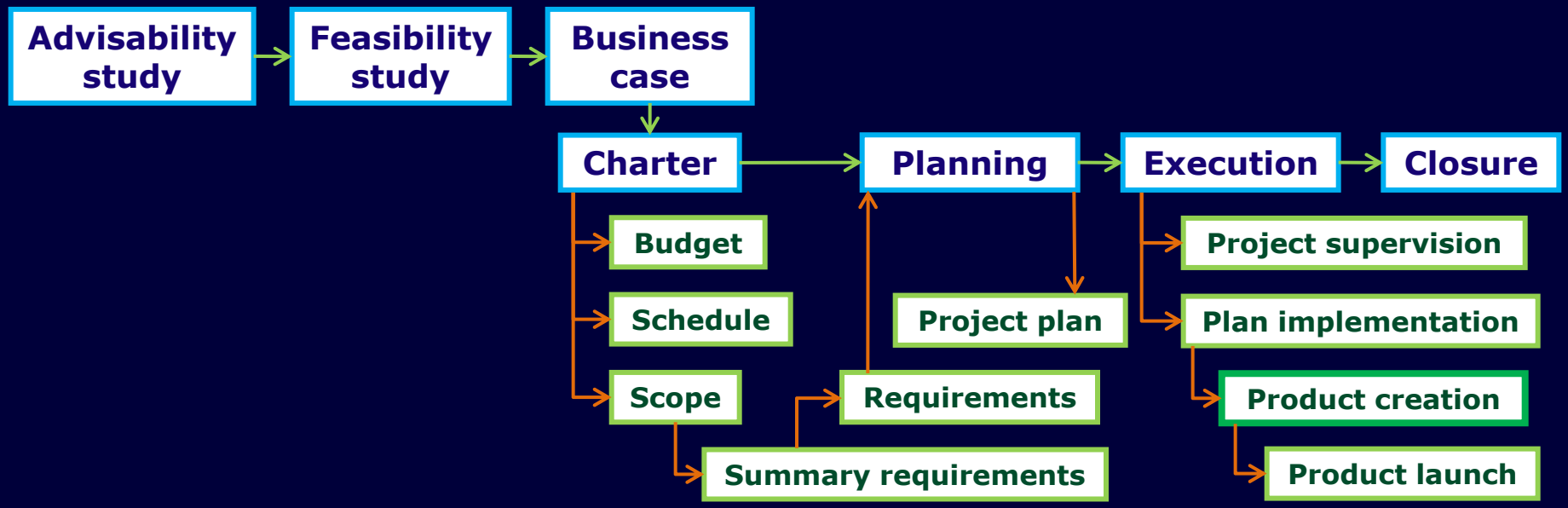
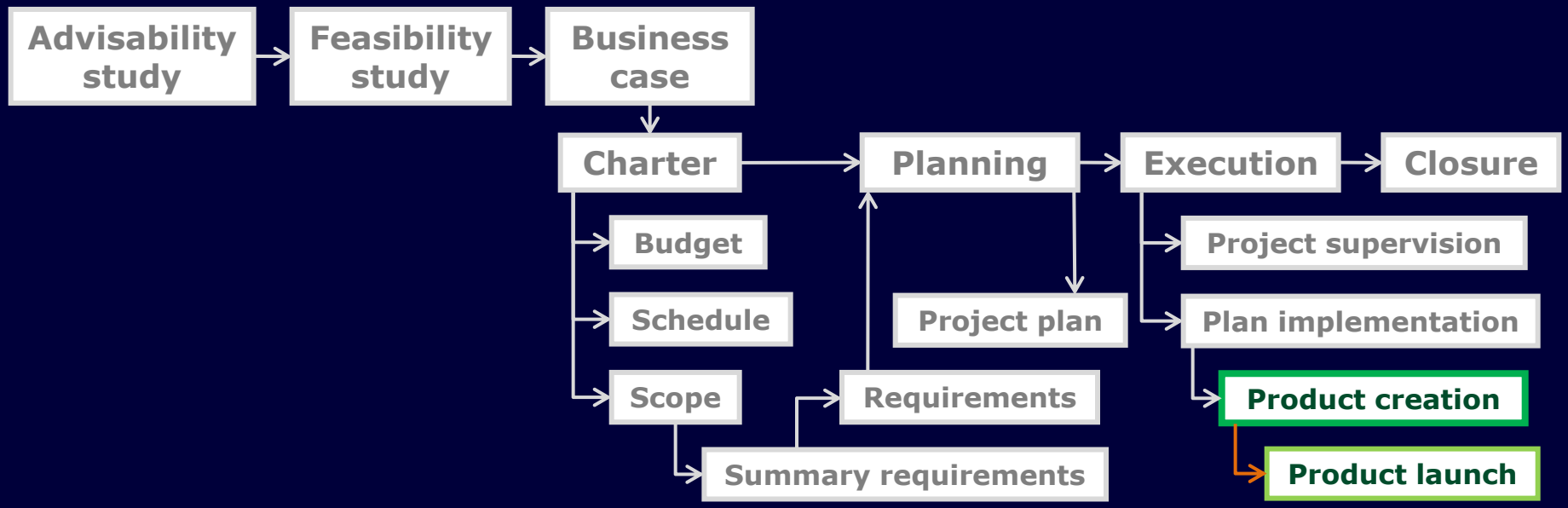
Reminder: project life cycle

