

DigaL!FE

Proposed Product Management Plan

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1. Introduction

Within today’s business environments, there exist a vast number of technologies that have evolved to ensure that businesses realize their goals and profitability. These technologies include defining clear objectives and goals, predicting and addressing problems, managing staff and resources, documenting and assessing financials, monitoring and predicting markets, and the like. Collectively, these technologies are functions of management and planning.

As with all functions of business, the management and planning of *products* also has proven technologies that – when properly applied – result in defining credible, valuable, and marketable products. Companies that apply these technologies are said to be *market driven*. Their products are based on actual customer needs and wants, and *not* on what they think the market needs and wants. This technology is referred to as **Product Management**.

Attachment A presents a brief introduction to the science of Product Management, and a summary chart is included as Figure 1. While the overall technology may appear too comprehensive and complex, its fulfillment ensures that companies remain realistic and properly focused.

There is a favorite quote amongst Product Managers, “*Your opinion, although interesting, is irrelevant!*” By this, they mean that market-focused problem solving is a more sustainable source of unique competitive advantage than superior technology. It’s not what you think, but what the customers are saying about the market and products that matters. As Jeff Bezos, founder of Amazon.com has noted, “*The great thing about fact-based decisions is that they can overrule the hierarchy.*”

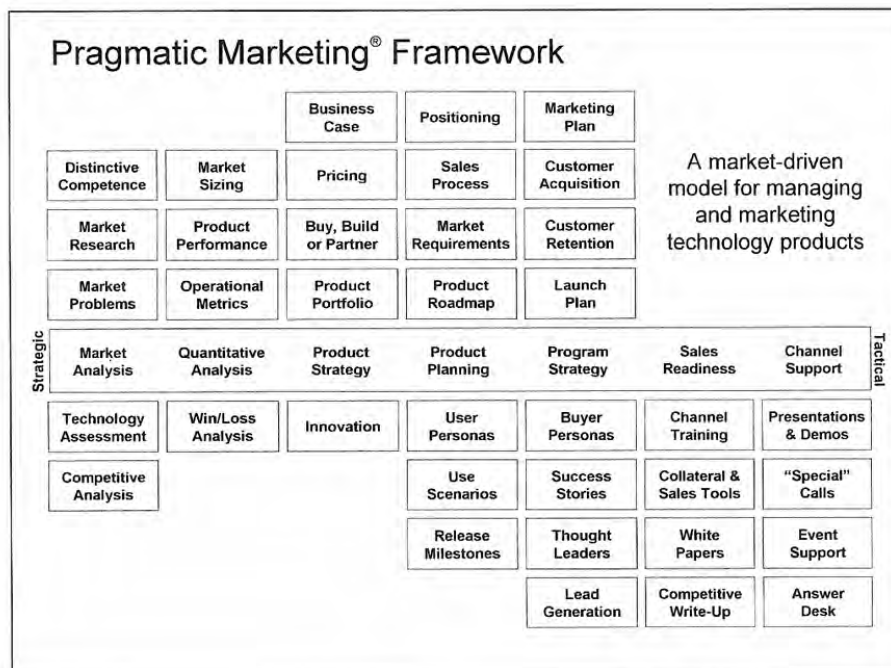


Figure 1 -- Pragmatic Marketing Framework

Situation

DigaL!FE has conceived a suite of products related to the preservation of family histories based on *perceived* market enthusiasm and trends. Their proposed products *seem* to be in agreement with growing interests and industries. Based on cursory research, DigaL!FE *believes* that more and more people a) are interested in their family history, b) wish to preserve their family history, c) have family keepsakes and mementos worth preserving, and d) realize the Internet as an optimal presentation and collaboration medium. And, although these perceptions are no doubt qualifiedly true, DigaL!FE lacks quantifiable evidence to fully support and focus their product definition and development strategies.

During their business development process, DigaL!FE realizes a need to better answer a number of product-related questions:

Who exactly is the market?

