GETTING STARTED WITH QUARTZ
A simple path from idea to market

QUARTZ

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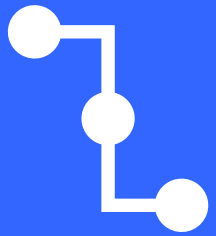
Quartz: A Framework for Managing Products

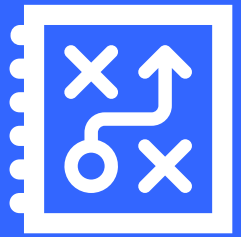
Consistent

A standard process optimized for product and content teams



Easy to deploy

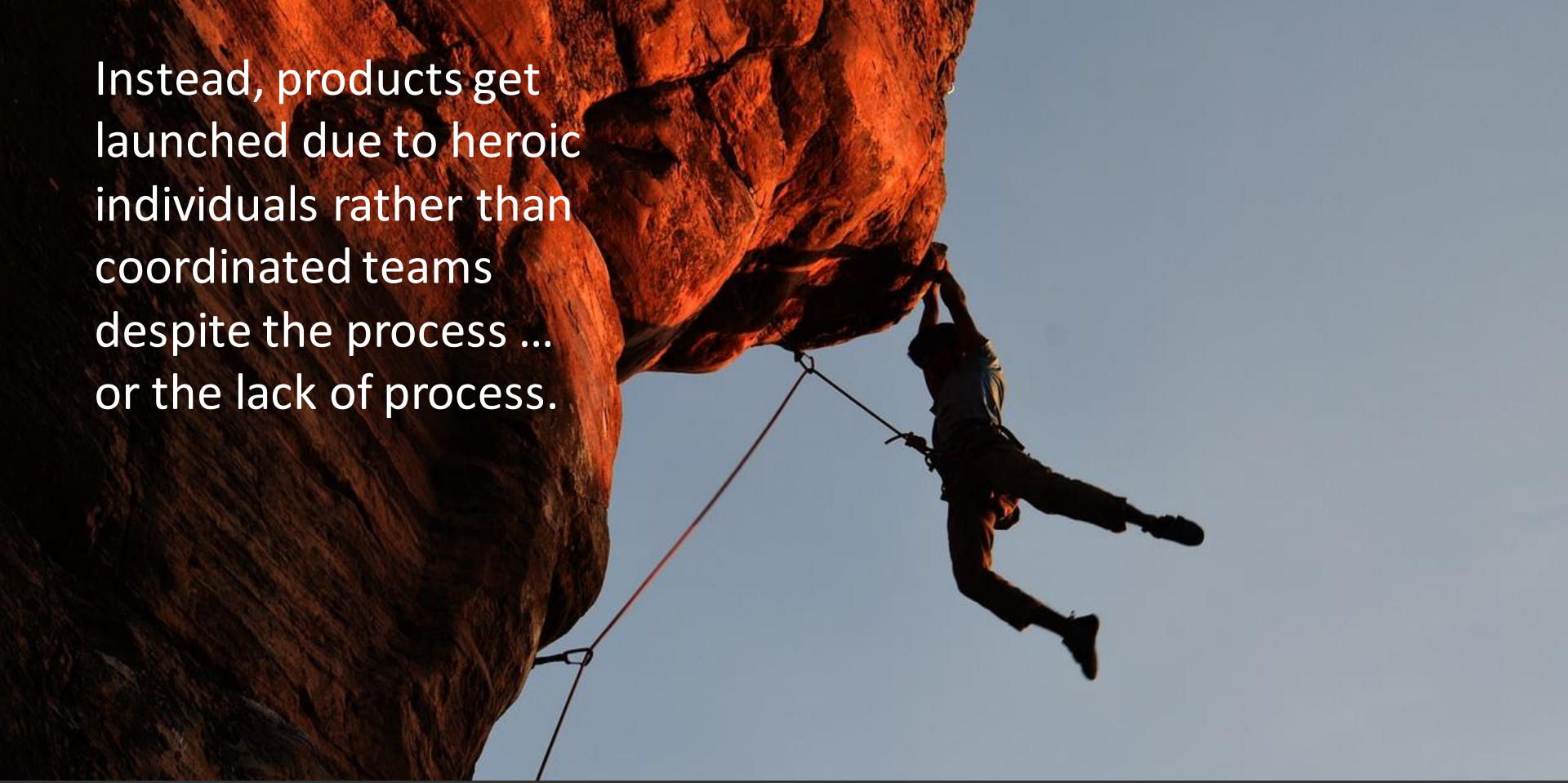
Move from idea to market with ready-to-use templates

