Product deveoplemnt

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1.

PRD (Product Requirements Document) is used during the product development for the creation of a concept of a product or a service. During the product life cycle, PRD is used for gauging market as it requires extensive market research. Then it is also shared with other stakeholders that assist in its marketing. Moreover, it is used as a starting point by the product managers as it defines the product’s purpose, its characteristics as well as its functionalities. But this is not effective while working in an agile environment as an agile environment requires a flexible and productive environment with reference to product features and attributes (Layton & Ostermiller, 2017). On the other hand, PRD specifies the unyielding specifications. Thus, while working in an agile environment PRD is used to develop user stories in place of customary requests. This is due to the reason that agile environment cannot be used as a justification for the absence of product planning. There is still the requirement of proper planning to achieve the desired results. There are product managers who are required to have user stories as well as usable prototypes. Thus, PRD is used here to serve the same purpose but it is not a static document and replaces the heavy PRD’s with user stories.

2.  
a.

Intel and Mobileye are working with each other since last year. Intel has now invested in Mobileye for $15B and acquired Mobileye. First, they partnered, and now they have gone for the acquisition (Lunden, n.d.) This is indeed the biggest-ever acquisition of any tech corporation. Intel has gone for this acquisition as Mobileye in today’s world is covering a wide range of technology and services. With this acquisition, infrastructure and resources will be combined and the company will

go into autonomous driving systems. It will also be able to quicken the future of autonomous driving by combining the experience and expertise in the areas of mapping, virtual driving as well as simulators. Thus, Intel is investing and going for acquisition in order to promote its game in the capacity of autonomous cars.

b.

The SWOT analysis of Intel will show different internal strategic factors (strengths and weaknesses) and external strategic factors.

**Strengths:**

* The leader in the global desktop microprocessor market.
* Strong partnerships with other firms in the same industry.
* Economies of scale
* Strong brand name
* R & D

**Weakness:**

* It does not ha**ve a** noteworthy existence in the mobile market.
* Less diversification

**Opportunities:**

* Diversification
* Partnerships
* Expanding the PC market

**Threats:**

* Sever competition
* Change of technology
* Fluctuation in currency value

As a product manager, I agree with this acquisition. Previously, both companies were partnering with each other, but now a step ahead Intel has acquired Mobileye. This will allow Intel to match its strengths with the opportunities. Now, the company will be able to increase its resources. This acquisition is also allowing the company to go for diversification. There is now less competition in the market, as it has acquired the biggest leader in the market that has to strengthen Intel position.

References

Lunden, I. (n.d.). Intel buys Mobileye in $15.3B deal, moves its automotive unit to Israel. Retrieved from https://techcrunch.com

Layton, M. C., & Ostermiller, S. J. (2017). *Agile project management for dummies*. John Wiley & Sons.