ECLETI Roberto Panetta

TS Tension Software

Product Manager 2.6

User Guide

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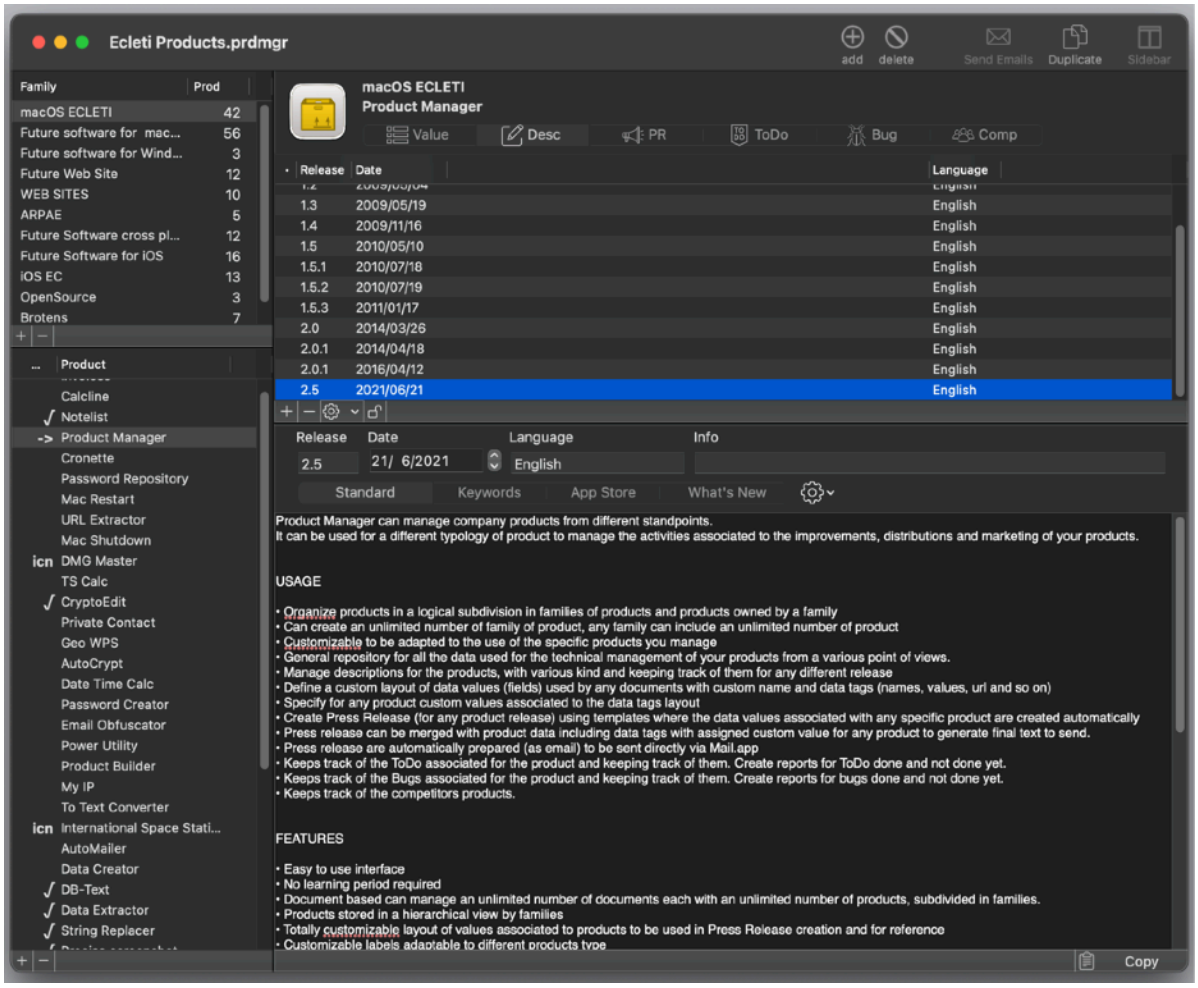
Welcome