How big is the market and market segments?

What are the actual market problems that warrant solutions?

What does the market need and want?

What product features and functions are saleable?

How much will the market be willing to spend for their products?

What valuable products and features are the competitors providing?

How should they position (or brand) their organization for success?

Who are the specific buyers or potential customers of their products?

Is there a credible business case that can be defined for their business?

How should leads be generated and closed?

What are optimal marketing plans and sales processes?

Solution

In order to address these questions, DigaL!FE proposes developing a Product Management Plan that articulates its products, markets, and strategies to ensure that it will accurately satisfy customer needs, wants, and budgets.

2. Objectives

Using the Pragmatic Marketing Framework as a best practices guideline (see *Attachment A*), the Product Management Plan should *initially* satisfy the following objectives.

1. **Market Analysis** – Listen and observe what is going on in the market to provide a foundation of knowledge to guide decisions throughout the product definition and launch phases.
 - a. **Distinctive Competence** – Articulate our unique ability to deliver value to the customer while differentiating ourselves from other competitive offerings.
 - b. **Market Research** – Gather and maintain industry trends, industry expert opinion, and quantitative market data for different market segments. Use customer interviews to discover and surveys to validate market needs, wants and budgets.

- c. **Market Problems** – Identify the specific problems that customers wish to solve by purchasing our products.
 - d. **Technology Assessment** – Investigate different technologies and consider how they might best be applied to solve market problems.
 - e. **Competitive Analysis** – Identify existing competitive offerings in the market. Review their niche, approach and success in the market. Assess their strengths and weaknesses (SWOT Analysis). Evaluate the presence and relative importance of key product capabilities.
2. **Product Strategy** – Build a strategy to deliver profitable solutions for market problems.
 - a. **Business Case** – Perform an objective analysis of potential market opportunities to provide a basis for investment. Articulate what was learned about the market and quantify the risk, including a financial model.
 - b. **Pricing** – Establish a pricing model, schedules, guidelines and procedures based on quantifiable value to the customer and the competitive landscape.
 - c. **Product Portfolio** – Manage a group of products and services that meet the market needs. Assess the viability of the portfolio and how its components contribute to the corporate strategy and distinctive competence.
 - d. **Innovation** – Solve market problems using distinctive competence and creativity (“Bright Ideas”).
 3. **Product Planning** – Plan solutions that will be built by development and services that will solve the market problems.
 - a. **Positioning** – Describe the product by what we will do for the market, not by listing product features. Create an internal positioning document for each key buyer by industry that will be used to develop market messages for all external communications.
 - b. **Sales Process** – Develop a repeatable sales process that identifies the key steps of the sales cycle, the buyer personas for each step, and the collateral, tools, and marketing programs to move the buyer through the process.
 - c. **User/Buyer Personas** – Describe the ideal or stereotypical users and buyers of our products and services. Each persona should address a specific market segment, be given distinctive names and characteristics, and include a problem statement.
 - d. **Use Scenarios** – Develop scenarios for each persona to describe instances of market problems or situations that illustrate why a product requirement (feature or function) is required.
 - e. **Market Requirements** – Develop product requirements as descriptions of the capabilities that respond to problems; that is, a quality factor that bounds a product or process problem for which a solution will be pursued. Problems are about the persona. Requirements are about the product.
 - f. **Product Roadmap** – Develop a product roadmap that illustrates the vision for the product. It is the product plan, and should include: projects, markets, goals, customers, features and functions.
 - g. **Release Milestones** – Determine and plan what is to be released and when; obtain buy in from all stakeholders; and define a Product Contract for accountability.
 4. **Action Plan** – Develop an action plan to fulfill the *initial* Product Management Plan that identifies specific goals, priorities, ownership, and deadlines.
 5. **Gap Analysis** – Perform a gap analysis to determine how well we are performing the Product Management Planning.