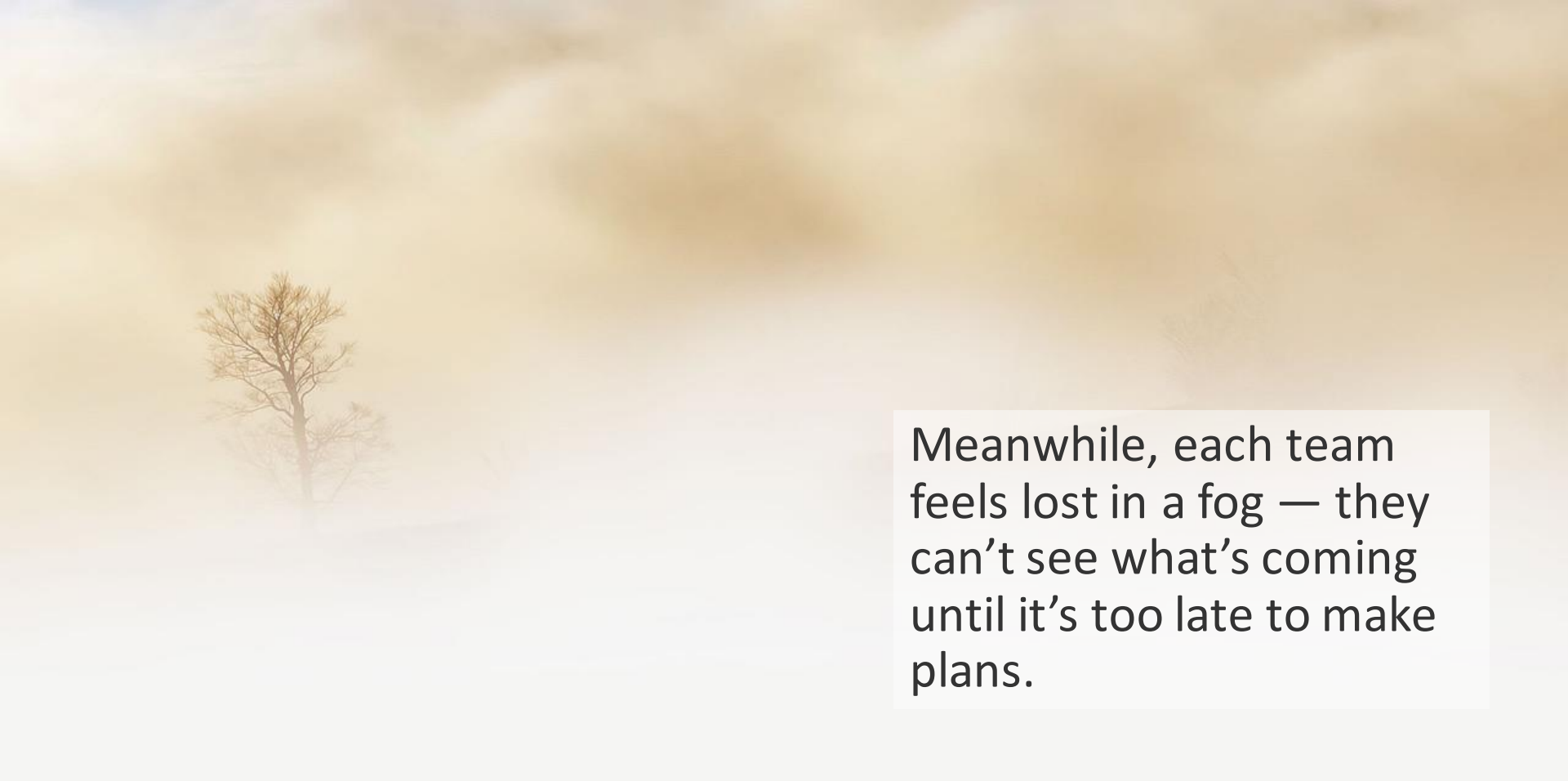


Adaptable

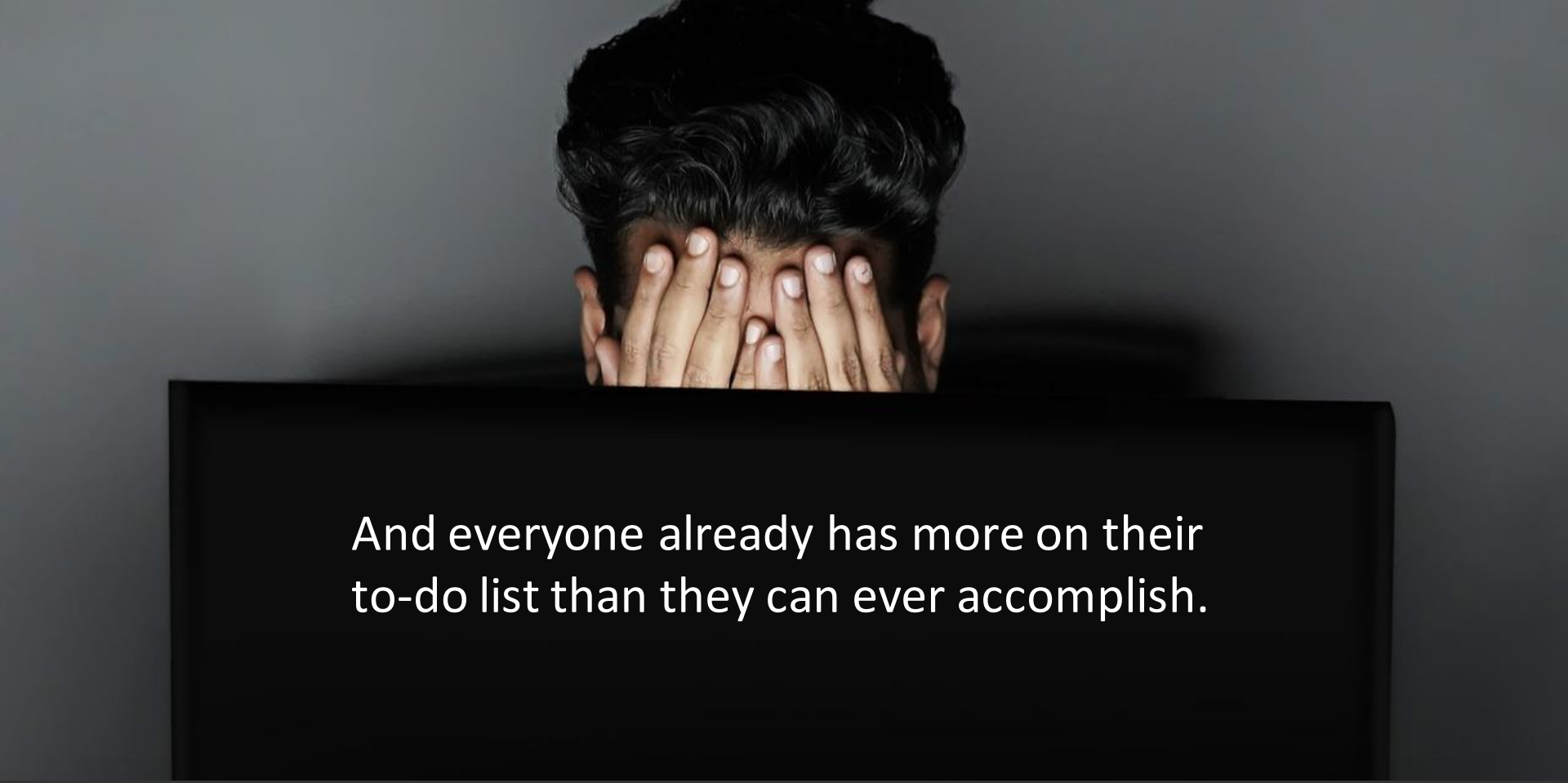
Use Quartz without dues or copyright concerns

