



# GETTING STARTED WITH QUARTZ

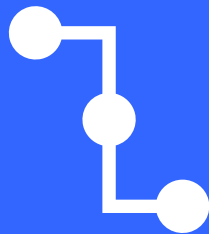
A simple path from idea to market

# Quartz: A Framework for Managing Products



## Consistent

A standard process optimized for product and content teams



## Easy to deploy


Move from idea to market with ready-to-use templates



## Adaptable

Use Quartz without dues or copyright concerns

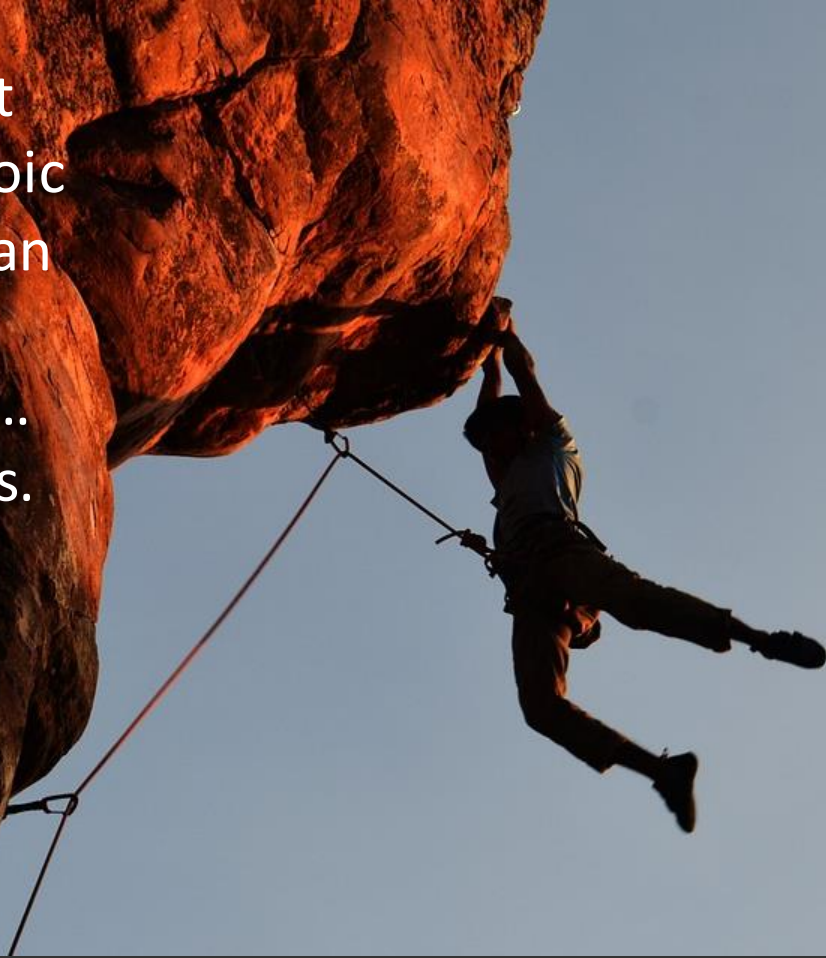


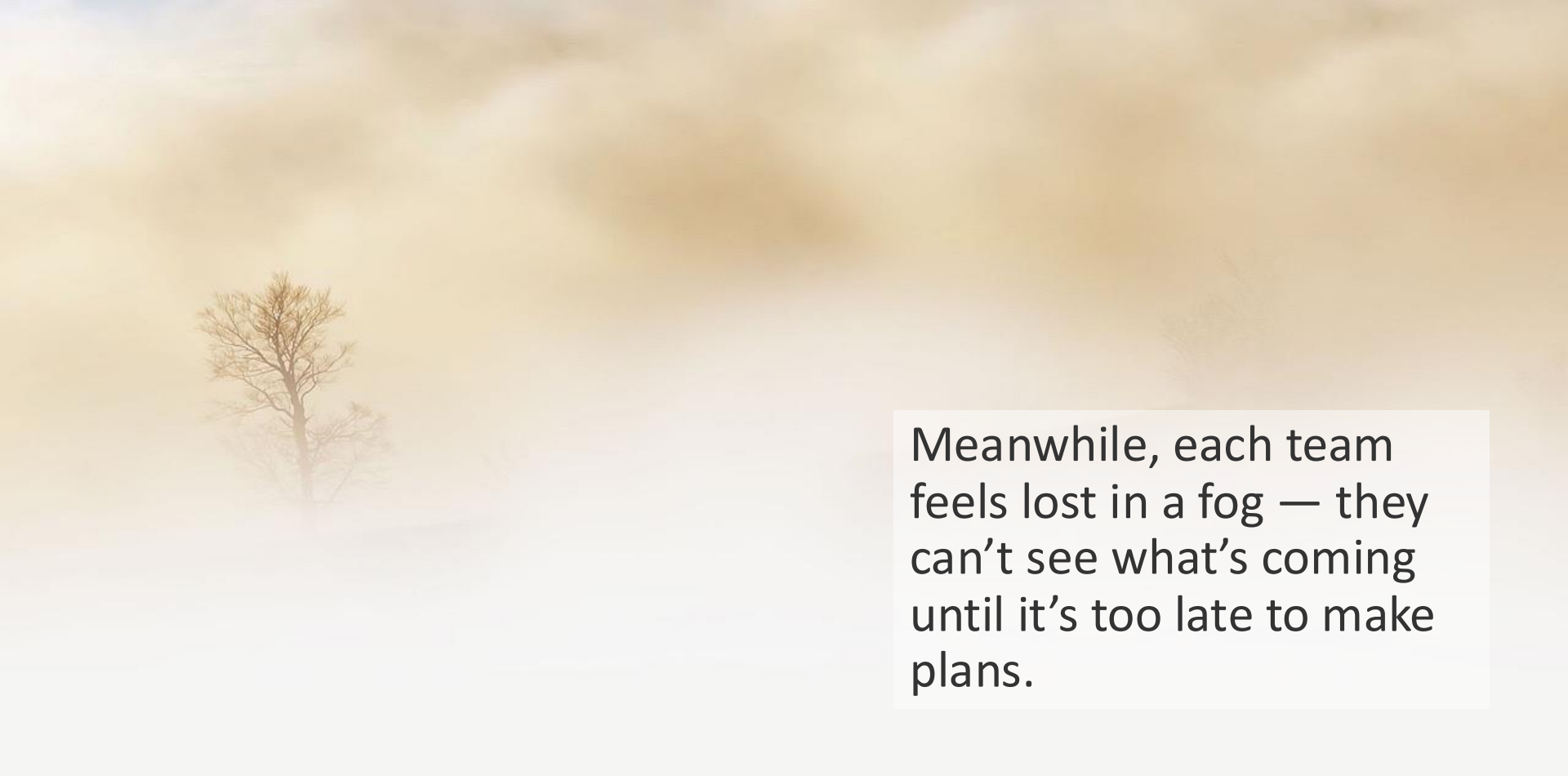


Some companies have so much process that it seems you can never get anything done. Yet others have little or no process at all.



Instead, products get launched due to heroic individuals rather than coordinated teams despite the process ... or the lack of process.