6. **Further Actions** – Assess and develop a plan to maintain the Product Management Plan, and address the remaining tenets of the PM Framework.

3. Scope of Work

Using the above Objectives and the Pragmatic Framework as an outline, it is proposed to:

1. Prioritize the objectives for optimal immediate value to our needs.
2. Assess the objectives for overlap with other business development projects and business units, such as Product Marketing.
3. Determine the optimal ownership of various tasks related to the objectives.
4. Complete each task/objective sufficiently to deduce credible – *fact-based* – results.
5. Maintain the results in a comprehensive Product Management Plan document.
6. Establish guidelines for completing and maintaining the Product Management Plan.

4. Resource Requirements

Based on the nature and extent of the proposed Objectives, the Product Manager will require additional people resources to complete a viable PM plan. Likewise, because of the overlap of the noted objectives with other ongoing projects, some content will be co-developed or leveraged from other projects. The optimal breakdown of people resources will be determined by the master project plan, which will be defined following review of all program proposals.

Material resources will primarily consist of *time* available for information research, analysis, compilation, and presentation. Additional resource requirements may consist of online tools for surveying the markets, such as Zoomerang.com, Aksdatabase.com, or others. All other tools and resources are already in place.

5. Schedule & Milestones

The Product Management Plan will be coordinated with the overall Business Development schedule.

Phase 1 is primarily a data-gathering phase to define operational procedures for performing various products. The Project Management Plan should support this phase by identifying the optimal products and market segments. Deliverables are scheduled for the end of January 2008.

Phase 2 is primarily a business plan polishing phase. The Project Management Plan should support this phase by providing any critical information that supports the development of the final Business Plan. The Business Plan is scheduled for the end of February 2008. Thus, a relatively current Product Management Plan should be completed by mid-February.

6. Project Budget

As the lead for the Product Management Plan, John Pfof should be spending at least 50% of full-time efforts through Phase 1 (± 80 hours), and 25% of full-time efforts through Phase 2 (± 40 hours). Budgets for additional resources will depend on the priorities of work and task breakdown.

7. Project Risks

The primary risks associated with this project are summarized in the following table with initial risk management plans.

Risk	Priority (L-M-H)	Management
Inadequate importance of the PM Plan	H	
Inadequate budget allotted for the PM Plan	H	
Insufficient product and market data gathered to constitute market driven conclusions	M	

8. Initial Gap Analysis

Attachment B provides an initial gap analysis to assess where we are now and where we should begin.

Attachment A. About Product Management

Background

Several years ago I transitioned from being a Documentation Manager with a world-class data protection company to a Product Manager. As a member of a 6-person team, we were responsible for defining products that resulted in nearly a billion dollars in annual revenue.

My initiation to the PM team included participation in the 4-day *Practical Product Management* course delivered by Pragmatic Marketing, Inc. (pragmaticmarketing.com). This course and the subsequent studies and practices developed a critical appreciation of being *market driven* in our approach to defining, developing, and delivering world-class products. Essentially, being market driven is when ...

Every thought, word and action within a company is based on the needs of the market.

The information in this attachment is taken from my Product Management training and experience.

What is Product Management?

Based on a cursory search of the Internet, **Product Management** is defined as...

- ... *an organizational function within a company dealing with the planning or marketing of a product or products at all stages of the product lifecycle.*
- ... *a collective term used to describe the broad sum of diverse activities performed in the interest of delivering a particular product to market.*
- ... *a business and professional function of a company in which goods or services are planned, marketed, and distributed.*
- ... *fundamentally about delivering repeatable products to a market of customers.*
- ... *a domain that includes product marketing and product planning.*
- ... *the business management of a product.*
- ... *certainly a delicate balancing act that requires a keen understanding of product life-cycle management and business strategy.*
- ... *the art of defining, building, and being responsible for the outcome of a given product.*
- ... *an approach for centrally coordinating the activities surrounding the inception, business case, development and the long-term support and enhancement of a product.*
- ... *about targeting a specific market or customer segment with the right product and service proposition.*
- ... *an iterative process as you look at changes in the market, innovations in your field, competition, and the reaction of your customers.*
- ... *critical to increasing and sustaining revenue growth*
- ... *staying connected to your customers*
- ... *figuring out who your customers are, and staying connected to them.*

Attachment B. Product Management – Gap Analysis

The first step in developing a Product Management Plan is to assess where we are and where we want to be. This is accomplished by performing a gap analysis.

