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|   |   |   |   |   |   |   |   |
|   | **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. |   |   |
|   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |
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