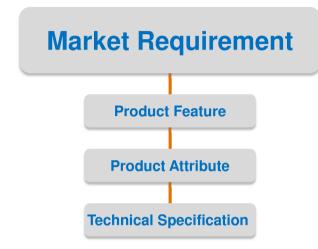
Blackblot Product Frames Model



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Component	Description
Market Requirement	Functionality sought to address a facet of the market problem.
Product Feature	Product capability that satisfies a specific user/buyer need.
Product Attribute	Real characteristic or property of the product.
Technical Specification	Precise description of an attribute's implementation details.

Role	Responsibility	Product Frame	Deliverable	Expertise
Product Planner	Articulate market	Market Requirements	MRD	Market Expert
(strategic role)	problem		"What to solve?"	
Product Architect	Devise functional solution	Product Features (via	PRD	Product Expert
(tactical role)		Product Requirements)	"How to solve?"	
Lead Developer	Design product	Product Attributes and	Tech. Spec.	Technology Expert
(technical role)	implementation	Specifications	"How to build?"	

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