

Types of Market Inputs in FeaturePlan

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Product Managers must continually deliver new versions of products and the best way to deliver a product the market wants to use is by collecting market feedback. FeaturePlan allows you to collect nine different kinds of market feedback, store it in an organized fashion, share it and report on it when required. FeaturePlan begins the product management cycle with the Information Gathering Process, where market inputs can be gathered and stored according to type in the Input Pool.

There are nine types of Market Inputs that can be collected with FeaturePlan:

- Win/loss reports
- Call reports
- Enhancement requests
- Incident reports
- Contracts
- Analyst research documents
- Market research documents
- Customer relations documents
- Competitive analysis documents

Win/Loss Reports

The Win/Loss Report gives the product manager the opportunity to collect feedback from your most recent customers and product evaluators regarding the product as well as your company's buying process.

Call Reports

Call Reports allow you to collect Corporate Contributor feedback from those within your organization who visit customer and prospect sites. These visits can bring you valuable information that you can not get over the telephone. It gives you the opportunity to see how your product is being used. It also gives you the opportunity to get a feel for the customer environment, magazines they might read, etc. This information can be entered from within FeaturePlan or over the Web by the Product Manager or Corporate Contributors.

Enhancement Requests

Enhancement requests allow you to collect customer feedback regarding product improvements in a consistent and organized fashion, whether they are entered by the product manager or the customer.

Incident Reports

The Incident Reports allow you to incorporate bugs into your information gathering process. These Incidents can be imported from existing bug tracking software into FeaturePlan through .csv files.

Contracts

Contracts allow you to track commitments made to customers in order to close sales deals. Tracking the commitments and dates is a very important process, as these are usually legally binding deals and must be delivered on time.

Analyst Research Documents

Due to the nature of Analyst Research information, this area of FeaturePlan allows you to store external documents and web links within the FeaturePlan database and view them within FeaturePlan. These documents can be used to support Problem Statements just as easily as the form-style inputs such as Enhancement Requests.

Market Research Documents

Due to the nature of Market Research information, this area of FeaturePlan allows you to store external documents and web links within the FeaturePlan database and view them within FeaturePlan. These documents can be used to support Problem Statements just as easily as the form-style inputs such as Enhancement Requests.

Customer Relations Documents

Due to the nature of Customer Relations information, this area of FeaturePlan allows you to store external documents and web links within the FeaturePlan database and view them within FeaturePlan. These documents can be used to support Problem Statements just as easily as the form-style inputs such as Enhancement Requests.

Competitive Analysis

Use the Competitive Analysis to store information about the competition's features in an organized, consistent fashion while weighting the importance of each feature to the customer.

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