1. **Current Owner:** Assign the role that owns the activity (PM=Product Management; PMM=Product Marketing; MC=Marketing Communications; SE=Sales Engineering; D=Development)
2. **Importance:** How important is this activity to your company? (H=high, M=medium, L=low)
3. **Assessment:** How well are you performing the activity? (H=high, M=medium, L=low, ND= not doing)

Category	Activity	Description	Current Owner	Proposed Owner	Importance	Assessment	Target Hrs/Week	Actual Hrs/Week
Market Analysis <i>Listen and observe what is going on in the market. The market expertise gained from these activities provides a foundation of knowledge to guide decisions throughout the product definition and launch phases.</i>	Distinctive Competence	Articulate the organization’s unique ability to deliver value to the customer while differentiating itself from competitive offerings.						
	Market Research	Maintain vigilance over applicable markets and their moods. Keep abreast of industry trends, gather industry expert opinion and quantitative market data for different market segments.						
	Market Problems	Become the expert on the market and its problems by interviewing and observing customers and potential customers. Look for unsolved problems that are both urgent and pervasive, and that people are willing to pay to solve.						
	Technology Assessment	Investigate different technologies (both inside and outside the company) and consider how they might be applied to solve a given market problem.						
	Competitive Analysis	Identify competitive offerings in the market. Review their niche, approach and success in the market. Assess their strengths and weaknesses. Evaluate the presence and relative importance of key product capabilities.						
Quantitative Analysis <i>Quantify what you have learned in the market and look for profitable opportunities to serve the market.</i>	Market Sizing	Map needs with target markets and analyze which market segments to proactively pursue. Ensure that the size of the targeted segments is large enough to support the current and future business of the company.						
	Product Performance	Monitor and analyze how well the product is performing including product profitability, actual to planned revenue, customer satisfaction, and market share.						
	Operational Metrics	Look at internal measurements to determine how the product impacts the company operations. Look for areas that might impact product profitability. This includes product life cycle, quality, technical support, marketing programs, and sales support.						

Category	Activity	Description	Current Owner	Proposed Owner	Importance	Assessment	Target Hrs/Week	Actual Hrs/Week
	Win/Loss Analysis	Understand why recent evaluators of the product did or did not buy.						
Product Strategy <i>Build a strategy to deliver profitable solutions for market problems.</i>	Business Case	Perform an objective analysis of a potential market opportunity to provide a basis for investment. Articulate what you learned in the market and quantify the risk, including a financial model.						
	Pricing	Establish a pricing model, schedules, guidelines and procedures.						
	Buy, Build, or Partner	Determine the most effective way to deliver a complete solution to an identified market problem. Where you have gaps in your solution, look for ways to fill the gaps (such as architecture, software, services, devices, components) and using your distinctive and core competencies to guide you, analyze whether to buy, build, or partner to complete the solution for your market.						
	Product Portfolio	Manage a group of products and services that meet market needs. Assess the viability of the portfolio and how its components contribute to corporate strategy and distinctive competence. Manage the portfolio like a “product” (business case, positioning, sales process, market requirements, and marketing plan).						
	Innovation	Solve market problems using distinctive competence and creativity.						
Product Planning <i>Plan solutions that will be built by development and services to solve market problems.</i>	Positioning	Describe the product by what we will do <i>for</i> the market, not by listing the technical features. Create an internal positioning document for each key buyer by industry that will be used to develop market messages for all external communications.						
	Sales Process	Develop a repeatable sales process for the channel that identifies the key steps of the sales cycle, the buyer personas for each step, and the collateral, tools, and marketing programs to move buyers through the process.						
	Market Requirements	Create a Market Requirements Document (MRD) that communicates to development who we are building for and what problems we will be solving.						
	Product Roadmap	Create product roadmaps illustrating the vision for the product. The roadmap is a plan, not a commitment.						
	User Personas	Describe the ideal or stereotypical users that represent the programming targets.						
	Use Scenarios	Write scenarios for user personas to describe instances of market problems or situations that illustrate why a product requirement is necessary.						
	Release Milestones	Review the release plan with periodic checkpoints of progress in each of the operational groups.						

