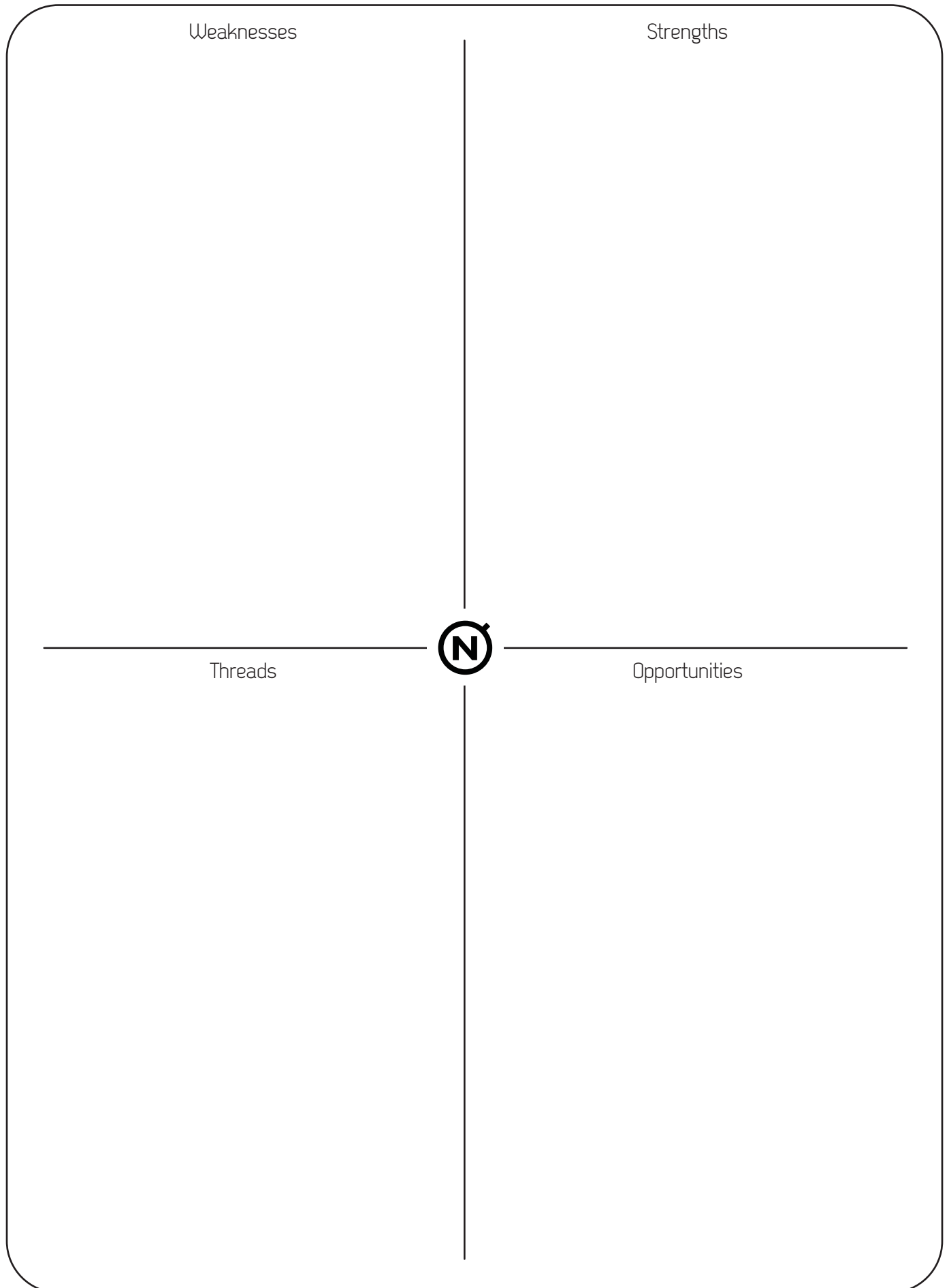


SWOT Analysis

Think about your current product you plan to re-design or the product idea you have in mind. Analyse it for its strengths, weak spots or areas of improvement, opportunities which might emerge looking at your company strategic aims,

a changing or shifting environment, market and technology base as well as things which could threaten the product or idea (or its relevance on the market). Try the same with your main competitor product or system in order to identify market opportunities and unique selling propositions for your product or idea. Give your brand or company as a whole a try too.