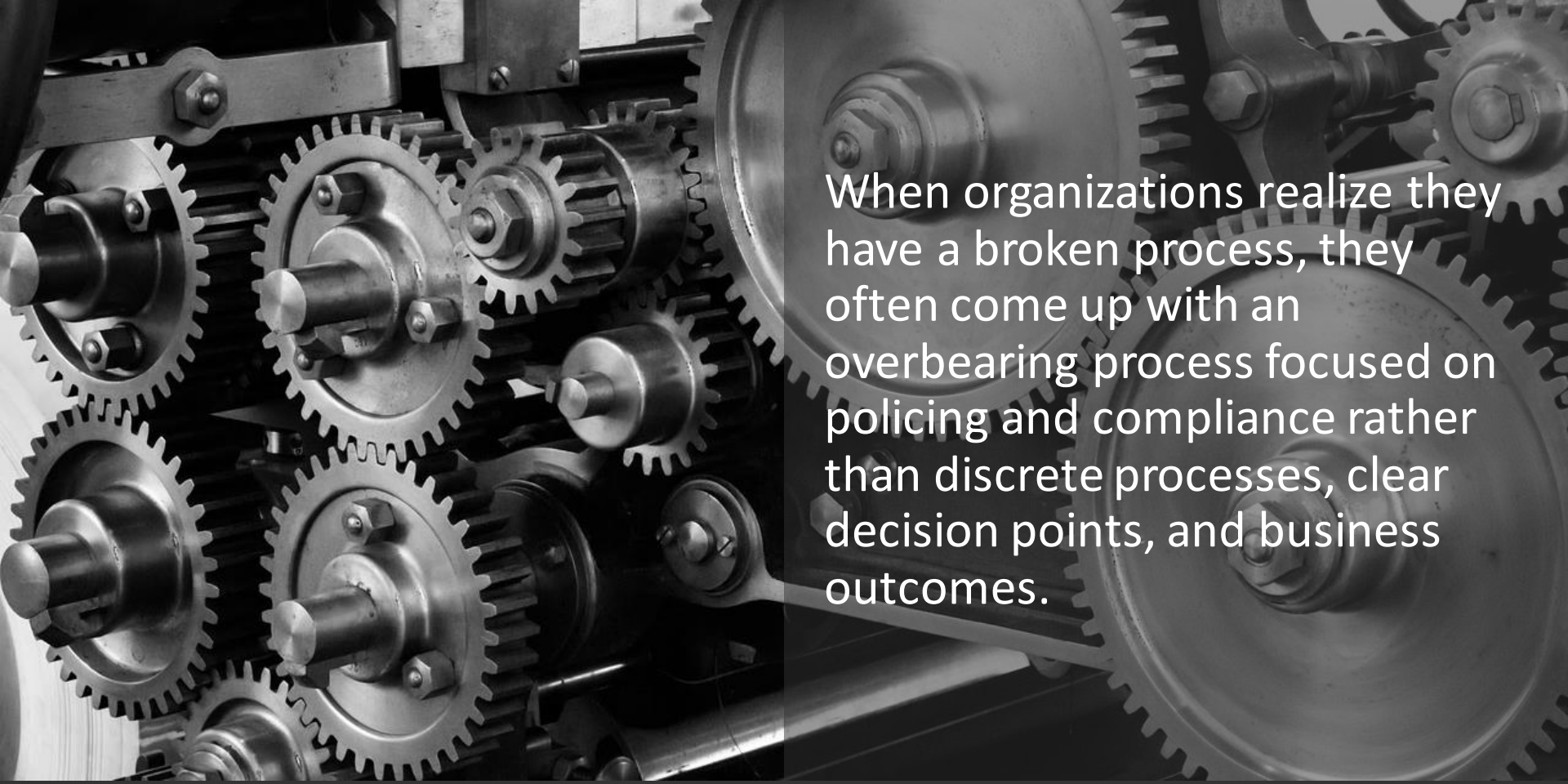
Some companies have so much process that it seems you can never get anything done. Yet others have little or no process at all.