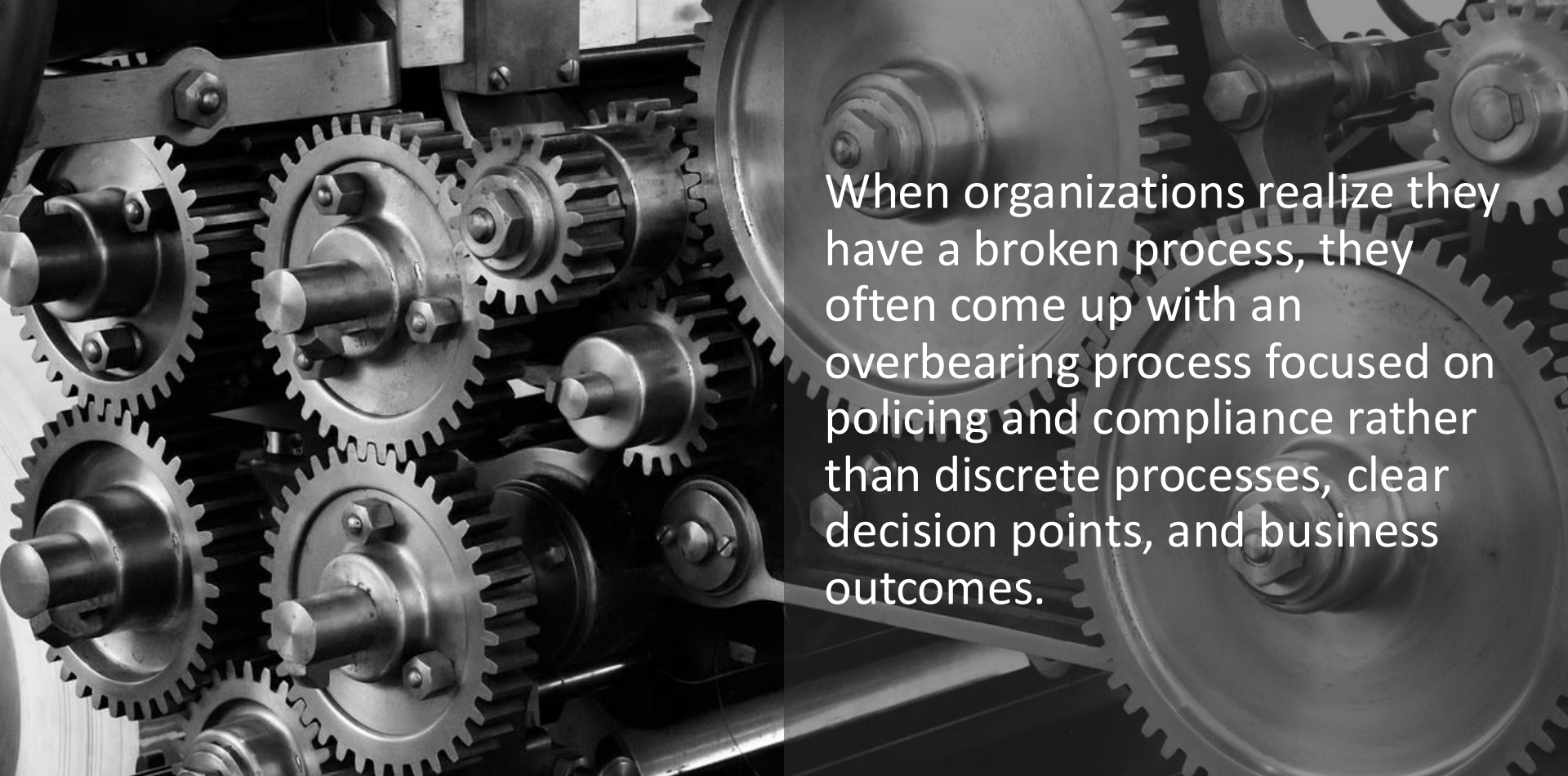


Meanwhile, each team feels lost in a fog — they can't see what's coming until it's too late to make plans.



And everyone already has more on their to-do list than they can ever accomplish.





When organizations realize they have a broken process, they often come up with an overbearing process