**Whole Product Model Template**

**Instructions:**

1. There are four layers of the whole product model, with one table for each layer.
2. Each table is shown on its own page.
3. All tables are in Microsoft Word table format, for ease of editing and formatting.
4. Brief examples are shown in italics to illustrate how to complete the model.
5. The goal of the whole product model is to ensure you offer all services and support customers’ need to use your product successfully.

**Generic Product Layer**

**Product:** Professional-Grade Circular Saw

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Feature** | **Desired Result** | | **Use Metric**  **& Trend** | **New Technology Requirements** | | **Adoption Costs & Risks**  **(for the customer)** |
| Power cord guard | # 3 | 10 lbs., 5% weight reduction in 2 years | | Need composite packaging | No upgrade or trade-in path | |
| Debris shield | # 5 | 4 settings, doubling to 8 in 3 years | | More precise mechanical design | More complexity but manageable | |

**Expected Product Layer**

**Product:** Professional-Grade Circular Saw

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Service Element** | | **Customer Expectation** | **Competitive Benchmark** | **Supplier Performance** | **Supplier Action** |
| (T)echnical Support | 800 phone, online tutorials, online chat, user guides, community forum | | Industry-standard | Only online support | Add 800 support within 2 months |
| (Q)uality | Features work as expected | | Features work poorly on competitive products | Features meet customers’ expectations | Repeat sales opportunities analysis |
| (R)esponsiveness | 5 minutes wait on phone without need for callbacks | | 20 minutes wait on phone | 10 minutes | Add phone support staffing |
| (D)elivery | No retail stockouts | | No retail stockouts | At least one stockout monthly | Eliminate retail stockouts within 3 months |
| (C)ost | No additional cost, customers expect them | | No one offering power cord guard and debris shield | We offer them | Promote this with safety differentiation |

**Augmented Product Layer**

**Product:** Professional-Grade Circular Saw

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Technical Task** | | **Cost to Customer**  **($ or Time)** | **Supplier**  **Product/ Service Opportunity** | **Customer Cost Deferral Value**  **($ or Time)** |
| CAD (Computer-Aided-Design) | 4 weeks for custom carpentry project designs | | We do the design for them to high-level specifications they provide | Saves the customer two weeks, a 50% improvement. |

**Potential Product Layer**

**Product:** Professional-Grade Circular Saw

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Management Function** | | **Customer Changes** | **Supplier**  **Product/ Service Opportunity** | **Customer Cost Deferral Value**  **($ or Time)** |
| Operations Management | Materials costs increased 20% over the past year | | We build the parts for customers in our automated manufacturing facilities | Saves customers 15% on materials costs due to less scrap and 1 week of project cycle time. |