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



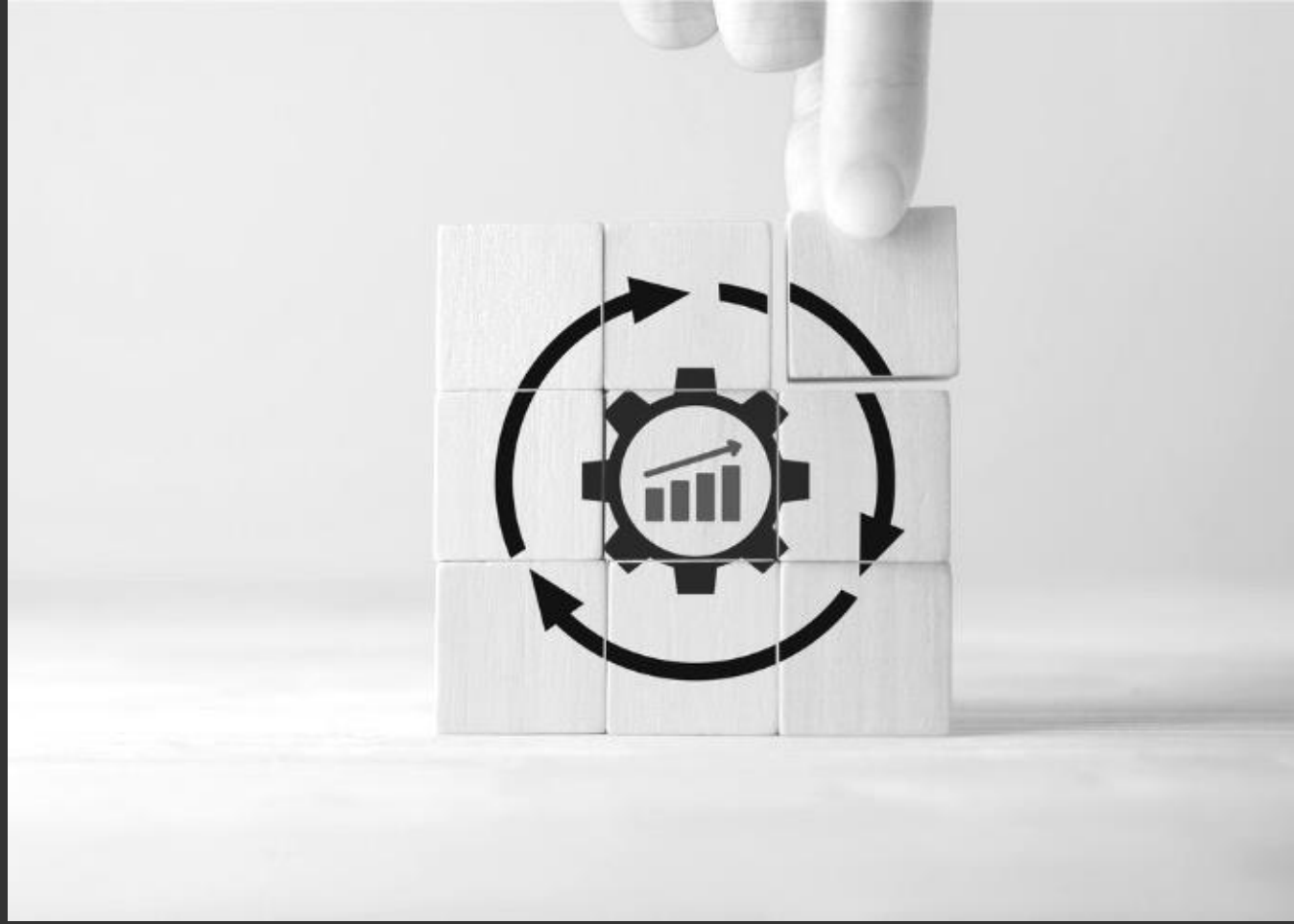
Meanwhile, each team feels lost in a fog — they can’t see what’s coming until it’s too late to make plans.


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



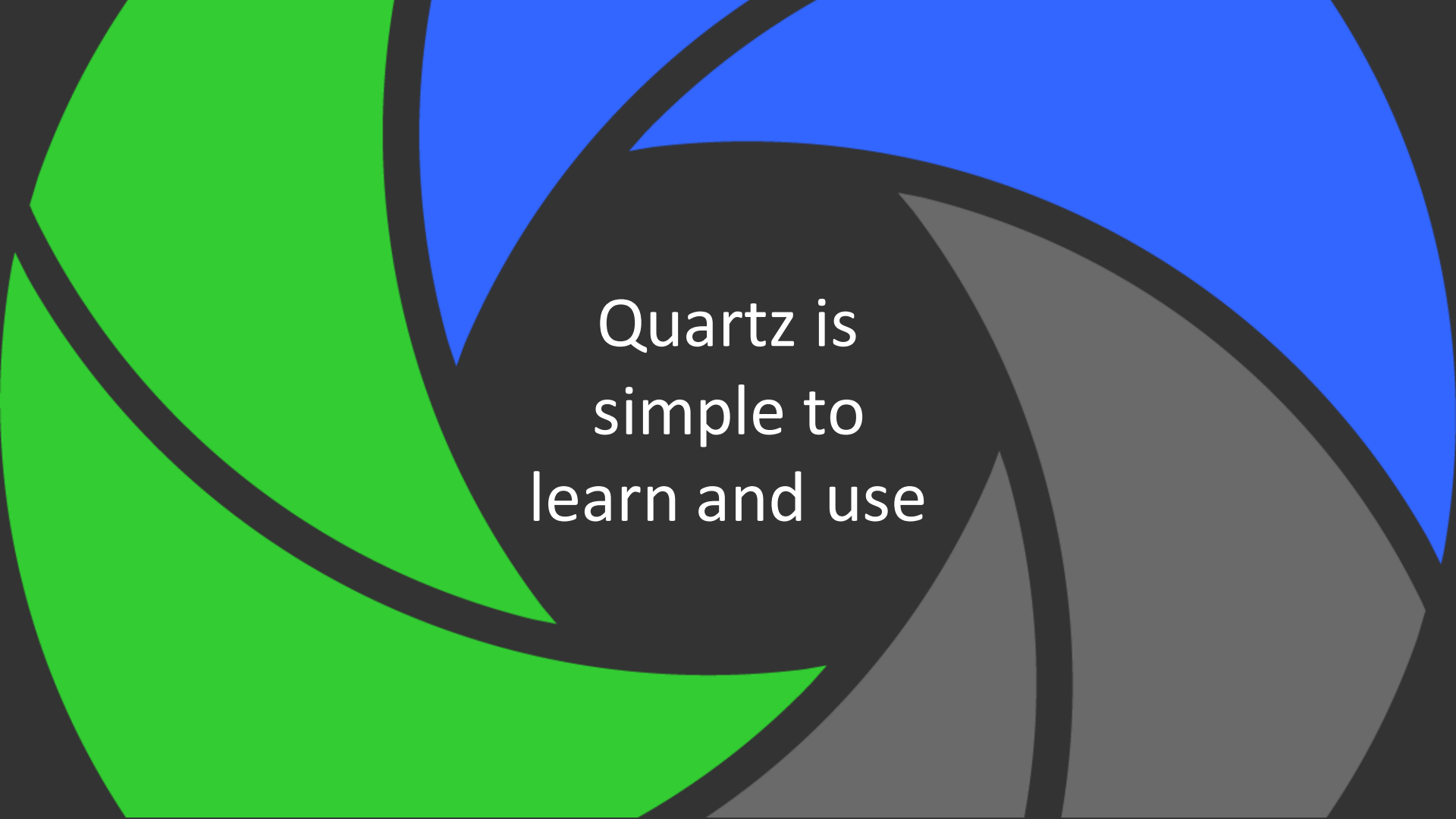
When organizations realize they have a broken process, they often come up with an overbearing process focused on policing and compliance rather than discrete processes, clear decision points, and business outcomes.