Category	Activity	Description	Current Owner	Proposed Owner	Importance	Assessment	Target Hrs/Week	Actual Hrs/Week
Program Strategy <i>Create the go-to-market programs that will be executed by marketing communications.</i>	Marketing Plan	Articulate the go-to-market goals and strategies for achieving those goals in an annual programs plan.						
	Customer Acquisition	Define the specific plans and budgets for selling products and services to new customers.						
	Customer Retention	Define the specific plans and budgets for ensuring customer loyalty as well as selling products and services to existing customers.						
	Launch Plan	Create a plan for launching the product. The purpose of the plan is to make sure all departments are prepared for the product release, all items are completed to launch the product externally, and that launch status is communicated.						
	Buyer Personas	Describe each of the buyer personas that has an impact on the sales process, profiling attitudes, motivations, technology knowledge, business responsibilities, and success metrics. Include each persona’s preferences for researching new ideas and sourcing new vendor solutions.						
	Success Stories	Identify criteria that will best illustrate how customers use your products and services to solve problems. Find customers who meet the criteria who are willing to give testimonials, be featured in case studies, or agree to be a reference account.						
	Thought Leaders	Become a thought leader in your market. Create and deliver thoughtful information (webinars, blogs, e-books, etc.) to influence not only your buyers, but also industry specialists, research analysts, key editors in the press, and other third parties.						
	Lead Generation	Develop a lead generation process that is designed to generate and nurture qualified leads with an objective to turn prospects into satisfied customers.						
Sales Readiness <i>Create the items necessary to support the sales process.</i>	Channel Training	Using the repeatable sales process, design and deliver training programs to teach the direct and indirect sales channels how to sell the product, not how to use it.						
	Collateral & Sales Tools	Create sales collateral and sales tools that are focused on a specific step of the sales cycle, targeted to specific buyers to address the problems of that buyer.						
	White Papers	Write or solicit authoritative reports to educate the market on key issues facing the market. These findings, written by market or technical experts, can include topics ranging from latent problems the market is unaware of to the technical underpinnings of a product or solution architecture.						
	Competitive Write-up	Produce a short write-up of the competitors’ strengths and weaknesses, sales tactics, pricing, and the “silver bullets” needed to beat them.						

Category	Activity	Description	Current Owner	Proposed Owner	Importance	Assessment	Target Hrs/Week	Actual Hrs/Week
Channel Support <i>Support the direct and indirect sales channels with market and product expertise.</i>	Presentations & Demos	Produce standard product presentations and demo scripts that can be used by the sales team in a typical sales process.						
	“Special” Calls	Deliver product information to qualified prospects in support of existing sales efforts.						
	Event Support	Provide product and market expertise for events such as conferences, tradeshow, webinars, and seminars.						
	Answer Desk	Answer the sales channel’s questions through a sales support hot line (phone, email, and/or web).						

