

openSUSE 13.1 Release - action #450

action # 420 (Closed): Release Announcement

Assemble the Product highlights

2013-05-14 16:46 - Anonymous

Status:	Closed	Start date:	2013-10-24
Priority:	Urgent	Due date:	2013-10-29
Assignee:		% Done:	100%
Category:	Marketing	Estimated time:	8.00 hours
Target version:	13.1 GM		

Description

This is about creating a short-list of the best, most awesome, coolest features in openSUSE 13.1. It is CRUCIAL in writing the press announcement, the openSUSE 13.1 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:13.1/Features>

Related issues:

Blocks openSUSE 13.1 Release - action #434: Create a draft press announcement	Closed	2013-10-24	2013-11-03
Blocked by openSUSE 13.1 Release - action #444: Add features from distrowatch	Closed	2013-10-14	2013-10-20
Copied to openSUSE 13.2 Release - action #4060: Assemble the Product highlights	Closed	2014-10-21	2014-10-23

History

#1 - 2013-05-14 16:49 - Anonymous

- Description updated

#2 - 2013-05-14 17:21 - Anonymous

- Estimated time set to 8.00 h

#3 - 2013-10-25 13:52 - Anonymous

- Due date changed from 2013-10-25 to 2013-10-29
- Start date changed from 2013-10-21 to 2013-10-24
- % Done changed from 0 to 60

got first set of top features together, will group them and put them on the portal page

#4 - 2013-10-25 13:53 - Anonymous

#5 - 2013-10-25 13:53 - Anonymous

#6 - 2013-11-01 17:08 - Anonymous

#7 - 2013-11-01 17:08 - Anonymous

#8 - 2013-11-01 17:09 - Anonymous

- % Done changed from 60 to 90

Managed to coalesce the highlights in a nicely categorized set of features. Got some comments on -project, will ask for more in a few places.
<https://en.opensuse.org/Portal:13.1/Features>

#9 - 2013-11-01 17:09 - Anonymous

- Status changed from New to In Progress

- Priority changed from Normal to Urgent

#10 - 2013-11-04 16:06 - Anonymous

#11 - 2013-11-04 16:07 - Anonymous

#12 - 2013-11-05 18:03 - Anonymous

Last thing to add is ActiveDoc. I mailed the wrong mail address initially - asked Juergen this time. If he replies, I add it and close this task ;-)

#13 - 2013-11-06 18:43 - Anonymous

#14 - 2013-11-06 18:44 - Anonymous

- Status changed from In Progress to Closed

- % Done changed from 90 to 100

Final changes to product highlights made, to activedoc section. Done!

#15 - 2014-10-13 11:30 - Inussel

- Copied to action #4060: Assemble the Product highlights added