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

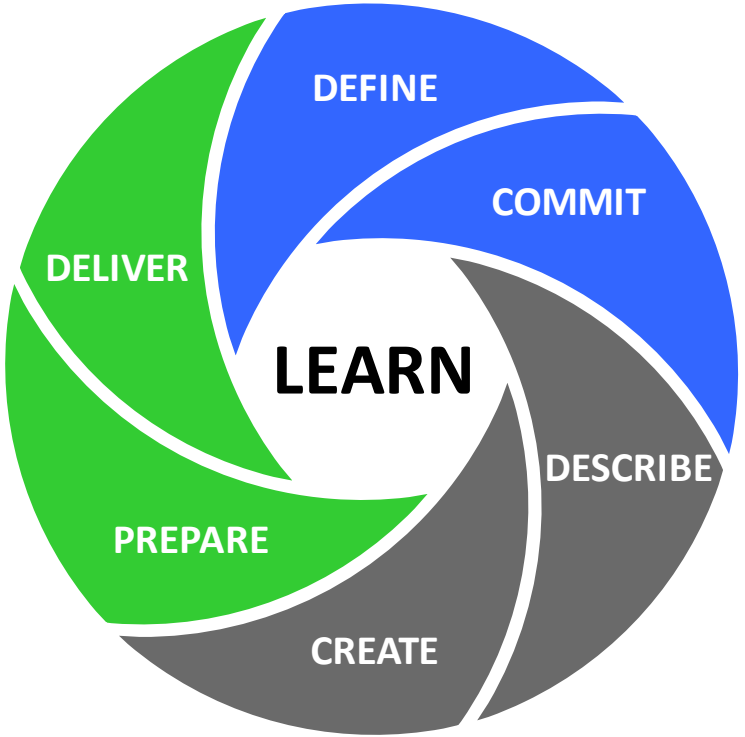
DESCRIBE stories of problems

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.

COMMIT the resources

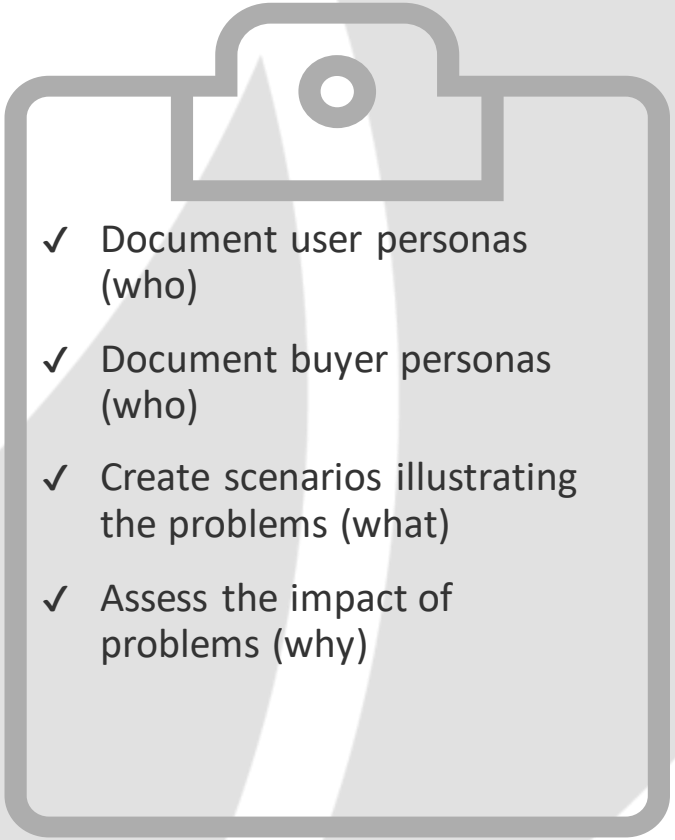
Prepare the business deliverables necessary for your organization to **COMMIT** the resources to turn an idea into reality.

- ✓ Size market opportunity
- ✓ Develop pricing model
- ✓ Develop financial model
- ✓ Develop initial product roadmap
- ✓ Profile key competitors
- ✓ Develop success metrics
- ✓ Validate product assumptions
- ✓ Present business plan

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

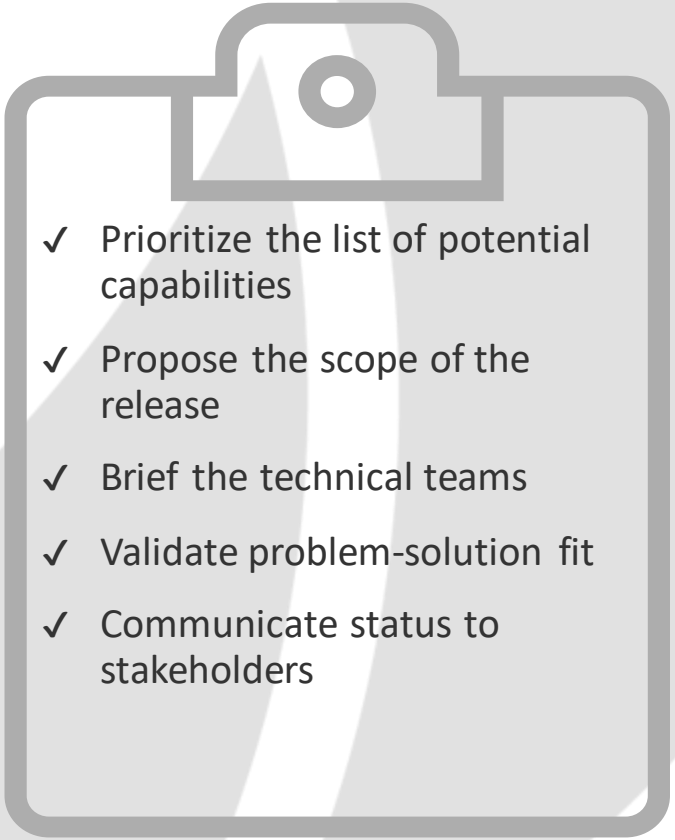
DESCRIBE stories of problems

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



CREATE winning solutions

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



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.