Product / Idea:



Mind map for project start - Hard factors

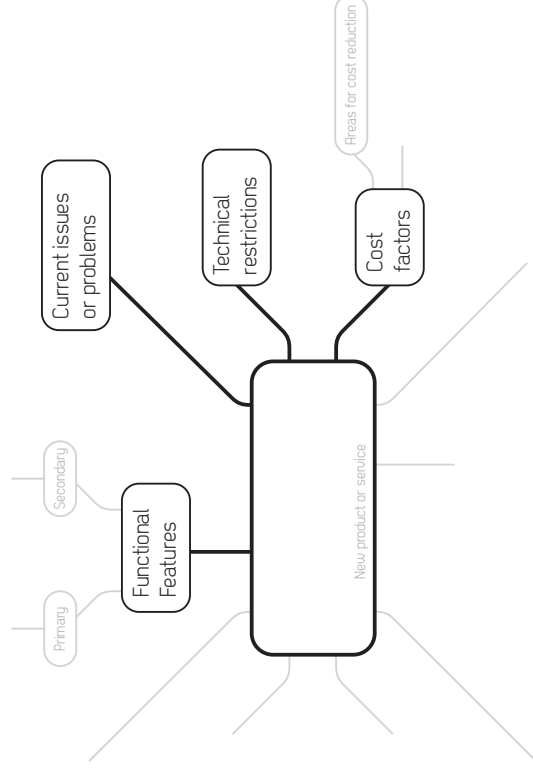
This is a template for collecting information at the project start. Mind-mapping helps to organize all the thoughts, information and ideas you have. Just start randomly with a category (e.g. 'main functions', 'cost issues', 'potential users...')

Here some categories which might be useful to mind map around:

- Functional Features
 - Primary
 - Secondary
 - Potential useful extra features
- Current issues or problems
- Technical restrictions
- Cost factors
- System components
- Common parts stock parts
- Main improvement(s) or innovation(s)
- Competitor (systems & technologies)
- Influencing products or technologies
- Useful company IP/ know-how/ assets
- Upcoming technologies in market or industry
- Ergonomic & Interface features & restrictions
- Transport/Packaging
- Sustainability (issue, aims & strategy)
- Manufacturing & Materials
- NG-NDs

Product category/ family Product name

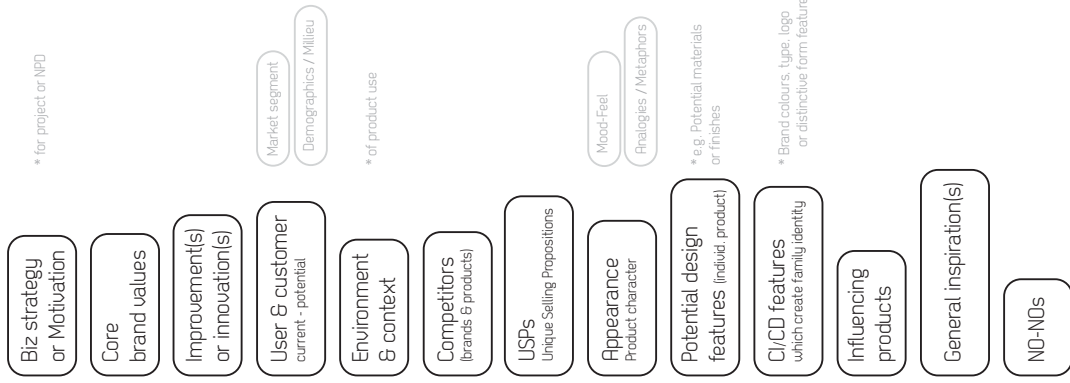
and to fill the region around it with key words/facts which come to mind. You might link categories to several sub-categories with lines or just float keywords in an topic related area. Ideally you print this template out in A3 or use a blank sheet and post-it notes in order to move keywords around.



Mind map for project start - Soft factors

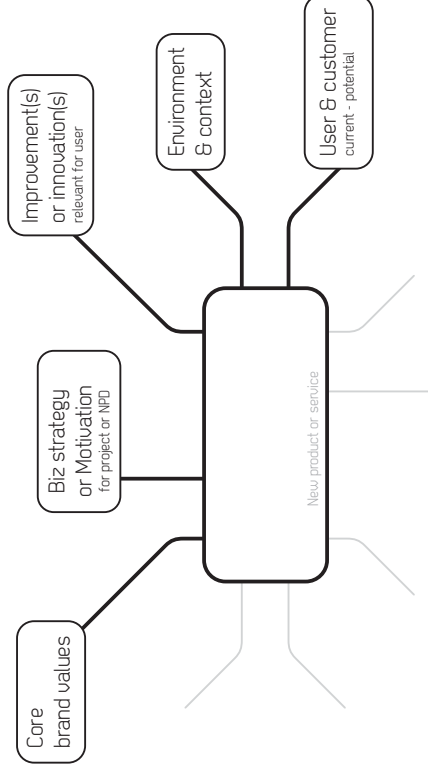
This is a template for collecting information at the project start. Mind-mapping helps to organize all the thoughts, information and ideas you have. „Just start“ randomly with a category (e.g. „main functions“, „cost issues“, „potential users“...)