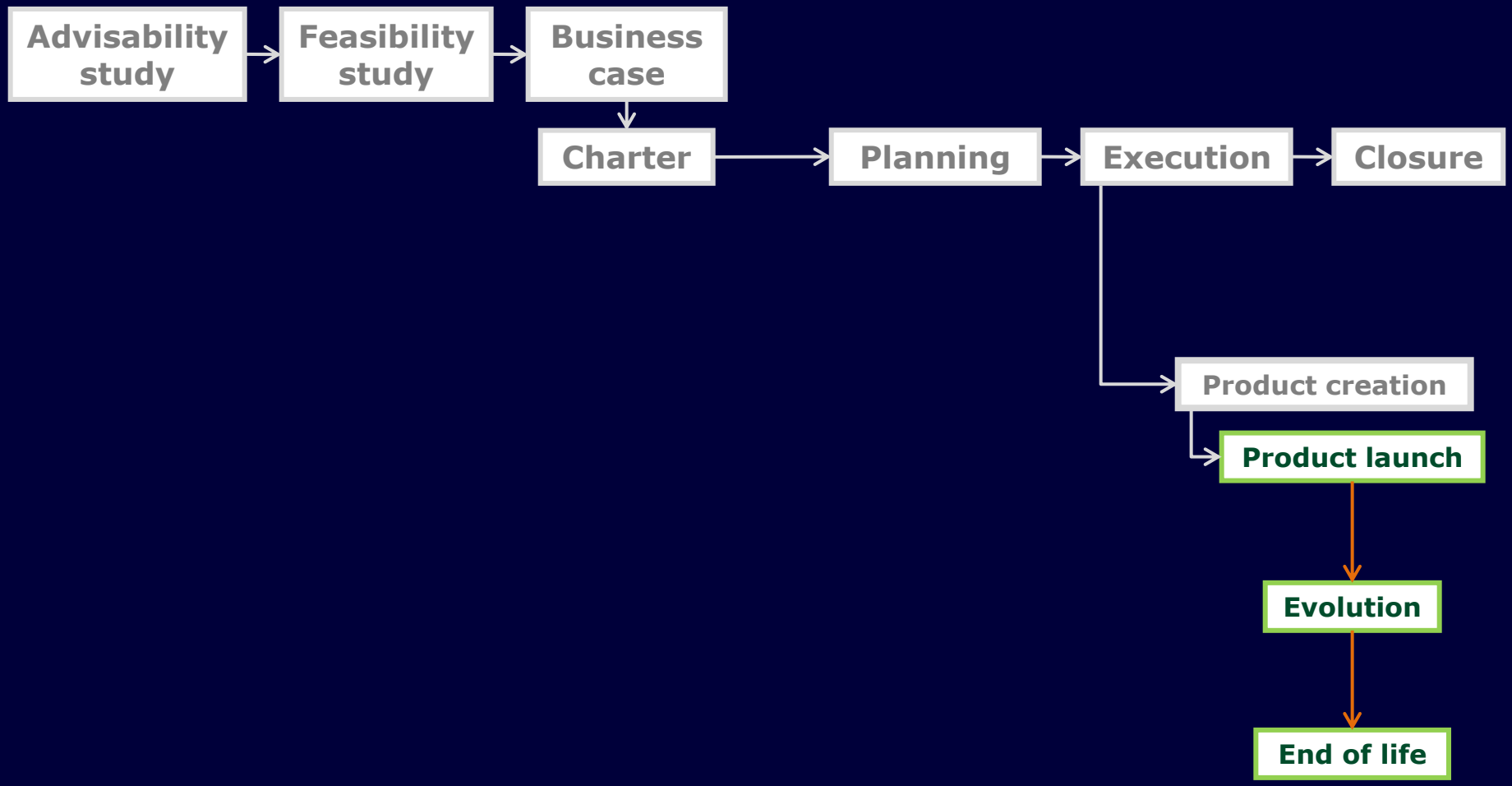


A product is born…



…after gestating throughout the life of the project!

