

A Journalist's Guide to Building News Products

This worksheet was created for the 2018 ONA J-School Supplemental workshop on Product Management with Becca Aaronson & Cindy Royal. Your mission is to produce a product plan that takes into account audience needs, business objectives and technology resources, just like a product manager!

The Challenge

In one to three sentences, describe the challenge or problem your product will address.

Audience

Who is this product for and how will you address their needs?

Draw a picture of someone in your target audience.

and preferences of your audience.

goal> so that <some reason>.

Describe the habits, demographic characteristics

Write a user story: As a <type of user>, I want <some

Business

Why should your organization create this product? Make the case.

Market research: Name 3 competitors and describe a strength and weakness of their product.

How will your product contribute to your business goals?

How will you measure the success of your product?

Technology

What do you plan to build and how will you build it?

What technology, software, platforms and resources will be needed to create and maintain your product?

What are the weaknesses and strengths of different approaches you could take?

Prioritize! List 3 requirements or features that are the most essential for your product.

Bring it all together — Define your S.M.A.R.T. Goal

Think about the audience, business and technology questions you just answered and write down a S.M.A.R.T. goal statement to align your team around your product vision. S.M.A.R.T. = Specific, Measurable, Achievable, Results-driven and Time-bound. Here's an example: "We will produce a 3 minute daily podcast to distribute on Amazon Alexa and gain 2,000 subscribers by the end of the first month."