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.

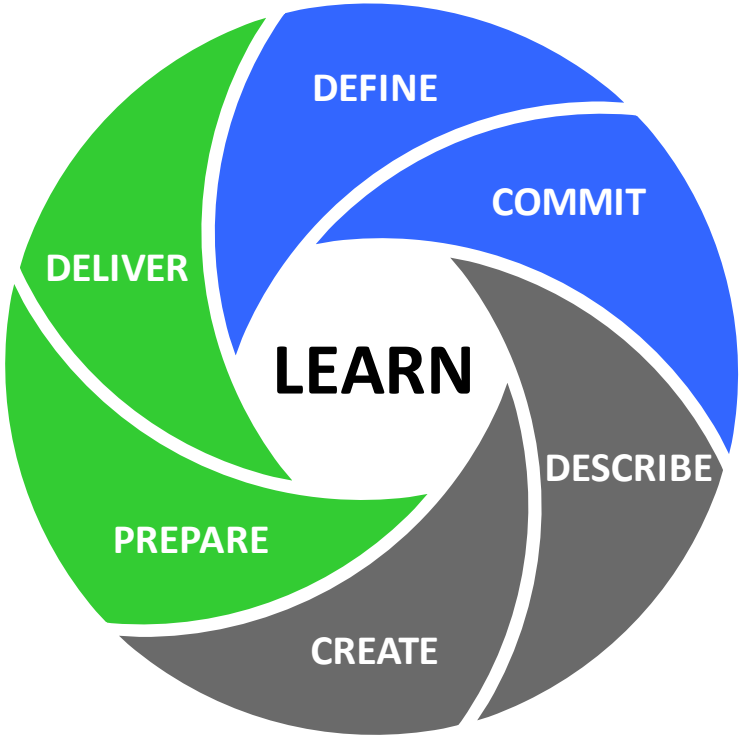
And that's okay.

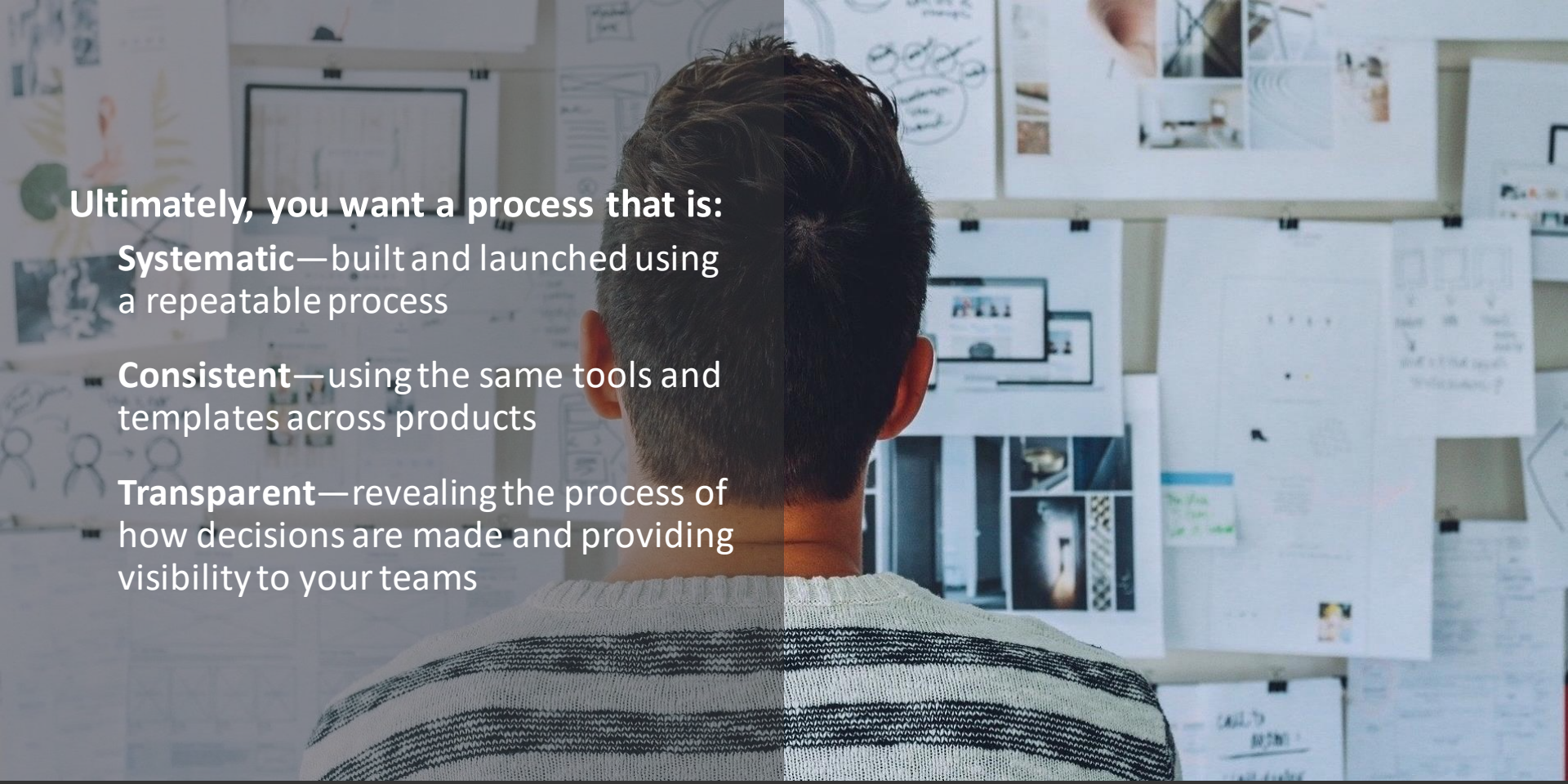
Documents are intended to be revised... because continual learning is the key to product success.

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.