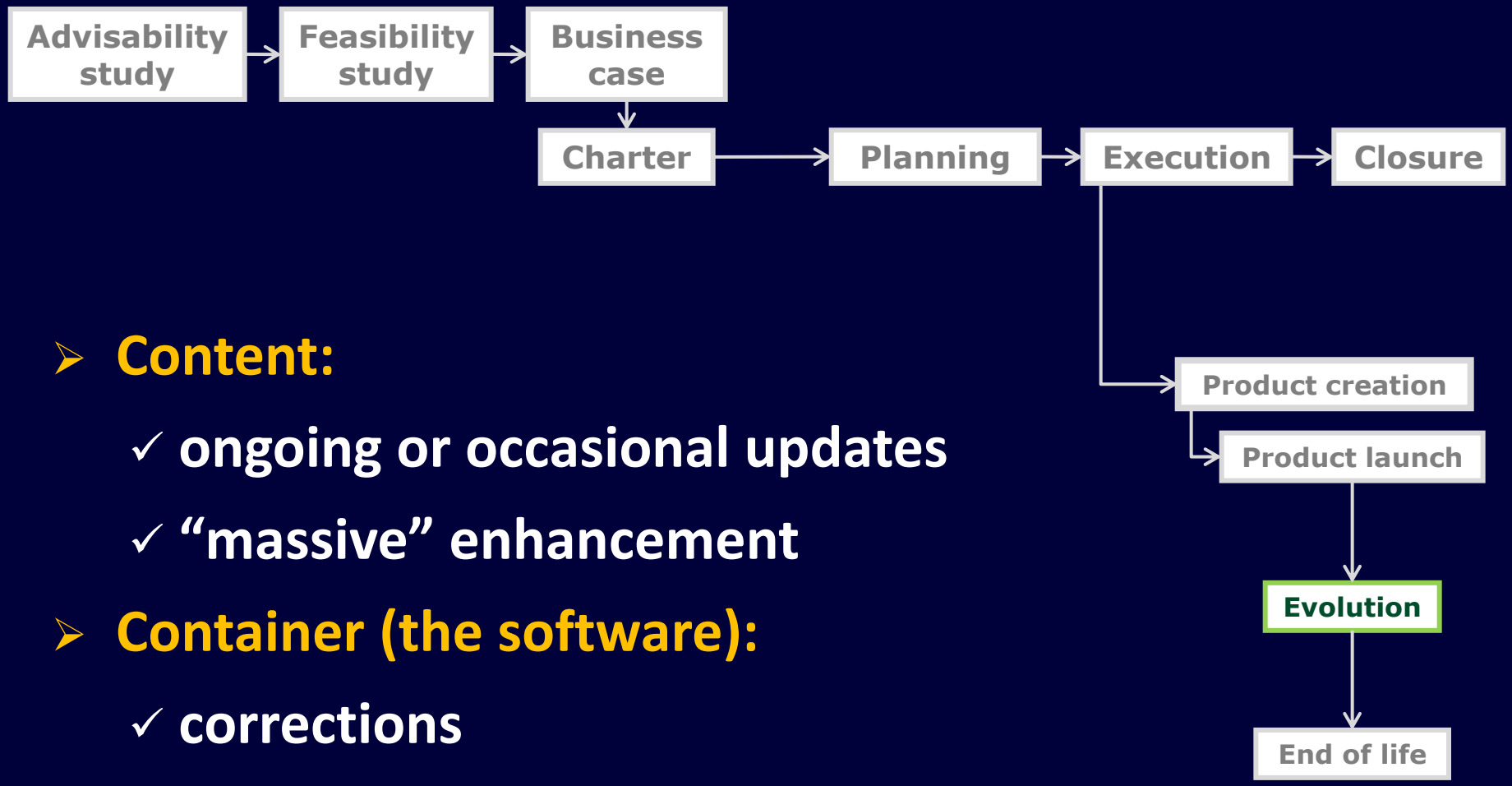
Product life cycle



Product launch