focused on policing and compliance rather than discrete processes, clear decision points, and business outcomes.



The ideal process embraces agility so you can respond to changes in the market.








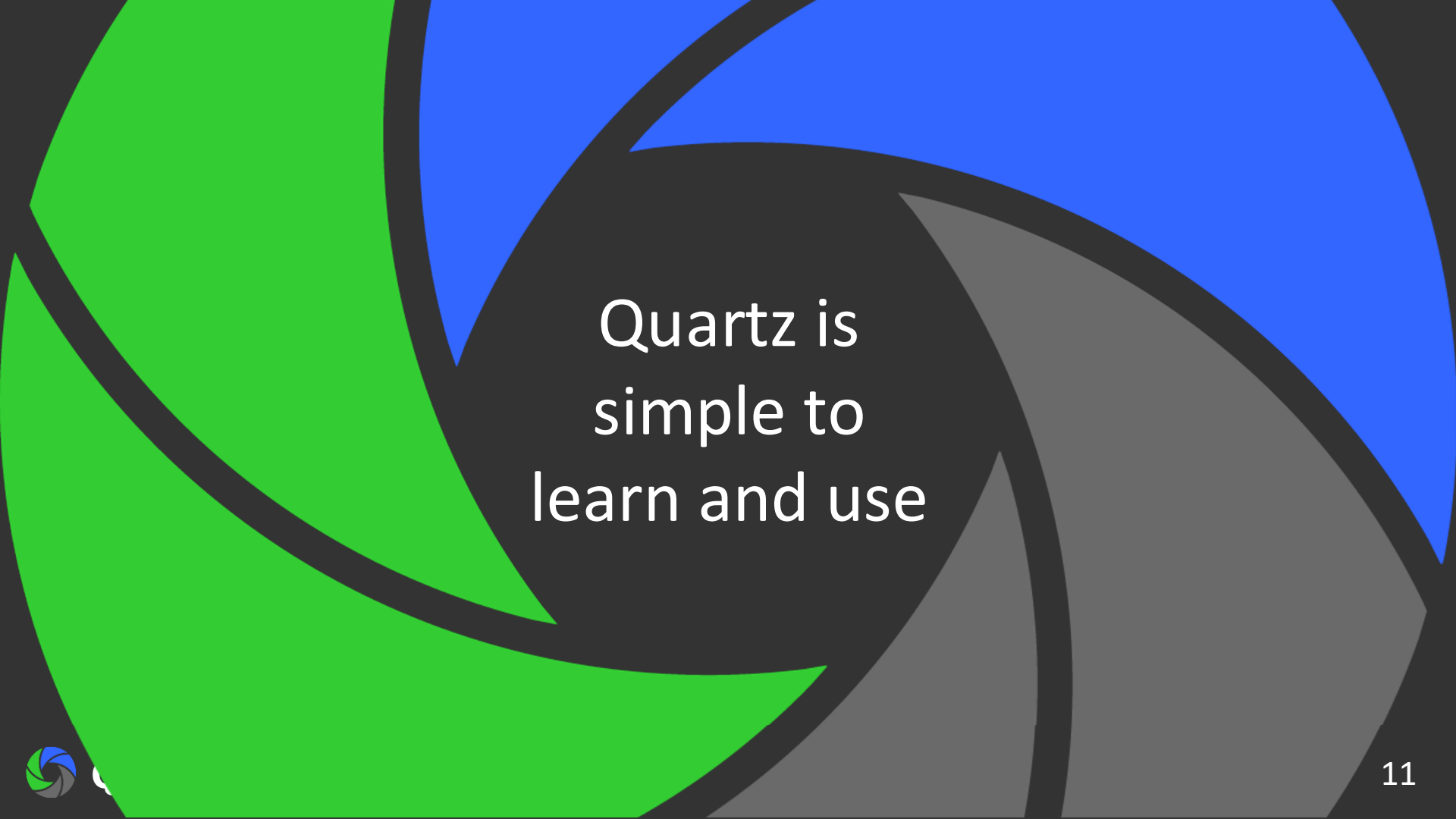
Process is like a road.  
It gives you a set of  
rules and methods so  
you don't get lost.





