

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