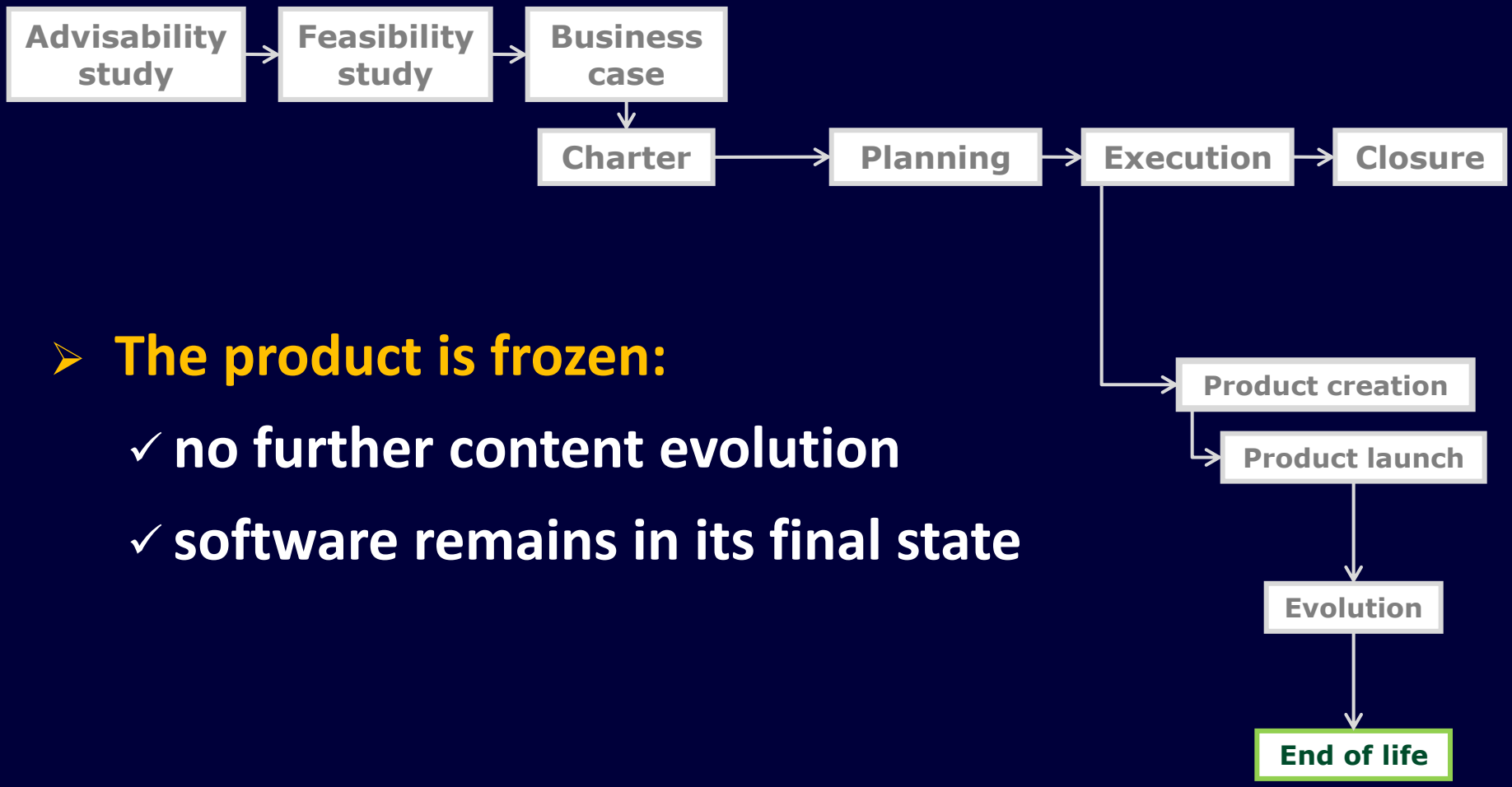
- **The PM is usually involved**, in cooperation with Marketing & Sales

