



# Product Development Checklist

1 Sep 2022 / Kamala Ananta

Complete

Score	0%	Flagged items	1	Actions	1
<b>Site conducted</b>					Unanswered
<b>Conducted on</b>					01.09.2022 16:41 PST
<b>Prepared by</b>					Kamala Ananta
<b>Product</b>					Self-heating electric mug

## Flagged items & Actions

1 flagged, 1 action

### Flagged items

1 flagged, 0 actions

Product Development Checklist

**Do we have the budget for this product?**

No

### Other actions

1 action

Product Development Checklist

### What will we do?

As per the board, we have just enough budget to create it, but not for testing. The plan is to coordinate with marketing and accounting on ideas to generate income from existing products (sales, bundles, promos, etc.) The board has already approved this idea.

To Do | Priority Medium | Due 09.09.2022 15:34 PST | Created by SafetyCulture Staff

Talk to marketing and accounting departments

## Product Development Checklist

1 flagged, 1 action, 0%

### Who is the target audience for this product?

Heavy coffee and tea drinkers, aged 18 and up. Possible to aim towards office workers as well.

### What problem or need are we trying to address?

Adults are often busy in the morning, so much so that they sometimes leave their hot drinks unattended, thus making them lose heat. Some drinks are still palatable when cold, but others are not. This self-heating electric mug aims to help people keep their drinks warm longer, without the need to stand up multiple times to reheat their beverages.

### Do we have the budget for this product?

No

### What will we do?

As per the board, we have just enough budget to create it, but not for testing. The plan is to coordinate with marketing and accounting on ideas to generate income from existing products (sales, bundles, promos, etc.) The board has already approved this idea.

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Talk to marketing and accounting departments

### What do our customer and business data say about this idea? How do we think customers will use this product?

Based on previous data, our customers liked our kettles and microwaves for the way they produced evenly heated products. We think customers would like this as it would be like a mini-kettle, or a small microwave, should they choose to put food in the mug.

### What is our vision for this product?

We hope to make the lives of our customers easier with this product. As we are targeting a large market, we are hoping to earn greatly from this product, and possibly even make larger mugs for more uses.

### How much do we expect customers to pay for this product?

\$50-\$100

### When is the target date for release?

01.12.2022

## Product creation team

### Product creation team 1

*Iset Frigg*

Iset Frigg  
02.09.2022 15:34 PST

### Product creation team 2

*Kerin Felscylla*

Kerin Felscylla  
02.09.2022 15:34 PST

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### **Product creation team 3**

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*Zaya Barion*

Zaya Barion  
02.09.2022 15:35 PST

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### **Product testing team**

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#### **Product testing team 1**

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*Anthea Ilithyia*

Anthea Ilithyia  
02.09.2022 15:35 PST

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#### **Product testing team 2**

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*Leto Kali*

Leto Kali  
02.09.2022 15:35 PST

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#### **Product testing team 3**

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*Melpomene Galateia*

Melpomene Galateia  
02.09.2022 15:35 PST

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**When should we conduct a product evaluation?**

31.01.2023

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For product evaluation, refer to the Product Evaluation Checklist.

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#### **Prepared by**

*Kamala Ananta*

Kamala Ananta  
02.09.2022 15:35 PST

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