Product Manager manages all your company products

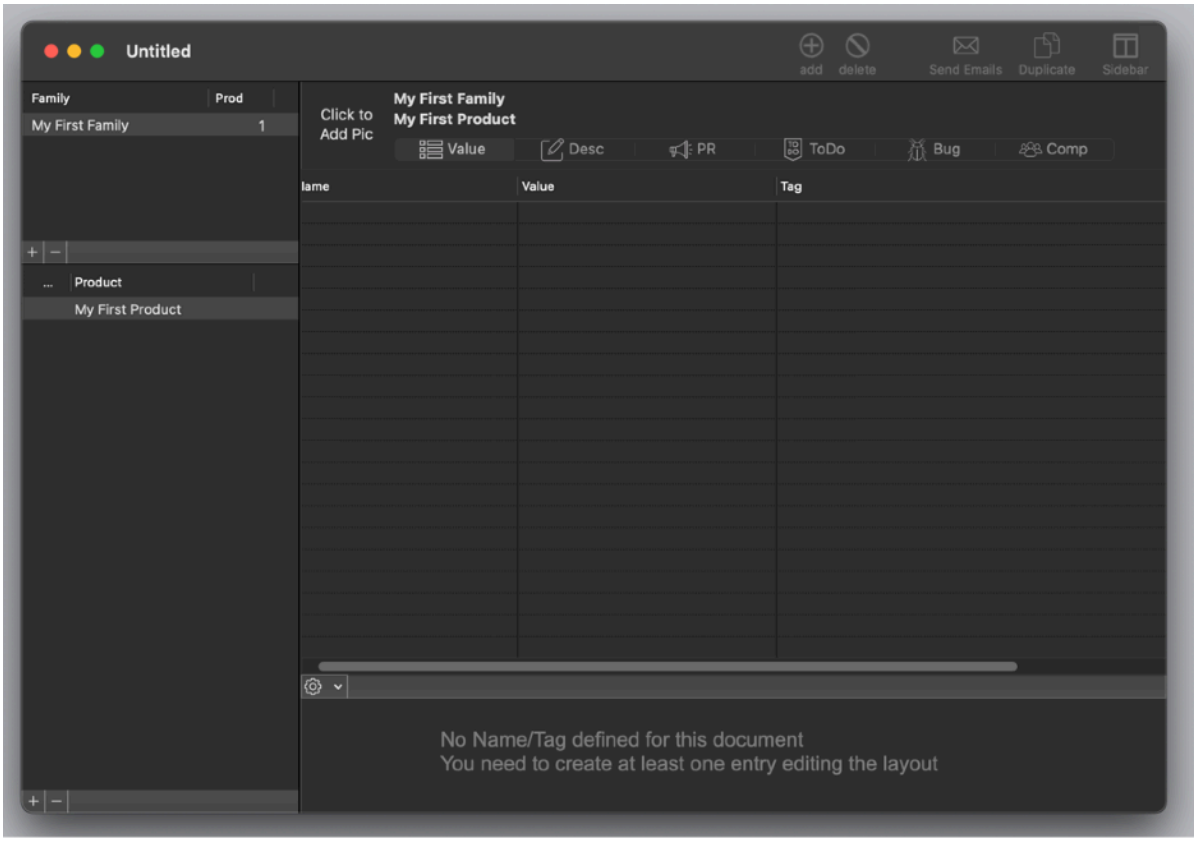
Product Manager is an application thought to handle all the informations related to company products and keep them in a centralized place, ready for manipulation and use for technicals, marketing and commercials purposes.



Getting Started

Create a family and one product

Launch the application and create (if not already done) a new document
Then create a new family and inside this family a new product
To assign to the family and the product the name you like, click it inside the list and edit it.