Product evolution



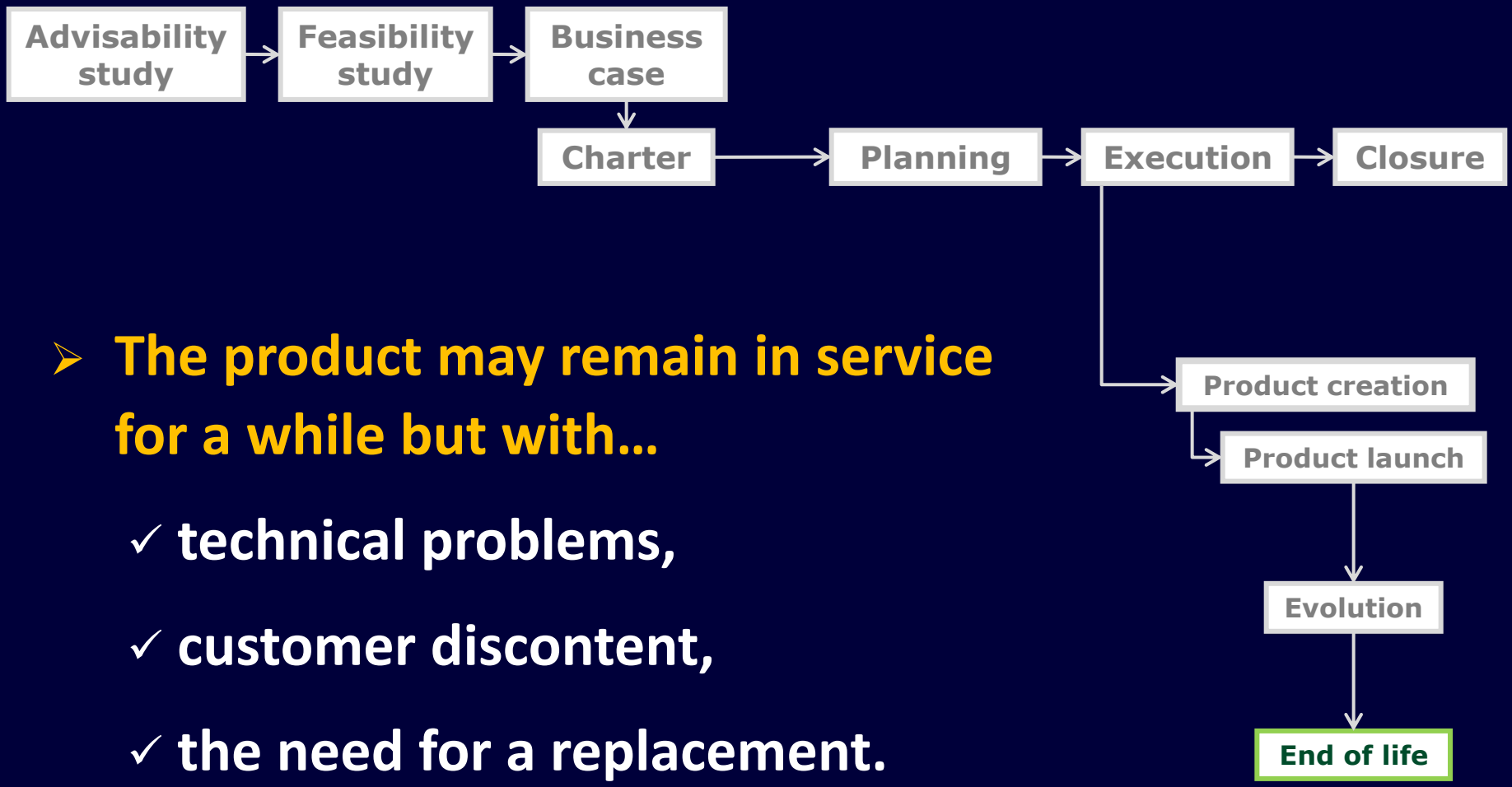
- **Content:**
  - ✓ ongoing or occasional updates
  - ✓ “massive” enhancement
- **Container (the software):**
  - ✓ corrections
  - ✓ updates
  - ✓ revisions

