

PRINCE2® Poster Series #5

Product-Based Planning

by Susanne Madsen

This poster summarizes the key steps involved in product-based planning and how to use it.

Product-based planning is the preferred PRINCE2 technique for identifying, analyzing and planning the project's products. It consists of the following four steps:

1 Project Product Description

The first step is writing the Project Product Description. This is a high-level description with quality requirements and acceptance criteria.

2 Product Breakdown Structure

The Second step is creating the Product Breakdown Structure which maps out all the products that need to be created in a diagram. Here the project's end product is broken down into its major components which in turn are broken down into further products, like an organizational chart (below).

3 Product Descriptions

The Third step is writing the Product Descriptions. This is done for each of the identified products in the Product Breakdown Structure and should also include the Quality information.

4 Product Flow Diagram

The last step is to create the Product Flow Diagram. This diagram shows the interdependencies between the identified products and defines the sequence in which they will be developed.

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Benefits of Product

It helps to identify and document products and their interdependencies.

It clarifies what is in and out of scope and helps to avoid "scope creep".

It increases their buy-in.

It provides a simple overview of what needs to be done and makes it much easier to communicate, set the right expectations and to ask for feedback.



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