

Technology
Science
Information
Networks
Computing



Lecturer: Ting Wang (王挺)

利物浦大学计算机博士

清华大学计算机博士后

电子信息技术高级工程师

上海外国语大学网络与新媒体副教授

浙江清华长三角研究院海纳认知与智能研究中心主任

New Media Product Design and Development

Lecture 2. Requirement and Feasibility Analysis

Dr. Ting WANG



School of Journalism and Communication
Shanghai International Studies University



Haina Cognition and Intelligence Research Center
Yangtze Delta Region Institute of Tsinghua University, Zhejiang

Part 01

A start to
make a product

Four types of products in China



To Customer

A technical company

- runs one or several apps
- directly faces to the terminal customers



01

What is the social requirement you want to solve?

02

How large is the market size?

03

How much resource you will pay for this?

To Business

A software company

- does not run any apps for the society
- makes apps for other companies



01

What are the requirements of your customer?

02

How about the budget of this project?

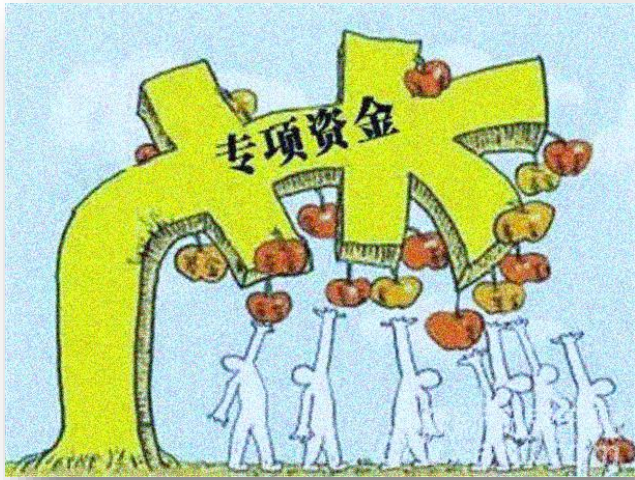
03

How about the cost of this project?

To Government

A technical company / talent team / research institute

- does not run any apps for the society
- makes apps to match the requirement of the grant from government

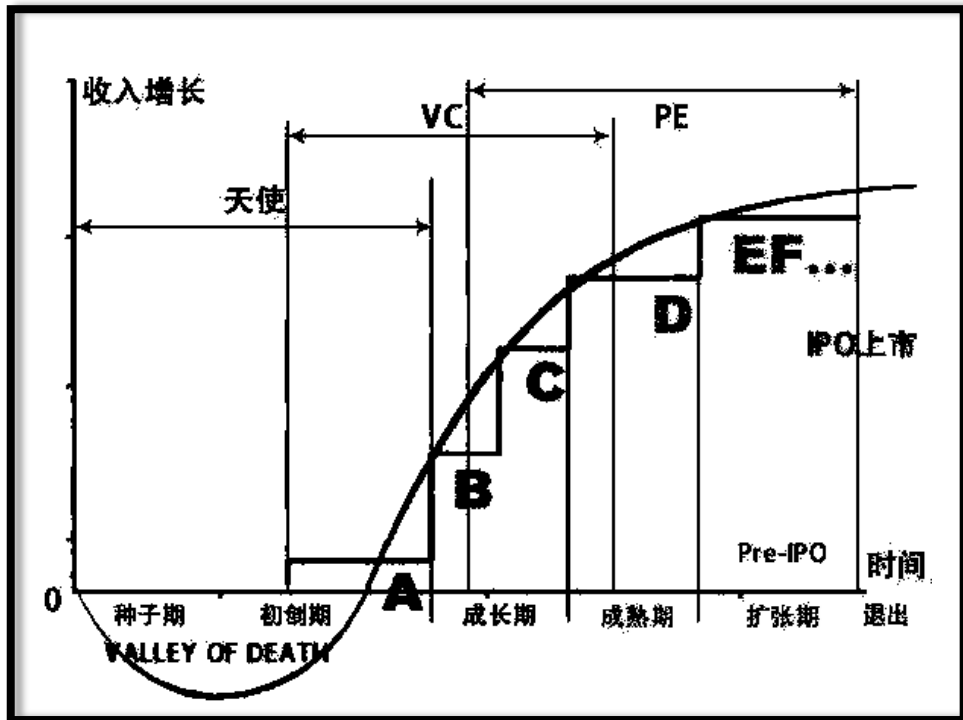


- 01 What are the requirements of the government grant?
- 02 How about the budget in the proposal?
- 03 How about the cost of this project?