End of life of the product (1)



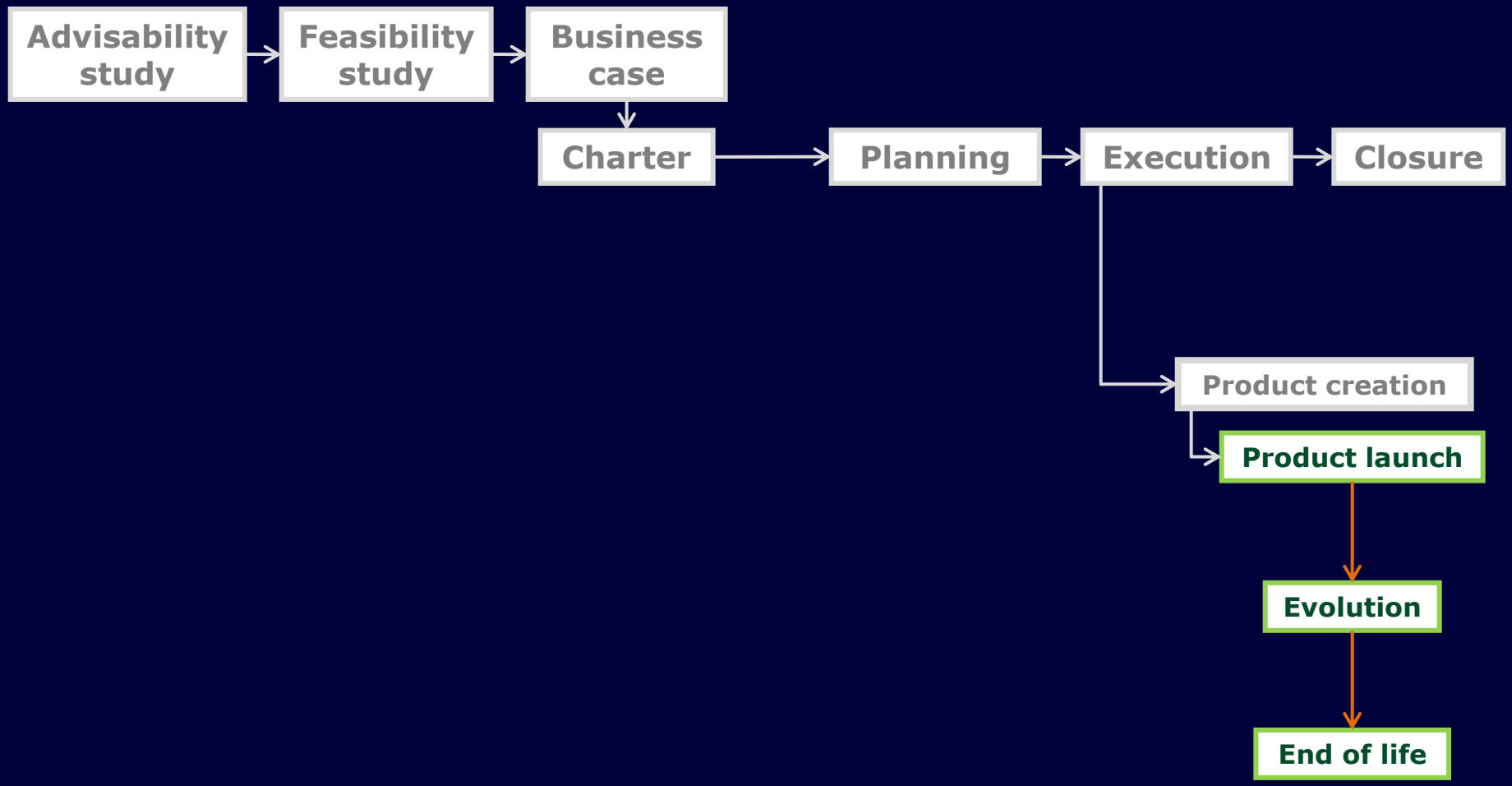
- **The product is frozen:**
  - ✓ no further content evolution
  - ✓ software remains in its final state

