

The MetaNeer

**PRODUCT
DEVELOPMENT
BLUEPRINTS**

By Andrew Bellay

PART IV
THE BLUEPRINTS

1. Vision

What future are you trying to bring into reality? What's the vision for your product or organization?

2. Key Insights

What do you know about your users, the market, or your product that others do not?

3. Pain Points

What pain points are you solving for your users?

4. Target User

Who are your users? Be as specific as possible.

5. Jobs

What jobs can the user accomplish?

6. Assumptions & Questions

What assumptions are you making about your users? Technology?

7. Business Opportunity

How will you monetize? What is the size of the opportunity?

8. Competition

Who are your competitors? Who will love you if you're successful? Who will hate you?

9. Competitive Advantage

What advantages do you have over your competition?

10. Hypotheses

What are you testing? What big questions are you trying to answer?

11. Priorities

What are the 2-3 most important priorities?

12. Milestones

What are your milestones for the first 30, 60, and 90 days after launch?

13. Market

What is your market?

14. Go-To-Market Plan

How will you get your first 10/100/1,000/10,000 users?

15. Must-Have Features

What are the absolutely essential features in this version?

16. Nice-to-Have Features

What are the non-essential features you want in this version?

17. Dream Features

Imagine the features your product will have a few years from now.

18. Rough Sketches: Typical Launch

Quickly sketch what a typical launch will look like. Focus on the big picture, not the details.

19. Rough Sketches: First Launch & On-boarding

Quickly sketch what the first launch experience will look like. Focus on the big picture.

20. Rough Sketches: Screens & Notes

Quickly sketch each screen of your application. Focus on the big picture.

20. Rough Sketches: Screens & Notes (cont'd)

Quickly sketch each screen of your application. Focus on the big picture.

21. Draft User Flow

Quickly sketch how the user will get from screen to screen. Add notes and questions.

21. Draft User Flow (cont'd)

Quickly sketch how the user will get from screen to screen. Add notes and questions.

22. Final Sketches: Screens & Notes

Sketch each screen. Be as detailed as possible. Include detailed notes and any remaining questions.

22. Final Sketches: Screens & Notes (cont'd)

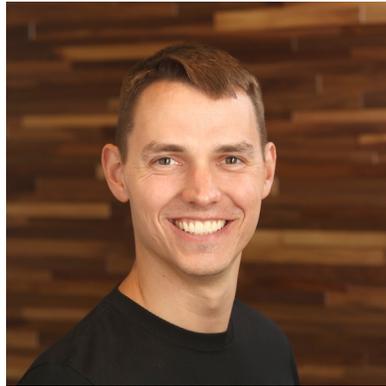
Sketch each screen. Be as detailed as possible. Include detailed notes and any remaining questions.

22. Final Sketches: Screens & Notes (cont'd)

Sketch each screen. Be as detailed as possible. Include detailed notes and any remaining questions.

23. Final User Flow

Sketch the final user-flow diagram, linking together each of the screens. Include detailed notes as necessary.



ABOUT ANDREW BELLAY

It seems pretentious to write this in the third person so I'm not going to write it like a real human being. I grew up around computers and technology so it's no surprise that I became an engineer and love solving problems. When I started my first company in 2010 I taught myself to code because I couldn't afford to hire the development talent I needed. Since then, I founded two additional companies, and have worked with hundreds of entrepreneurs, innovators, designers, and developers to build and ship dozens of products. I've consulted with Stanford University, Corning Glass, The Sacramento Kings NBA team, LinkedIn, Google, UCSF, and many early stage start-ups. I've earned a Bachelor of Science in Chemical Engineering, a Bachelor of Arts in Liberal Arts from UT Austin, and a Master of Science in Management Science & Engineering from Stanford University.