As a product management framework, Quartz defines the necessary steps and how to order them, turning managing products into a choreographed dance.





Quartz is  
simple to  
learn and use





Continual learning is the **key** to managing products successfully. That's why **LEARN** is at the core of the Quartz Open Framework.



# Quartz Open Framework

**DEFINE** problems to solve

**COMMIT** the resources

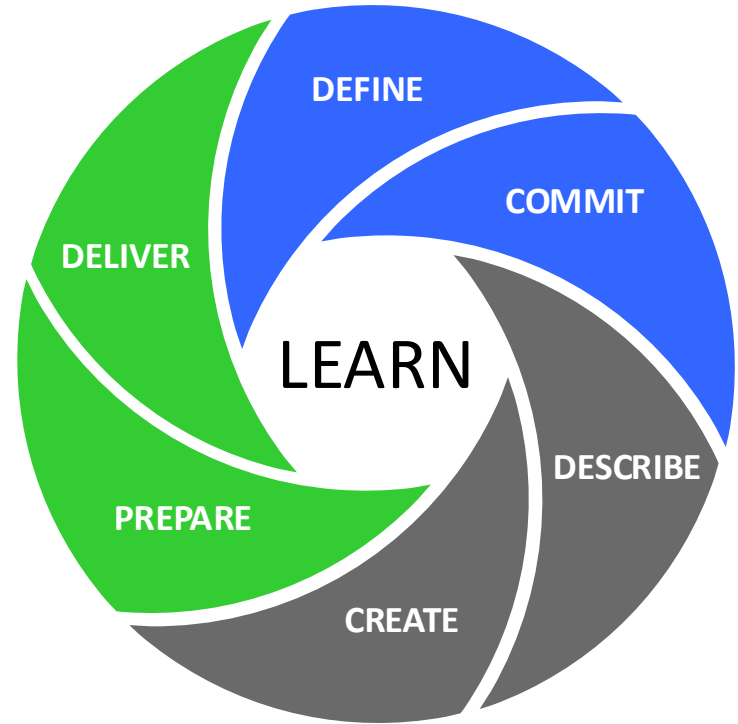
**DESCRIBE** problems with stories

**CREATE** winning solutions

**PREPARE** the teams

**DELIVER** to market

**LEARN** continually



Each facet represents a mini-process. Experience shows that smaller atomic processes are better than big processes—they're easier to learn and follow.

Processes are meant to be living ideas, so you should continually question the validity and effectiveness of your processes and revise or remove processes that are no longer adding value.





## DEFINE problems to solve

Before investing in a new idea, know whether it is worth it for your organization.

**DEFINE** the problems to be solved and where it fits in your portfolio.

- ✓ Analyze product performance
- ✓ Analyze feedback from internal and external sources
- ✓ Identify industries, segments, and personas
- ✓ Conduct problem discovery
- ✓ Analyze the competitive landscape
- ✓ Define the product brief





## COMMIT the resources

Prepare the business deliverables necessary for your organization to **COMMIT** the resources to turn an idea into reality.



Go/No-Go decision to **DESCRIBE**







## DESCRIBE stories of problems

With the resources identified and committed, define who will buy and use it, document problem scenarios, and validate the problems in the market.

- ✓ Document user personas (who)
- ✓ Document buyer personas (who)
- ✓ Create scenarios illustrating the problems (what)
- ✓ Assess the impact of problems (why)





## CREATE winning solutions

By providing context for the business and product objectives, the development team can design capabilities for customers.