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

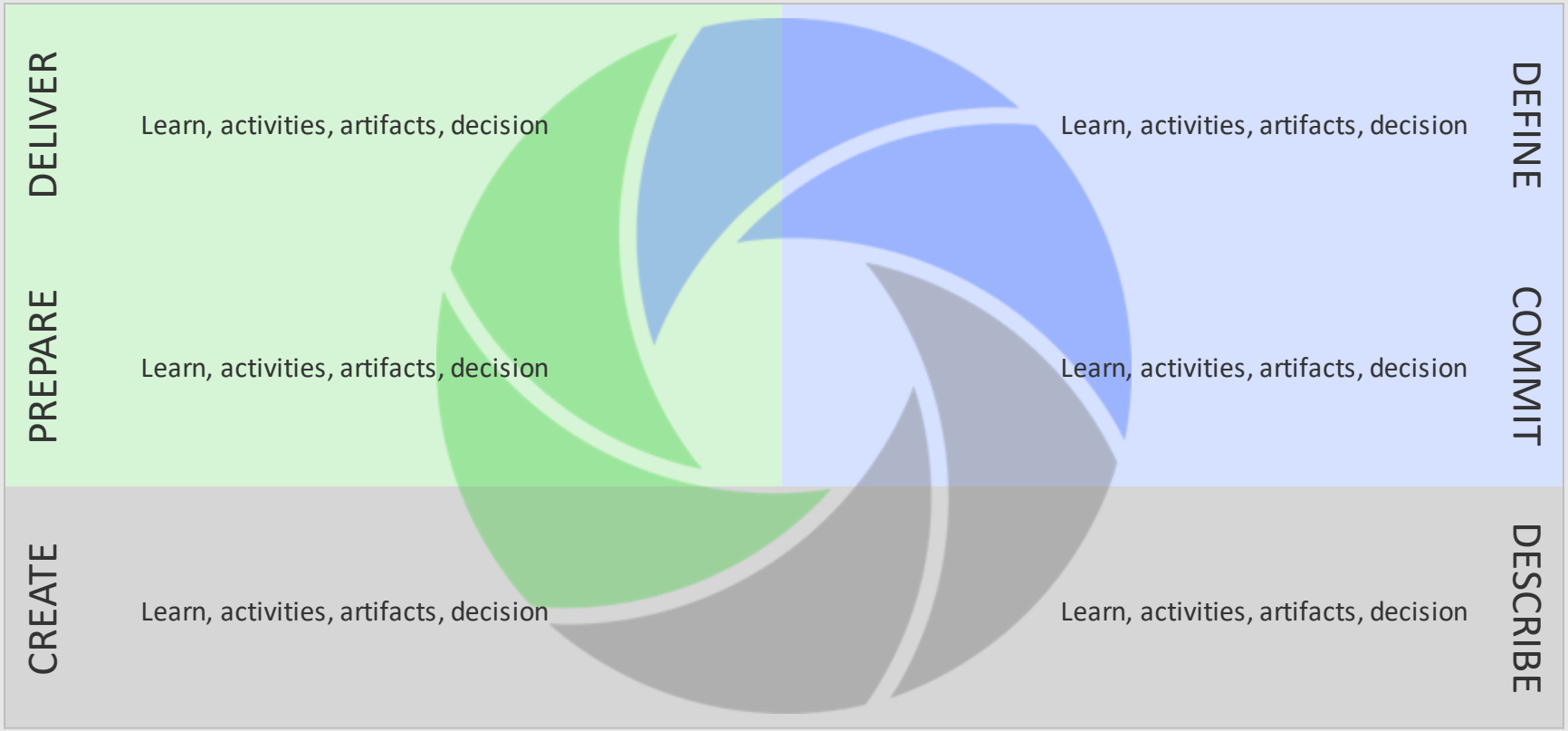
You are **unique**.
No other organization is like yours. No one else has your products and people, markets and methods.

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



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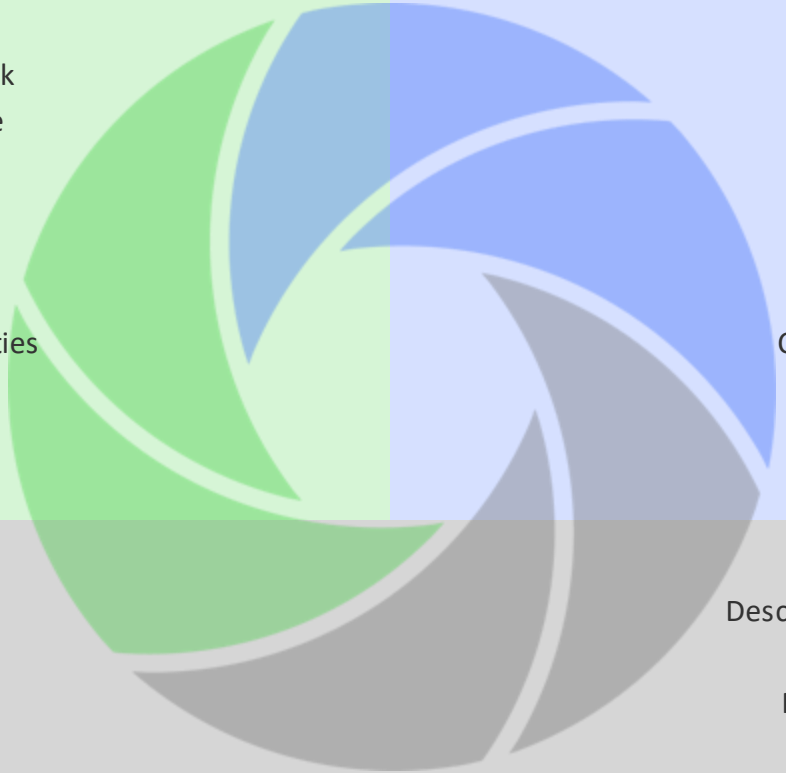
EXAMPLE

The Process for Fundamentals of Managing Products

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



DELIVER

- Monitor market feedback
- Monitor customer usage
- Monitor success metrics

DEFINE

- Analyze market feedback
- Conduct problem discovery
- Create product canvas

PREPARE

- Determine launch activities
- Develop readiness plans
- Prioritize deliverables

COMMIT

- Create business deliverables
- Allocate team resources
- Get go ahead to proceed

CREATE

- Prioritize deliverables
- Formalize acceptance
- Communicate status

DESCRIBE

- Describe personas and problems
- Define acceptance criteria
- Roadmap initiatives or epics

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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?