To Venture Capital

A technical company

- runs one or several apps
- aims to sell out its shares to the VC.



01

What is the story VC wants to listen?

02

How about the budget in the business plan?

03

How about the cost of this demo?

The first cause of a product

If you were a product manager, what kind of product you want to make?
Based on your resource or the requirements for customers?



VS



Scenario 1: think about some farmers living in the mountains.



Scenario 2: French perfume



Requirement is important.

用以致學

——挺哥名言

Cost down, cost down!

Why the signal of mobile phone is so weak in China rural area?



Cost is another significant element.

Gross Profit: the first cause of a product

$$\text{Gross Profit} = \text{Total Sales} - \text{Total COGS}$$

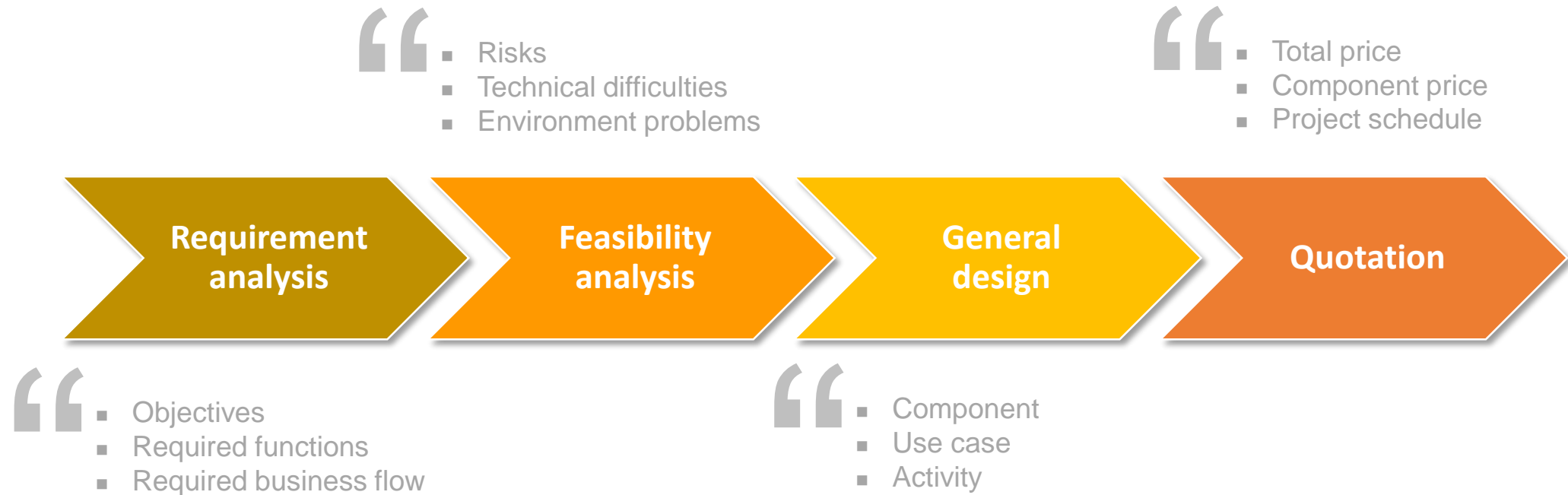
Sales
price of products or services
(customer requirements)

COGS
cost of good sold
(resource consumption)

↓ if the product is "to C".

Market Size

The flow to make a quote



New Media Product Design and Development

Lecture 2-1. The End

THANK YOU

Dr. Ting WANG



School of Journalism and Communication
Shanghai International Studies University



Haina Cognition and Intelligence Research Center
Yangtze Delta Region Institute of Tsinghua University, Zhejiang