When you finish the initial Gap Analysis:

1. Look for the most severe gaps (where you are underachieving or overachieving based on importance). Focus on the top 2-3 gaps. If more than 3 activities have the same high gap, have the team select the 3 most important activities to focus on. Put together a plan to address the gaps.
2. Review the current organization.
3. Do you have the right owners for each box?
4. How might you group the roles differently to use existing skill sets?
5. What additional skills are required?
6. Use the grid to assess individual product managers’ skills and put together a plan to improve their skills.
7. Do you need to define additional roles?
8. Go back through the worksheet and assign proposed ownership changes.
9. What activities are product managers doing that are not part of the framework? Are these impacting their ability to do the activities on the framework?

Use Hours/Week to determine where product managers are currently spending their time. You can also use this to determine how much time should be spent on the various activities, and divide the total number of hours by 40 to determine how many people are needed to do the job.

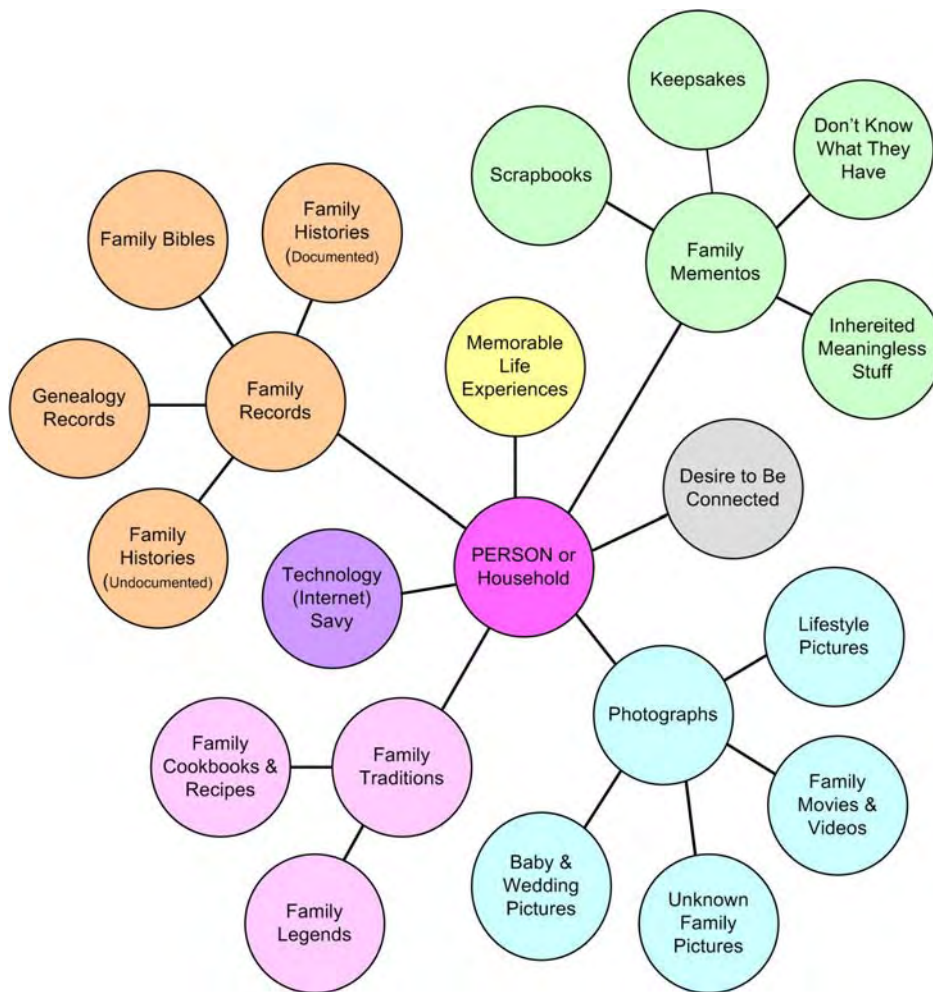
Attachment C. Initial Assumptions

DigaLIFE has made several initial assumptions concerning the proposed market and its product offerings, and which the Product Management Plan and other projects are intended to validate.