Here some categories which might be useful to mind map around:



Product category/ family Product name

and to fill the region around it with key words/facts which come to mind. You might link categories to several sub-categories with lines or just float keywords in an open related area. Ideally you print this template out in A3 or use a blank sheet and post-it notes in order to move keywords around.



Mind map for project start

This is a template for collecting information at the project start. Mind-mapping helps to organize all the thoughts, information and ideas you have. Just start randomly with a category (e.g. main functions, cost issues, potential users...)

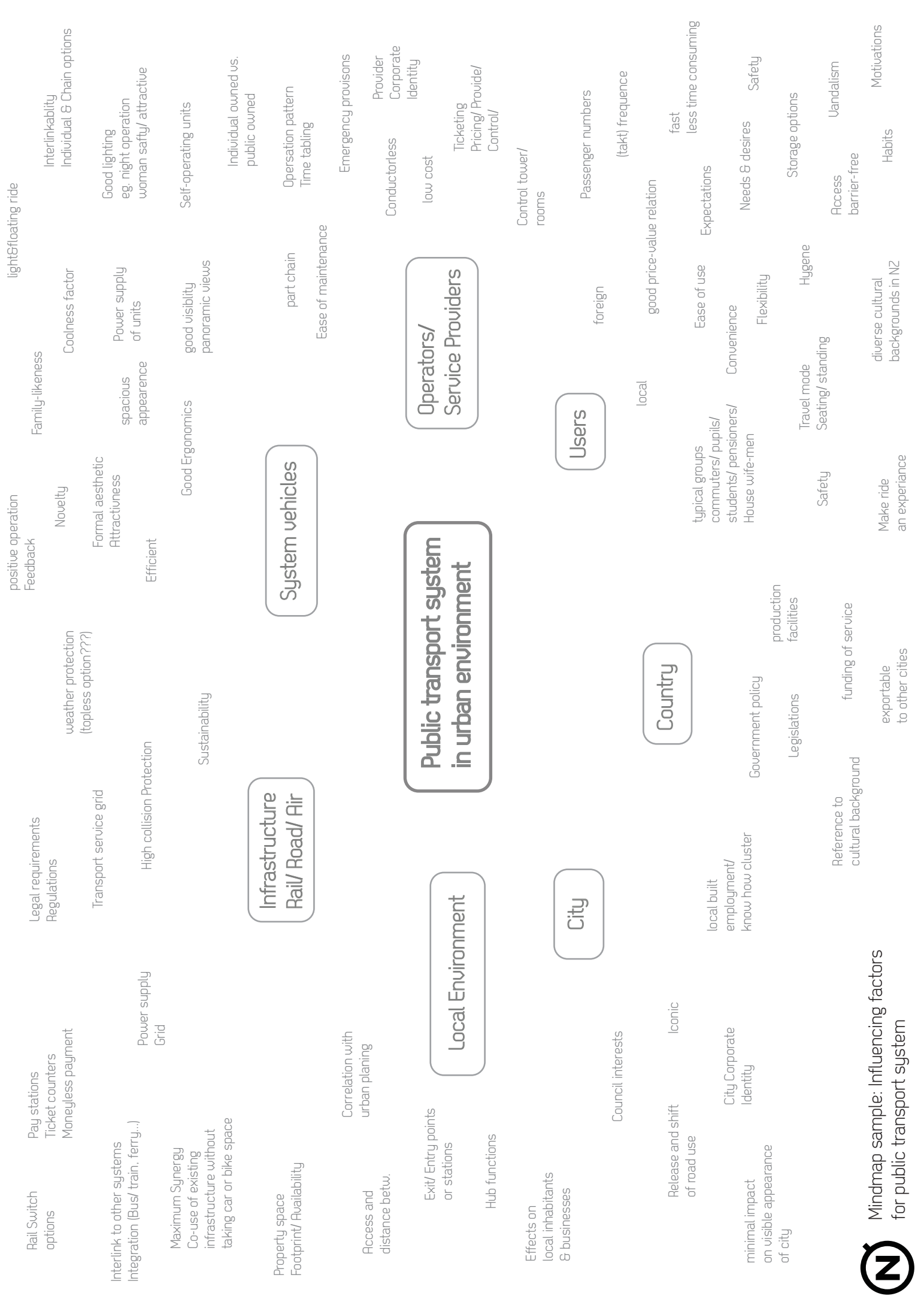
and to fill the region around it with key words/facts which come to mind. You might link categories to several sub-categories with lines or just float keywords in an topic related area. Ideally you print this template out in A3 or use a blank sheet and post-it notes in order to move keywords around.

Product category/ family
Product name



New product or service





Mindmap sample: Influencing factors for public transport system