- ✓ Prioritize the list of potential capabilities
- ✓ Propose the scope of the release
- ✓ Brief the technical teams
- ✓ Validate problem-solution fit
- ✓ Communicate status to stakeholders



## PREPARE the teams

By providing context for the business and product objectives, the creation team can develop content for customer-facing teams.

- ✓ Brief the go-to-market teams
- ✓ Propose the scope of the launch
- ✓ Readiness planning
- ✓ Launch planning
- ✓ Communicate status to stakeholders



Go/No-Go  
decision to  
**DELIVER**





## DELIVER to market

Is everybody ready?

**DELIVER** to get your product into the hands of customers and capture feedback on their adoption.

Continue to monitor market feedback to feed back into revisions and updates to the product.

- ✓ Collect and analyze feedback
- ✓ Identify friction in the customer journey
- ✓ Monitor success metrics
- ✓ Communicate status to stakeholders





# Quartz is a wheel.

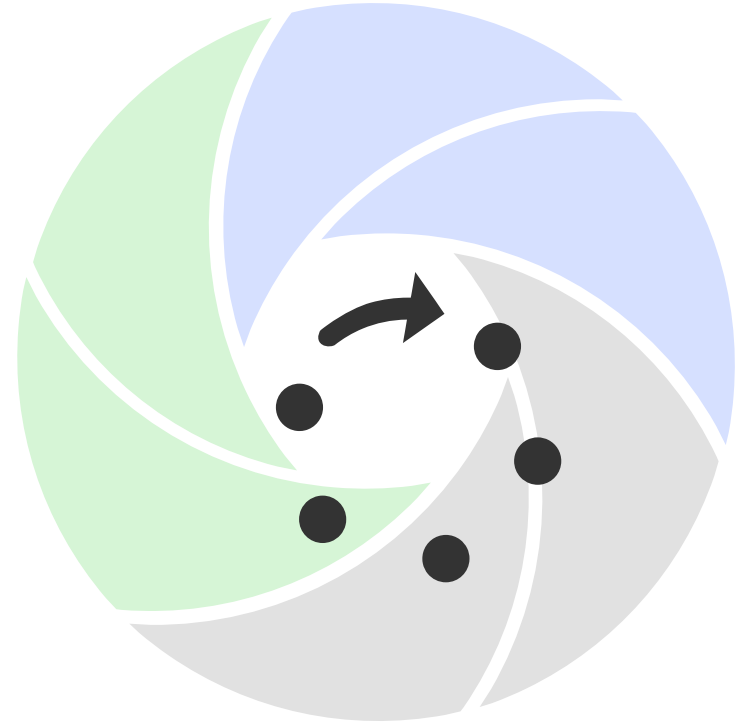
Go 'round and 'round and 'round until the product is no longer a key element of your portfolio.



As you work in a facet, you oftentimes **LEARN** new information that informs an earlier step.

And that's okay.

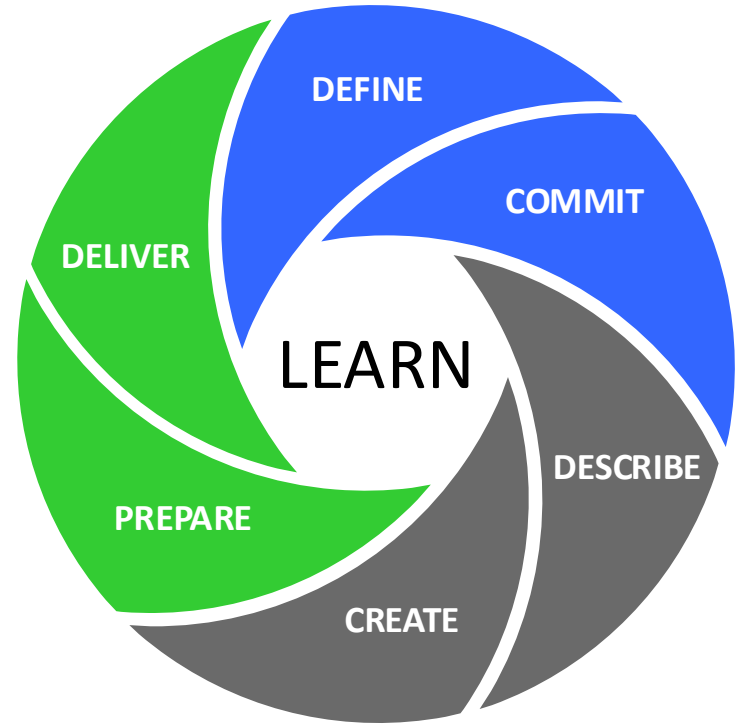
Documents are intended to be revised... because continual learning is the key to product success.