End of life of the product (2)



- **The product may remain in service for a while but with…**
  - ✓ technical problems,
  - ✓ customer discontent,
  - ✓ the need for a replacement.

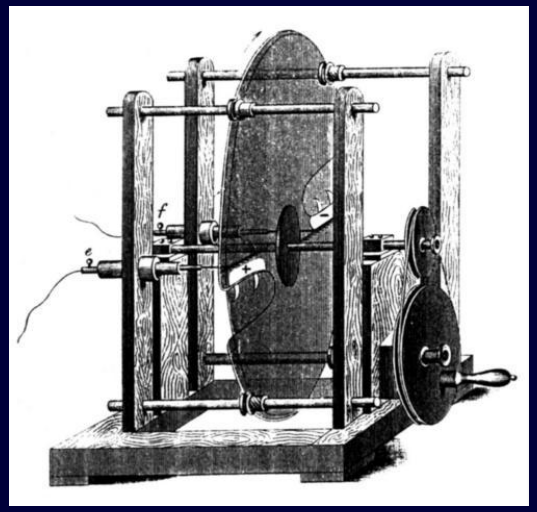
Product life cycle

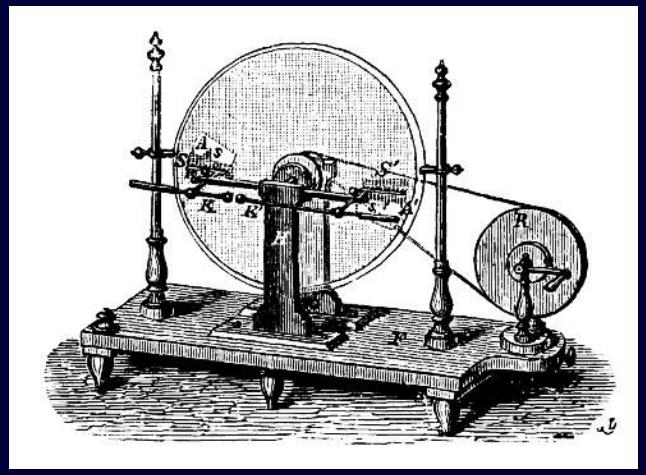


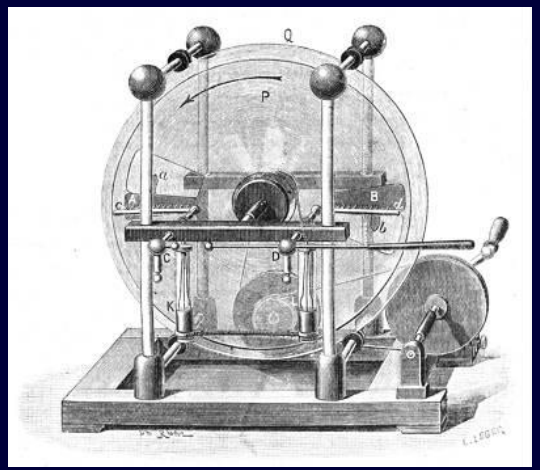
Questions?