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!

QUARTZ

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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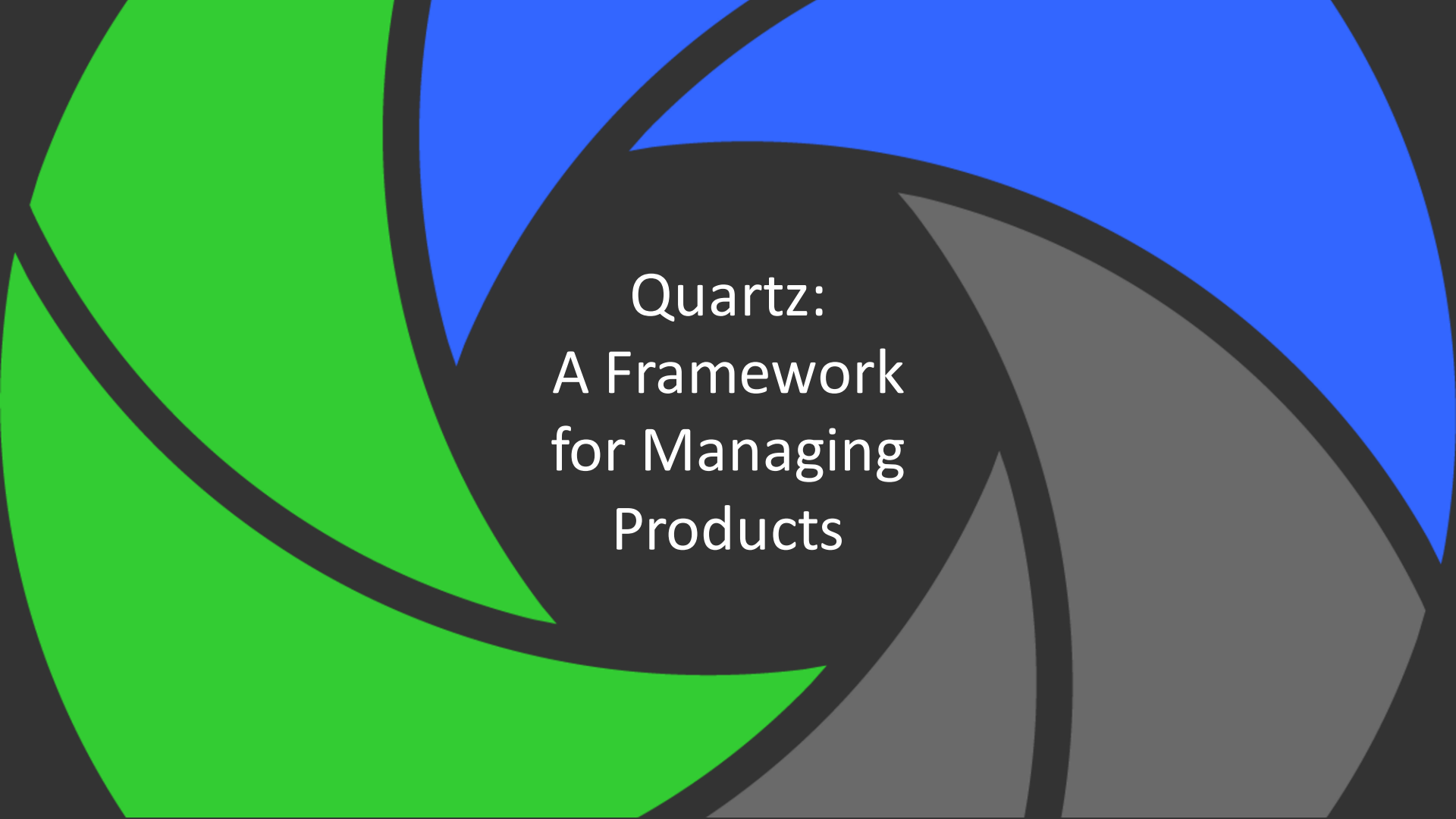
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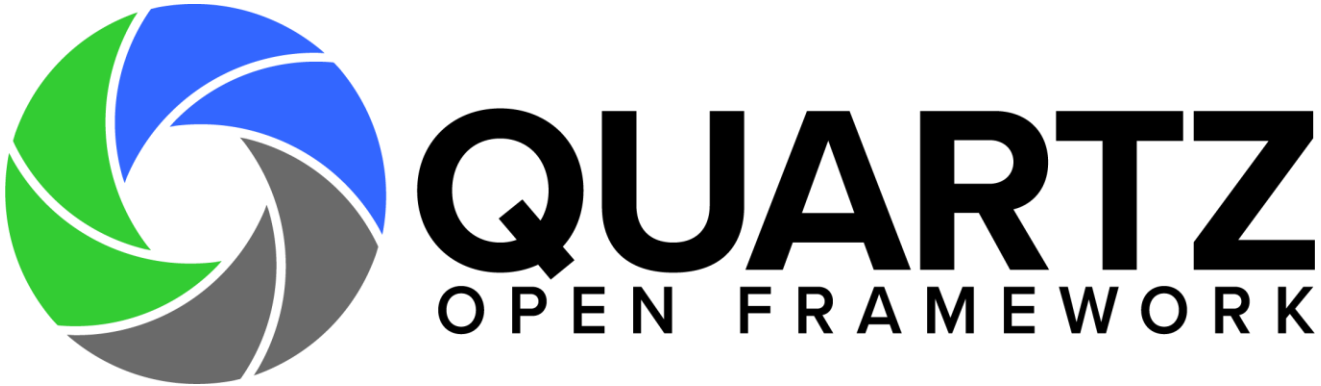

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