



Archetype Opportunity Matrix

Score, contrast and validate product archetypes

See Downloadable Resource:
Archetype Opportunity Matrix Spreadsheet.xlsx

"The opportunity matrix is a handy tool to prioritise key opportunities through objective collaborative analysis"

What is a Product Archetype?

An Archetype is a commonly known general category of product (e.g. a smart kettle, or a toaster). It's also likely to be the thing customers are searching for online.

Why Use an Opportunity Matrix?

Using our matrix is particularly useful when you're not yet sure what type of product to develop – for example when you're looking to expand your product portfolio, or launch into an entirely new category. In these situations, focusing on archetypes as opposed to product concepts facilitates conversations about high level opportunity, risk and feasibility without getting into the weeds of individual features.

How to use this Matrix

Print off a series of matrices with a title and overview for each potential archetype. Ensure the overview accurately describes the product opportunity and that everyone is familiar with the archetypes.

Take turns to rate each archetype against the factors listed, with a low, medium or high score. Feel free to discuss and make changes, with everybody placing a mark or sticker in one selected column.

Once scores have been marked for each opportunity factor across all matrices – compare the scores to see which one offers the most exciting commercial opportunity.

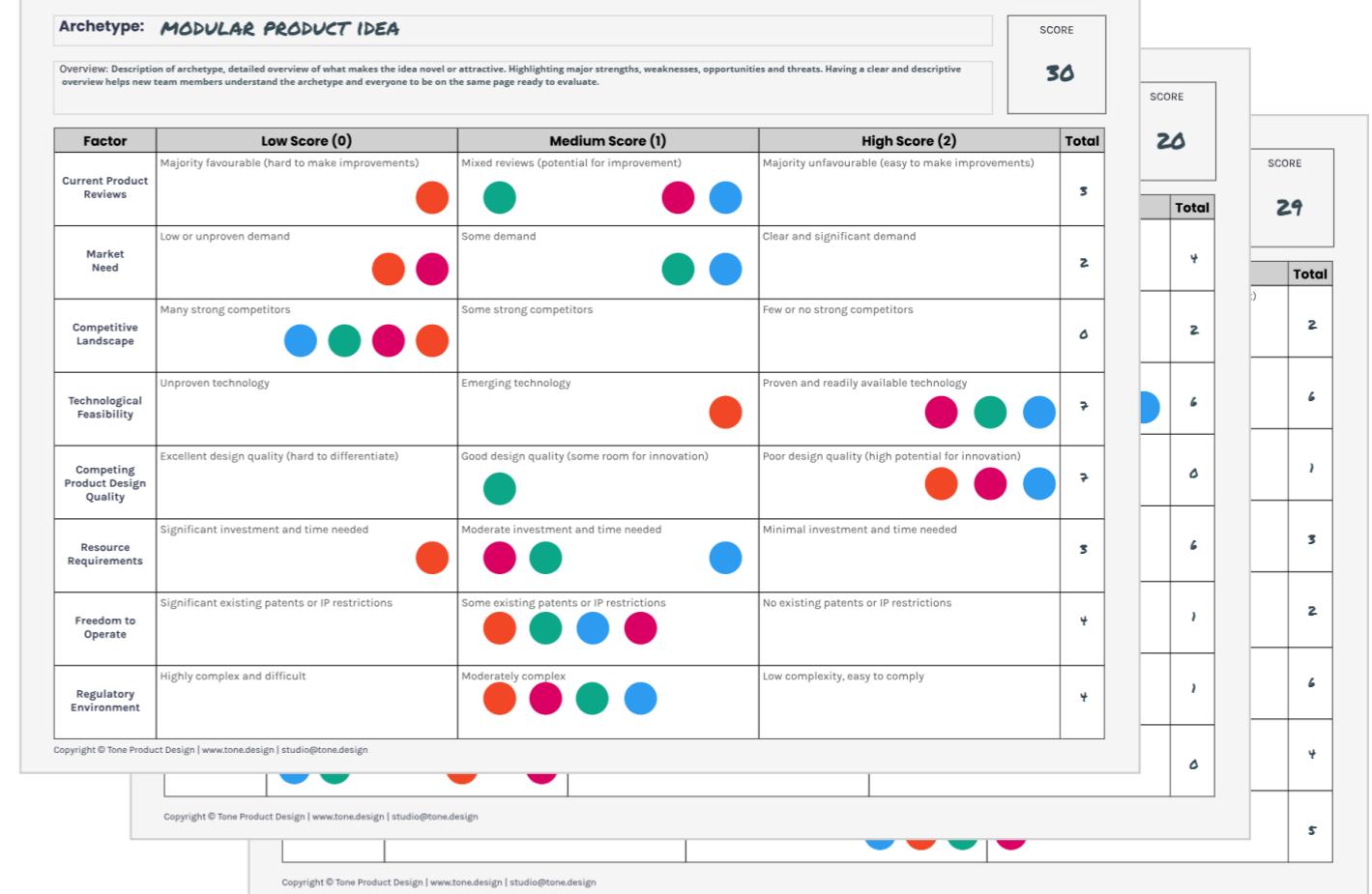
Factors

The provided factors are a good starting point for general product development - if there are factors specific to your market or values then these should be added or amended.

Descriptive Overview

Be descriptive in the title and overview so that the archetype is clear and new team-members can understand the idea quickly. Focus on what makes the opportunity interesting or attractive, then highlight any obvious opportunities, weaknesses and threats.

WEAKER  STRONGER



Selection Markers

Each individual in the team should mark the archetype against the factors in the left column with sticky dot, or similar.



Evaluating Results

The more markers towards the right of the matrix the stronger the archetype is.

You can also add up the scores in the total column and give the archetype a total score to assist comparison.

Archetype:

SCORE

Overview:

Factor	Low Score (0)	Medium Score (1)	High Score (2)	Total
Current Product Reviews	Majority favourable (hard to make improvements)	Mixed reviews (potential for improvement)	Majority unfavourable (easy to make improvements)	
Market Need	Low or unproven demand	Some demand	Clear and significant demand	
Competitive Landscape	Many strong competitors	Some strong competitors	Few or no strong competitors	
Technological Feasibility	Unproven technology	Emerging technology	Proven and readily available technology	
Competing Product Design Quality	Excellent design quality (hard to differentiate)	Good design quality (some room for innovation)	Poor design quality (high potential for innovation)	
Resource Requirements	Significant investment and time needed	Moderate investment and time needed	Minimal investment and time needed	
Freedom to Operate	Significant existing patents or IP restrictions	Some existing patents or IP restrictions	No existing patents or IP restrictions	
Regulatory Environment	Highly complex and difficult	Moderately complex	Low complexity, easy to comply	

We'd love to hear about your project.

For a confidential, no obligation
discussion, please contact:

Oscar Daws
Director

+44 20 8191 7379

studio@tone.design
www.tone.design

Somerset House
London WC2R 1LA

tone.