# The Quartz process never really “ends.”

You simply embrace the feedback from **DELIVER** and continue to the **DEFINE** phase for your next version or iteration.

At each turn, the **COMMIT** phase ensures your organization explicitly decides to expand your investment, continue investing the existing resources, or reduce the resources and retire the product.



A person with short dark hair, seen from the back, is looking at a wall covered in various documents, sketches, and photos. The person is wearing a grey and black striped sweater. The wall behind them is a collage of design-related items, including wireframes, photos of people, and diagrams.

Ultimately, you want a process that is:


**Systematic**—built and launched using a repeatable process

**Consistent**—using the same tools and templates across products

**Transparent**—revealing the process of how decisions are made and providing visibility to your teams







# Adapt Quartz to Your Organization



You are **unique**.

No other organization is like yours. No one else has your products and people, markets and methods.



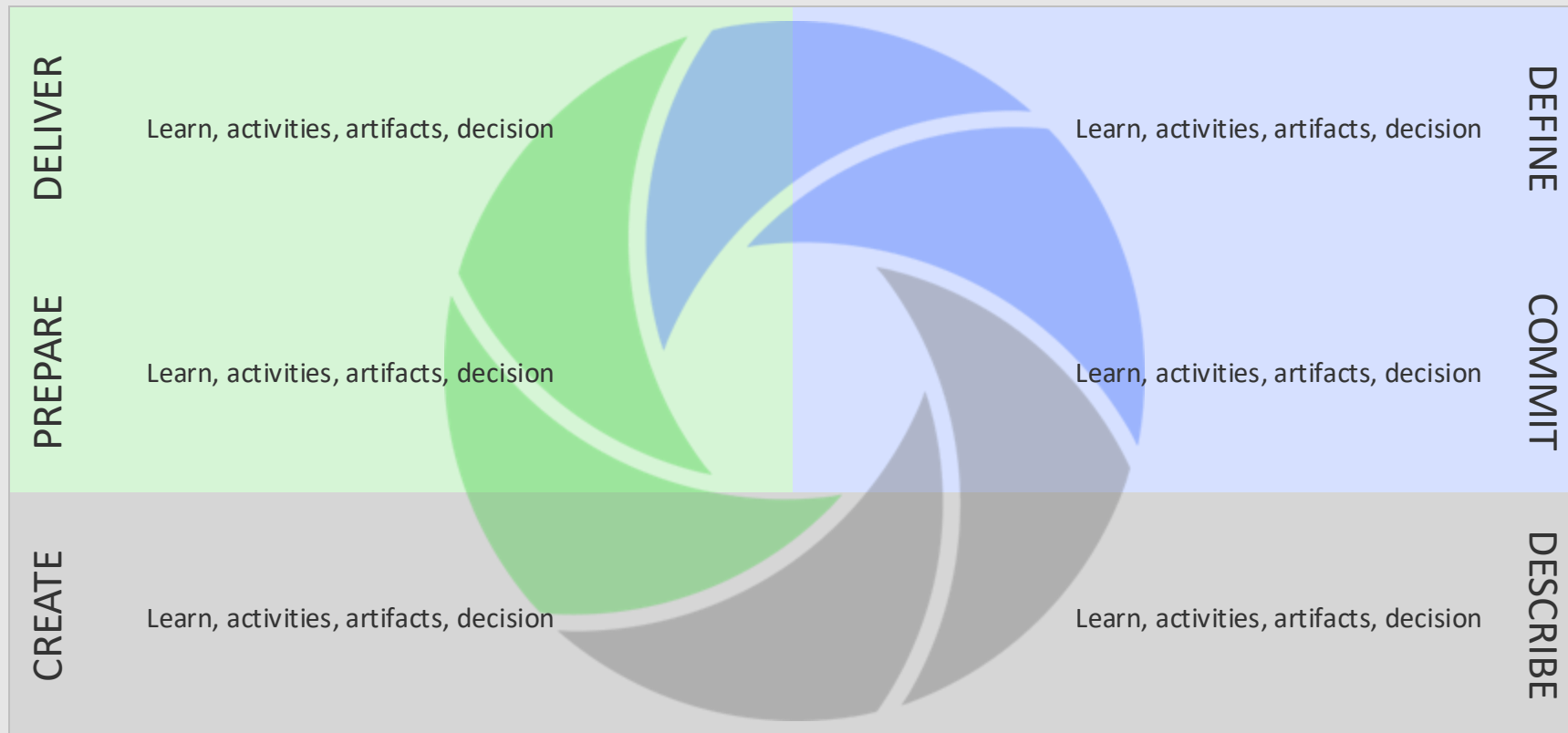
Use the Quartz Open Framework to create a process as unique as your organization.

