

worthless until communicated



All the best ideas, innovative concepts and brilliant design are worthless if you can't communicate them

features for nothing

Only too often product features are never discovered because they are either too complicated to explain or considered too unimportant to mention. If undiscovered these features are being created, manufactured and sold for nothing. Until any product feature or function actually provides a user with value they are worthless.

product advantages

If time and money is spent to create product advantages then these advantages must follow on to the end-users. The proper communication of product advantages, features and functions must be included into product development planning and be integrated into product specifications. As every product wish, feature or specification is checked off during development, so should the communication of each be enabled or implemented.

explaining context

This communication process is only valuable if effort is made to explain the task that each product feature is expected to perform. Explaining why something is useful is more important than how it is used.

By choosing scenarios that are relevant to the user to explain product features we can place new concepts into familiar context. Understanding new concepts is always easier when they are connected to a familiar context. Relevance increases with familiarity.