|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |
|  | **PRODUCT GAP ANALYSIS** | | | | **XYZ Heavy-Duty Chip Module with HMI** |  |  |
|  | SKU Number: 12345-HD |  |  |
|  | Enclosure, PCB, Heat Dissipation Module, HMI |  |  |
|  |  |  |  |  |  |  |  |
|  | **Aspect/Category** | **Current State** | **Desired State** | **Gap** | **Action Steps** |  |  |
|  | **Feature A** | 70% | 90% | 20% | \* Conduct user surveys to identify specific feature enhancements. \* Allocate resources for development.  \*Increase time engagement. |  |  |
|  | **Feature B** | 50% | 80% | 30% | \* Analyze competitor products to understand best practices. \* Prioritize feature updates based on customer feedback. |  |  |
|  | **Performance** | 3-second load time | Less than 2-second load time | 1 second | \* Optimize code and reduce server response time. \* Consider using a content delivery network (CDN). |  |  |
|  | **Usability** | High learning curve | Intuitive and user-friendly | Moderate | \* Conduct usability testing with real users.  \* Revise UI/UX design based on feedback.  \* Gather deep insights through surveys & interviews. |  |  |
|  | **Cost** | $200 per unit | $150 per unit | $50 | \* Negotiate with suppliers for cost reduction. \* Explore alternative materials.  \* Focus on efficiency to reduce waste and improve productivity |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **1. Feature Enhancements**: | | | | |  |  |
|  | Prioritize development efforts for Feature A and B. Involve cross-functional teams to accelerate implementation. | | | | |  |  |
|  |  |  |  |  |  |  |  |
|  | **2. Performance Optimization**: | | | | |  |  |
|  | Collaborate with the tech team to improve load times. Monitor performance metrics regularly. | | | | |  |  |
|  |  |  |  |  |  |  |  |
|  | **3. Usability Improvements**: | | | | |  |  |
|  | Engage with end-users to refine the product interface. Invest in training materials for new users. | | | | |  |  |
|  |  |  |  |  |  |  |  |
|  | **4. Cost Management**: | | | | |  |  |
|  | Continuously evaluate production costs. Seek cost-effective alternatives without compromising quality. | | | | |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  | [**© TemplateLab.com**](https://templatelab.com/) | | |