**Quartz is a tool you can use without dues or copyright concerns.**



# Define Your Process

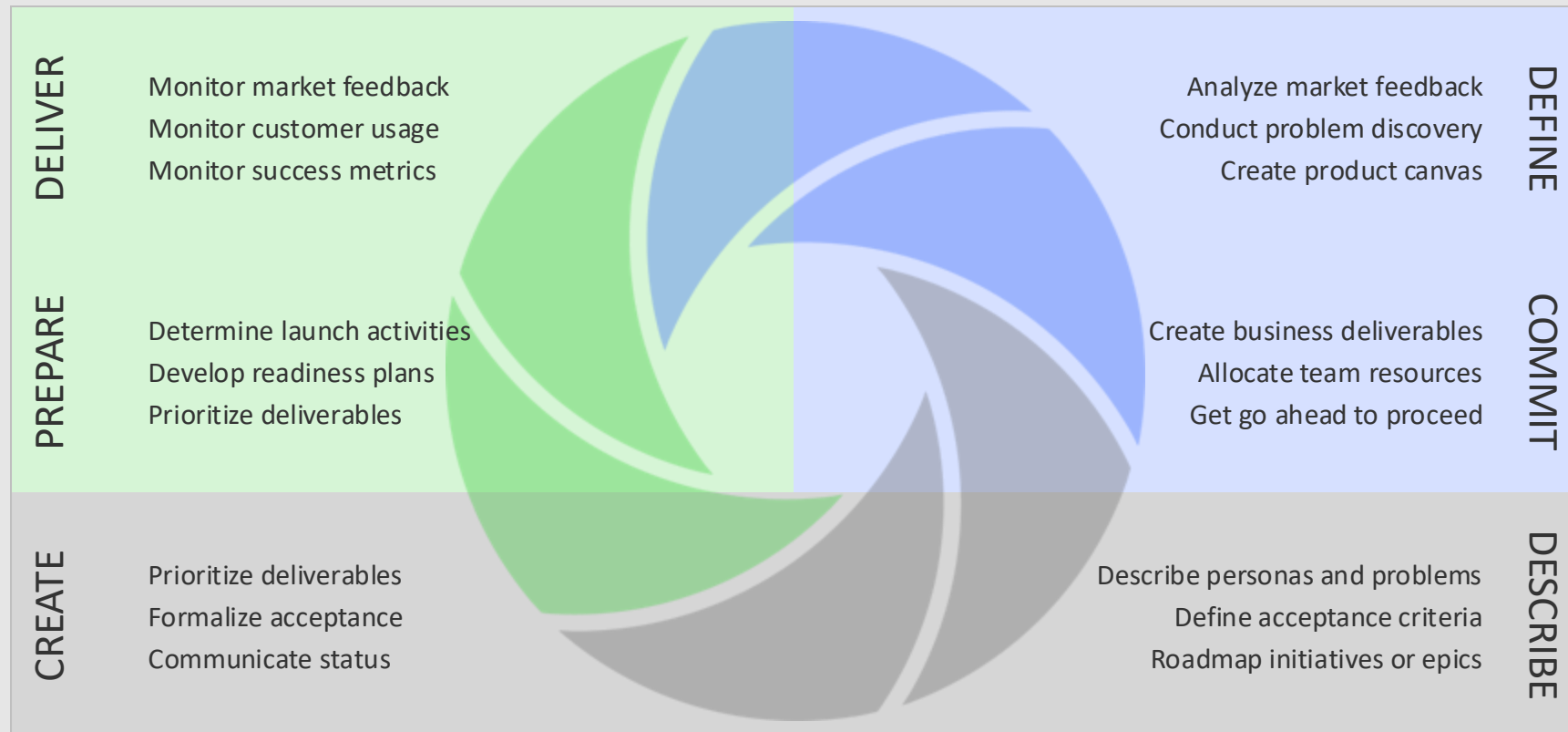
Identify the key activities, deliverables, and decisions in each organizational team



# The Process for Fundamentals of Managing Products

Identify the key activities, deliverables, and decisions in each organizational team

EXAMPLE





Imagine a business where feedback from the market is embraced and fed back into the product team.

Imagine cross-functional teams speaking with a common language and using common practices.

Imagine that product innovation is repeatable and predictable.

Imagine that risk is reduced throughout the process, so the opportunities for success are higher.



## Quartz is...

...a market-driven approach centered on continual learning.

...designed to be fluid: facets of Quartz overlap and blend together because of the iterative nature of today's products.

...a process that goes on and on until you decide to retire the product.

...free to use and adapt. With Quartz Open Framework, you can create a process as unique as your organization.