Factors influencing the life of a product

- Market and competition
- User needs/requirements
- Price
- Business model
- Target platforms / Technical environment







Market and competition

- Market evolution
- Competitors' products
- Product positioning (content, features, performance)
- Novelty and innovation
- Clear and simple sales arguments
- Distinctive features

User needs/requirements

- Evolution of needs
- User feedback
- Commercial partners (sales reps, distributors…)
- Customer Services

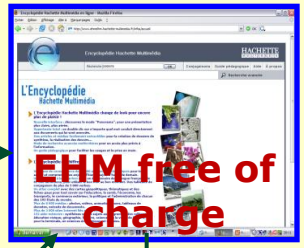
Price and business model

- Market demand & supply
- Direct impact on product
- Sales channels
- How revenue is generated

Online EHM Business Model

GENERAL PUBLIC (DIRECT)

Search engines, eg Google, with keyword *encyclopédie*



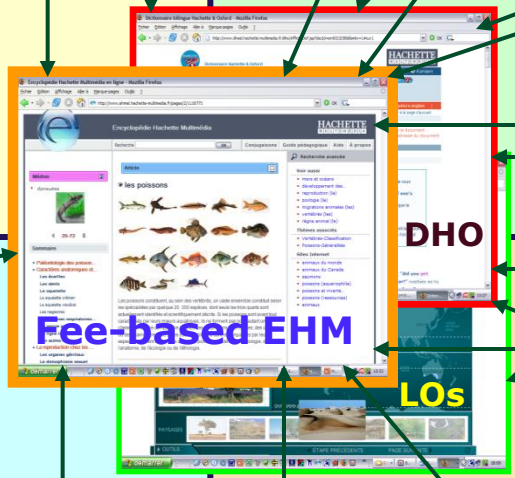
HM site

Subscription

Subscribers

Authentication

Online EHM Business Model



INSTITUTIONS (DIRECT)

Intranets, eg Lagardère

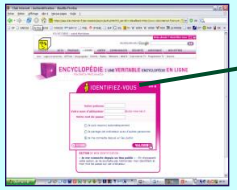
Public libraries, eg Ville de Massy

Businesses, eg *Le Figaro* (editors)

Institutions abroad, eg LearnAlberta

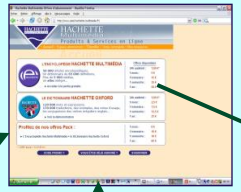
Institutions abroad, eg Institut canadien du service extérieur

GENERAL PUBLIC (INDIRECT)

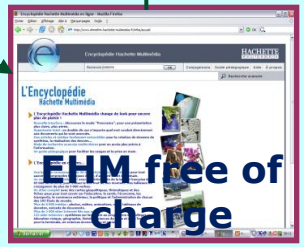


Club-Internet subscribers

Subscription



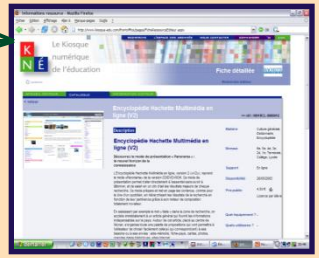
Affiliated site users, eg (hypothetical) *Le Monde*



Authentication

Subscribers

INSTITUTIONS (INDIRECT)



French schools via the KNÉ

Canadian institutional customers via De Marque

Business customers via DataPasse (IDM)

Platforms / Technical environment

- Target platforms
- Compatibility
- Dependencies
- Development, testing and maintenance costs
- Development tools
- Focus required
- Fewer problems with online applications

Questions?