Everyone Has Stories to Tell and Share

Mark Twain once stated, *“There was never yet an uninteresting life. Such a thing is an impossibility. Inside the dullest exterior, there is a drama, a comedy, and a tragedy.”*

As shown in the following graphic, everyone has *some* memorable treasures and experiences that are worth sharing.



General Market Indicators

Based on a cursory and subjective assessment, DigaL!FE believes there is a growing market for its products and services, which include the following.

- **Family History Interest**

Driven primarily by the personal computer and the Internet, family history is now considered the largest and fastest growing hobby in the world. It is said to be larger than coin and stamp collecting combined. Some have even postulated that genealogy constitutes 25 to 50 percent of all Internet use.

In 1998, *American Demographics* magazine reported that 19 million adult Americans were “highly involved” in family history research. According to a Maritz poll in 2000 approximately 60 percent of the U.S. population was interested in family history, up from 45 percent just five years prior.

- **Preserving Legacies Interest**

Concurrent with the growing interest in family history, several spin-off hobbies have emerged, including family scrapbooking, memoir writing, and capturing of oral histories. While relatively unknown a decade ago, entire industries are developing around these hobbies.

America's enthusiasm for preserving memories through scrapbooking has dramatically increased in the last three years, according to results from “The National Survey of Scrapbooking in America” released in June 2004 by Creating Keepsakes, America’s leading scrapbook magazine. The survey shows the industry has welcomed 4.4 million new scrapbooking households since 2001, fueling annual industry sales growth by 27.8 percent to an impressive \$2.551 billion.

Professionals are predicting scrapbooking retail sales could reach \$4 billion in 2005. Even non-craft related supply retailers are taking advantage of the scrapbook trend like discount stores, office supply, drug and department stores.

In 2004 Michaels [stores] executives identified scrapbooking and paper crafting as the most important category they offered in their 833 stores. The development of their Recollections stores, which sells scrapbooking and paper-crafting materials, shows that Michaels considers scrapbooking more than just a trend.

Industry Statistics from the Hobby Industry Association in 2003 indicate:

- Scrapbooking sales in 2003 are estimated at \$2.5 billion and have quadrupled in size over the last five years. In 1996, annual sales were \$200 million.
- Scrapbooking is anticipated to grow 40 to 80 percent annually; it is the fastest growing sector of the craft and hobby industry.
- There are 25 million scrapbookers in the United States.
- There are 4,000 independent scrapbook stores in the United States. This is in addition to the large craft and mass retailers selling scrapbook-related products.
- At the 63rd Annual Hobby Industry Association Convention and Trade Show held in Dallas, 40 percent of the booths were devoted to scrapbooking. Comparatively, in 1998, this same show did not even have a scrapbooking section.

See also: http://angiepedersen.typepad.com/sb_industry_news/webtech/index.html

- **Digital Media**

Just as phonograph records gave way to digital CDs and analog TV is giving way to high definition (digital) TV, film photography has all but disappeared in favor of digital photography. The interest in digital photography is creating a startling demand for digitally compatible products. Recent statistics show just how fast digital photography is growing:

- 235 billion digital photographs were taken in 2004.
- Nearly 60% percent of US households now own a digital camera.
- By 2008, more than 80% percent of US households will own a digital camera.
- Digital photography is now a \$15-20 billion business world-wide.

The 2007 PMA U.S. Digital Imaging Survey, via PhotoMarketing Newslines International¹ reported:

- Digital camera owners keep filling their memory cards and moving images onto their computers, CDs, DVDs, and websites. According to the 2007 PMA U.S. Digital Imaging Survey, consumers had on average stored close to 1,000 images onto hard drives, CDs, DVDs, and the Web, by the end of 2006. This is 3 to 4 years worth of picture taking for a typical U.S. household.
- In terms of specific storage methods, the average number of images stored on hard drives was reported to have been 626, slightly below the average number of images stored on CDs and DVDs (632). The average number of pictures stored on the Internet was 230. These numbers include new and mature digital camera users.

