Blackblot® PMTK Problem/Solution/ Feature/Benefit

<Comment: Replace the Blackblot logo with your company logo.>

Company Name: <Enter company name>
Product Name: <Enter product name>

Date: <Enter creation date>
Contact: <Enter contact name>
Department: <Enter department name>
Location: <Enter location>
Email: <Enter email address>
Telephone: <Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

Table of Contents

1. Introduction

1.1. Document Objective

The purpose of this document is to describe the ability of <Enter product name> to address the overall customer problem by merit (benefits) of its feature scope and capabilities.

2. PSFB Matrix

2.1. Section Objective

The following matrix lists facets of the market problem. Displayed are product features that address and solve facets of the market problem and what overall benefits the customer realizes from solving each facet of the market problem.

2.2. PSFB Matrix

<Comment: To illustrate the concept of PSFB elements, an example pertaining to a passenger vehicle is provided.>

Problem	Solution	Feature	Benefit
<Describe the market problem facet the customer is facing.>	<Describe the general solution category that was applied to solve the problem.>	<On a conceptual or modular level, describe the component(s) built into the product which provides the solution.>	<Describe the benefit the customer has realized from the feature being able to solve the market problem facet.>
<Example #1: Passengers are injured in front-end vehicle collisions.>	*<Example #1: Placing shock-absorbing barriers which buffer the shock generated by a collision and protects passengers from the effects of impact.>*	*<Example #1:* • *Internal, passenger compartment mounted driver and passenger airbags.* • *Vehicle equipped with large, fortified, elastic, collision bumper.>*	*<Example #1:* • *Peace of mind.* • *Injury level minimization.>*
<Example #2: While in the vehicle, passengers are still affected by exterior climate conditions.>	*<Example #2: Provide a passenger compartment, temperature modifying, heating and cooling system.>*	*<Example #2: Vehicle equipped with an air-conditioning system that allows passengers to regulate the temperature within the passenger compartment.>*	*<Example #2: Controlled comfort levels at different external weather conditions, produce a more relaxed driving experience.>*

3. Supporting Data

3.1. Section Objective

This section provides data supporting claims, assertions, assumptions, and statements made throughout this document.

3.2. Assumptions

<Describe any assumptions made while preparing this document.>

3.3. Research Information

<If relevant, describe and list the type and scope of research conducted while preparing this document.>

3.4. Product Diagram/Architecture

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>