



CENTER FOR HOMELAND
DEFENSE AND SECURITY
NAVAL POSTGRADUATE SCHOOL



HSx MODULE: ENTREPRENEURSHIP (STEP 6 – FULL LIFE CYCLE USE CASE)



APRIL 2017

WHAT IS A FULL LIFE CYCLE USE CASE?

- Visual representation of the full life cycle of your product enables you to see how the product will fit into the customer's value chain and what barriers to adoption might arise.
- The use case should include a complete use case from discovering the need for your product or service to buying more and spreading awareness.
- Just showing how the customer uses the product will not provide an accurate enough picture to fully understand what obstacles will come up when trying to sell your product to your target customer.

HOW TO CREATE FULL LIFE CYCLE USE CASE

- Explain how the Persona determines that their need exists and/or not being met by existing products, and how the Persona will find out about your product.
- It is helpful to outline the customers current work flow, understanding this will allow you an easier way to integrate your product into their operation.
- The Full Life Cycle Use Case should be visual, using diagrams, flowcharts, or other methods that show sequence.

HOW TO CREATE FULL LIFE CYCLE USE CASE

- Consider the following factors in creating your use case.
 1. How end users will determine they have a need and/or opportunity to do something different.
 2. How will they find out about your product?
 3. How will they analyze your product?
 4. How will they acquire your product?
 5. How will they install your product?
 6. How will they use your product?
 7. How will determine the value gained for your product?
 8. How will they pay for your product?
 9. How will they receive support for your product?
 10. How will they buy more product and/or spread awareness about your product?

VIDEO CLASSES AND EXAMPLES OF HOW TO CREATE A FULL LIFE CYCLE USE CASE

- Full Life Cycle Use Case: Bill Aulet (Pt 1)
 - https://www.youtube.com/watch?v=GNsQV_qeb7w&list=PLOTdH3VpKqv6SjpHc2i67aJ4X5kMKRjPC
- Full Life Cycle Use Case: Bill Aulet (Pt 2)
 - <https://www.youtube.com/watch?v=x2XjNrNHjgk&list=PLOTdH3VpKqv6SjpHc2i67aJ4X5kMKRjPC&index=3>
- Full Life Cycle Use Case: TraveDoc (Pt 1)
 - <https://www.youtube.com/watch?v=RMd42xEMAo&index=4&list=PLOTdH3VpKqv6SjpHc2i67aJ4X5kMKRjPC>
- Full Life Cycle Use Case: TraveDoc (Pt 2)
 - <https://www.youtube.com/watch?v=Tm0Bcms94Pw&index=5&list=PLOTdH3VpKqv6SjpHc2i67aJ4X5kMKRjPC>
- Full Life Cycle Use Case: TraveDoc (Pt 3)
 - <https://www.youtube.com/watch?v=srQztzmNoFw&index=6&list=PLOTdH3VpKqv6SjpHc2i67aJ4X5kMKRjPC>

SUMMARY

“Creating a visual representation of the full life cycle of your product enables you to see how the product will fit into the customer’s value chain and what barriers to adoption may arise. Just showing how the customer uses the product will not provide an accurate enough picture to fully understand what obstacles will come up when trying to sell your product to your target customer.”

Aulet, B. (2013). *Disciplined Entrepreneurship*. Hoboken, New Jersey, United States of America: John Wiley & Sons, Inc.

Entrepreneurial Process – Full Life Cycle Use Case

Date of information: 24 February 2017

Overview: Visual representation of the full life cycle of your product enables you to see how the product will fit into the customer's value chain and what barriers to adoption might arise. The use case should include a complete use case from discovering the need of your product or service to buying more and spreading awareness. Just showing how the customer uses the product will not provide an accurate, enough picture to fully understand what obstacles will come up when trying to sell your product to your target customer.¹

Recent Publications, Videos and Journal Articles:

- Full Life Cycle Use Case: Bill Aulet (Pt 1)
 - https://www.youtube.com/watch?v=GNsQV_qeb7w&list=PLOTdH3VpKqv6SjpHc2i67aJ4X5kMKRjPC
- Full Life Cycle Use Case: Bill Aulet (Pt 2)
 - <https://www.youtube.com/watch?v=x2XjNrNHjgk&list=PLOTdH3VpKqv6SjpHc2i67aJ4X5kMKRjPC&index=3>
- Full Life Cycle Use Case: TraveDoc (Pt 1)
 - <https://www.youtube.com/watch?v=RMd42xEMAo&index=4&list=PLOTdH3VpKqv6SjpHc2i67aJ4X5kMKRjPC>
- Full Life Cycle Use Case: TraveDoc (Pt 2)
 - <https://www.youtube.com/watch?v=Tm0Bcms94Pw&index=5&list=PLOTdH3VpKqv6SjpHc2i67aJ4X5kMKRjPC>
- Full Life Cycle Use Case: TraveDoc (Pt 3)
 - <https://www.youtube.com/watch?v=srQztzmNoFw&index=6&list=PLOTdH3VpKqv6SjpHc2i67aJ4X5kMKRjPC>

¹ Aulet, B. (2013). *Disciplined Entrepreneurship*. Hoboken, New Jersey, United States of America: John Wiley & Sons, Inc.