- **Internet and World Wide Web**

The Internet and World Wide Web have already transformed our lives in the ways we gather and process information, evaluate and purchase products, seek and find entertainment, and connect with friends and family both near and far. In its newest forms the Internet is also evolving as the medium for vast collaboration and dissemination of information. More and more books are being converted to e-books and there are plans to digitize and post the entire Library of Congress online. And yet, as a global processor, the Internet is in its infancy when it comes to preserving and sharing family histories, except perhaps in the case of detailed genealogy information.

- **“Baby Boomers” are Approaching Retirement**

As the “baby boomers” approach retirement and their parents and grandparents approach the ends of their lives, there is a growing need and awareness to “remember” special times they have shared with their families. With increasing notable family happenings such as historic birthdays and anniversaries, there is a growing demand for “Memory” or “Tribute” type media presentations of these events.

- **Increasing amount of collected an unorganized family records and treasures**

<need a statement here>

¹ http://www.photomarketing.com/newsletter/ni_Newsline.asp?dt=05/28/2007#dw

DigaL!FE Product Suite

DigaL!FE is considering a suite of products and services to fulfill the growing interest in preserving and sharing family histories, as follows.

- **Records Preservation**

This service will assist people in organizing and digitizing their family records for long-term storage and protection against environmental decay.

- **Photo Restoration**

Once digitized, family photos often require retouching to restore or enhance critical details.

- **Photo Compilation**

Once digitized, family photos often require retouching to restore or enhance critical details. And, when cleaned and polished, family photos can be compiled into a variety of mediums for long-term retention and sharing. Potential mediums include books, CD-ROM or Web-based presentations, video/movies, and other historically-pertinent documents.

- **Oral Family History Interviews**

A truly valuable gift to any generation is the life stories captured by the preceding generation. DigaL!FE representatives will be highly trained in the art of family history interviews so as to collect the most fascinating and routine events of one generation for the benefit of the next. The interviews will be captured digitally, transcribed to text, and made available in various formats such as written, CD-ROM, or Web-based.

- **Coffee Table Books**

DigaL!FE will be able to tailor the results of the digitized documents and photos, print restoration, photo compilations, oral family history interviews and related services into customized family history albums.

- **Family Websites**

Regardless of the products and services desired, DigaL!FE will offer Web-based sites for sharing and collaboration of family histories. Using standardized templates, family members will have the opportunity to post photos and videos, family knowledge, and contact information.

- **Life Event Presentations**

As families become increasingly more connected, DigaL!FE will capture and provide presentations amongst family members to honor special milestone such as birthdays, anniversaries, memorial services, etc. The life event presentations can then be distributed on CD-ROM, live via laptop computer, or on the Internet.

- **Professional Genealogy Research**

Because of its relevance to credible genealogical research, DigaL!FE will have a network of highly-trained and qualified researchers available to expand the family history findings. Whether a cursory search of the primary genealogy databases or very detailed professional studies that often extend several generations, we will be able to supplement our services with a deeper history.

- **Family Heirlooms**

Family heirlooms are highly personalized and customized renditions of the findings made by DigaL!FE. Family heirlooms may be documents and information gathered over long time periods and

include extended portions of families, advanced film techniques by our staff-from computer animations, and custom edited videos or interviews.

- **Organizational History Services/Containers**

These items will be branded with DigaL!FE name. This item is both a service (determined by hourly packages) and a product. Our reps assist in the major task of organizing these family archives and provide customized archival containers.

- **Family Historical Documentaries**

This product may include both long time periods as well as vast extended portions of families.

- **Personal Biographical Sketches/Autobiographies**

This product will focus on individual members within a family. It may be an individual that has a particularly big impact on a generation or generations of family members.