Assemble the Product highlights
13/10/2014 11:30 am - lnussel

This is about creating a short-list of the best, most awesome, coolest features in openSUSE 13.2. It is CRUCIAL in writing the press announcement, the openSUSE 13.2 portal wiki page and the news.o.o announcement as well as for the press.

Some marketing rules are applied to this list, as they determine what the press will talk about:
- 3x3: 3 main areas with each 3 main feature improvements. Not a black and white rule but keep the total features under 10 and the area's at 3 or 4.
- First, Best, Only: these are the qualities you are looking for in the features. Otherwise, press won't pick up on them, why bother when openSUSE catches up to the rest of the world?
- Impact on users, Resolving major issues, Relevant today: these are less important but relevant properties. Impactful changes, things that change important problems or things tying into recent events or relevant trends are worth having on the list.

The best way of getting to product highlights is to organize a meet with some technical and non-technical folk. Not just the openSUSE team, include Will, Henne, Andreas Jaeger, possibly people from SUSE Marketing and management (Roland perhaps?). Introduce the goal and the how of it (see bullets above), then go over the feature list, pick the things which are important together.

Once done, put them on https://en.opensuse.org/Portal:13.2/Features

Related issues:
Copied from openSUSE 13.1 Release - action # 450: Assemble the Product highli... Closed 24/10/2013 29/10/2013
Copied to openSUSE Leap 42.1 Release - action # 9072: Assemble the Product hi... Resolved 05/10/2015

History

#1 - 13/10/2014 11:30 am - lnussel
- Copied from action #450: Assemble the Product highlights added

#2 - 13/10/2014 11:31 am - lnussel
- Start date set to 10/10/2013
due to changes in a related task

#3 - 13/10/2014 11:31 am - lnussel
- Due date deleted (29/10/2013)
- Status changed from Closed to New
- Priority changed from Urgent to Normal
- Target version set to 13.2 GA
- Start date deleted (24/10/2013)
- % Done changed from 100 to 0

#4 - 13/10/2014 11:33 am - lnussel
- Description updated
- Due date set to 23/10/2014
- Start date changed from 10/10/2013 to 21/10/2014

#5 - 15/10/2014 09:35 am - ancorgs
- Assignee set to ddemiao

#6 - 31/10/2014 10:29 am - lnussel
- Status changed from New to Closed
- % Done changed from 0 to 100

this was done by the community

#7 - 05/10/2015 02:37 pm - lnussel
- Copied to action #9072: Assemble the Product highlights added