# Can your team be a Quartz team?

## Define your process

Identify the key activities, deliverables, and decisions in each organizational team

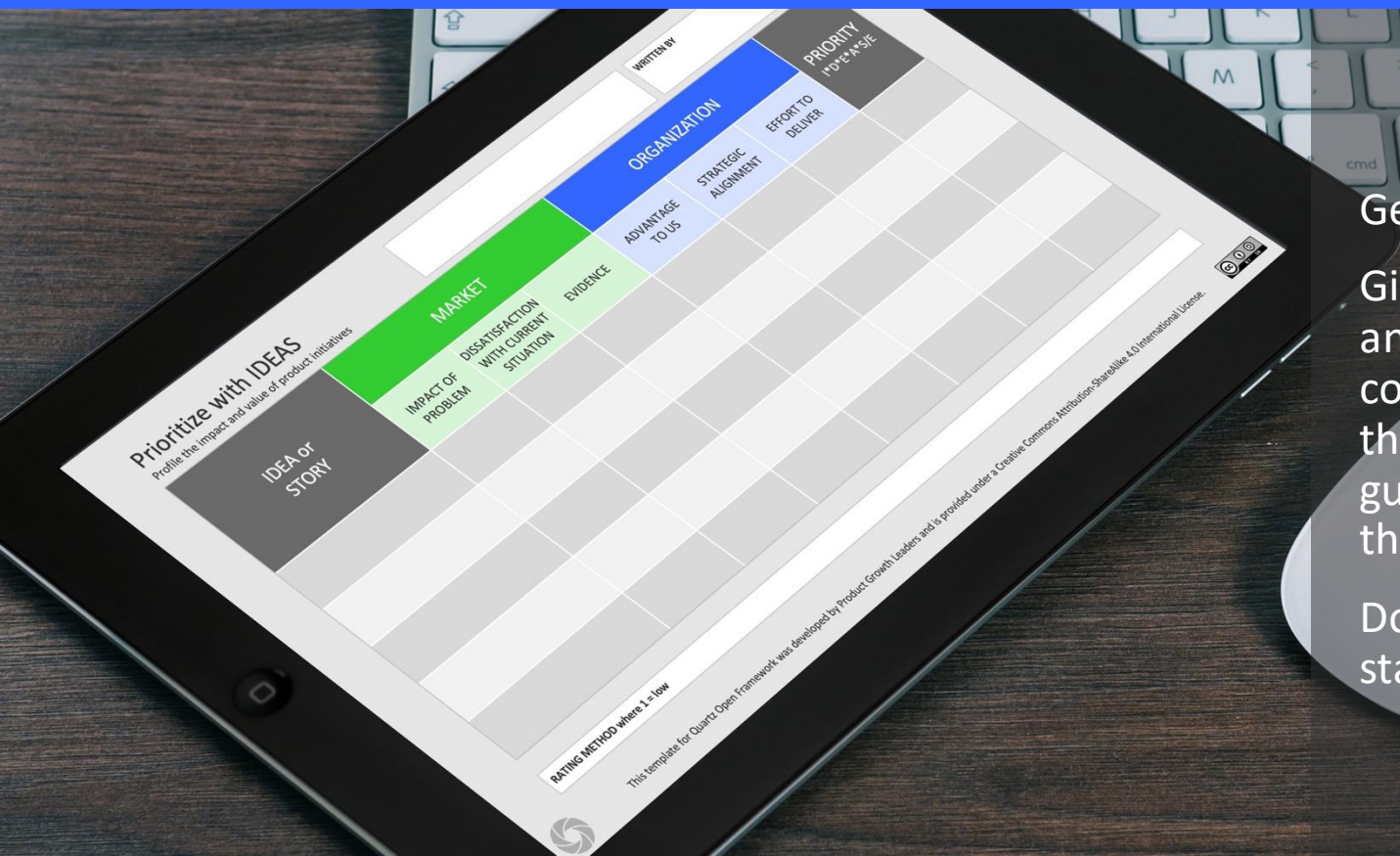


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# GET STARTED WITH QUARTZ



Get started today.

Give Quartz a try with any idea you've been considering. Work through each phase to guide your product to the market.

Download the Quartz starter kit of templates.

[Download Now](#)



## What people are saying

The Quartz Open Framework guided the definition of our product management process. And the roll-out was a huge success. Product, development, and marketing teams are now aligned as they have never been before.

The Quartz Open framework and the Quartz tools helped me drive collaboration and alignment while building confidence in my Product team.


I've looked at frameworks and templates from all sorts of consultants and training companies, and the ones from the Quartz Open Framework are the ones I use the most. Excellent!

Interested talking to an experienced Quartz coach? Set up a free, no-obligation call to explore your options.

[Contact Us Now](#)



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# Quartz: A Framework for Managing Products



# QUARTZ

OPEN FRAMEWORK



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