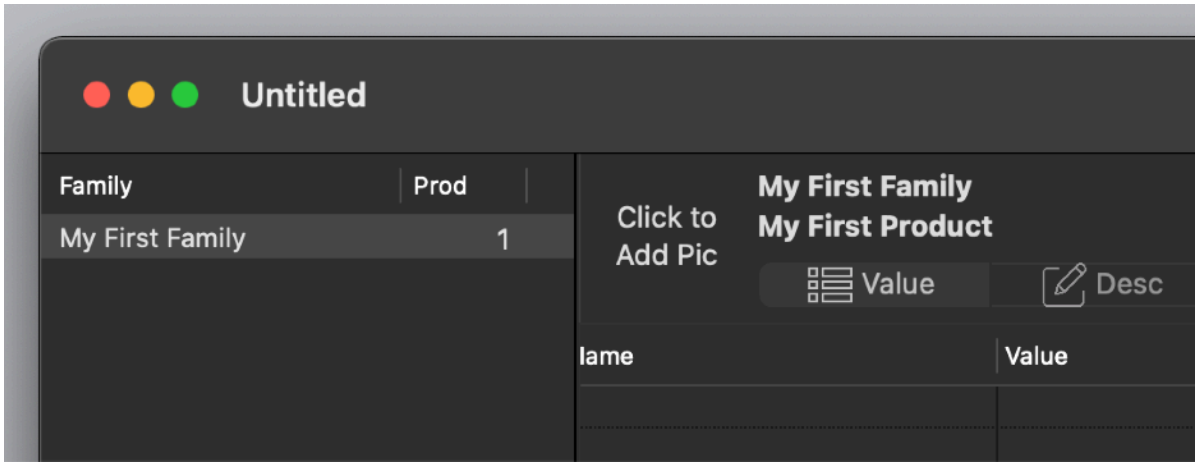
A view to the available sections

If you have created at least one family and one product you can see there are 6 available sections.
Each sections, selectable via a selector in the upper part of the window allows to select, for any product, a specific data area:

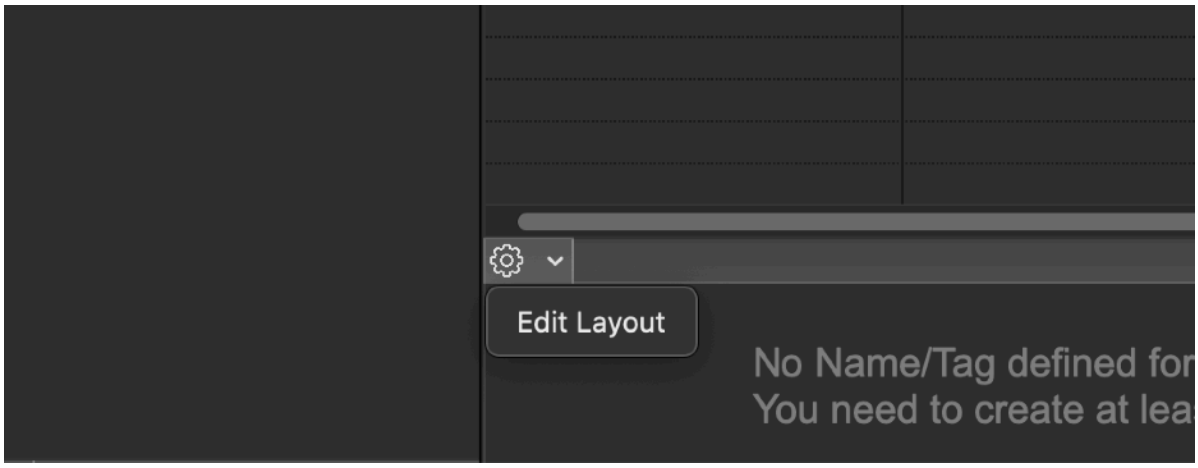
- Values, values specific for any product you can use to merge with templates to create custom press release
- Desc , description releases for any release of your product in various format/size/purpose
- PR, Press Release obtained merging templates with data inside ‘Value’ for the specific product
- ToDo, specific ToDo list for the product
- Bug, bugs or any kind of problem regarding the product you need to solve
- Comp, list of products by competitors

Values

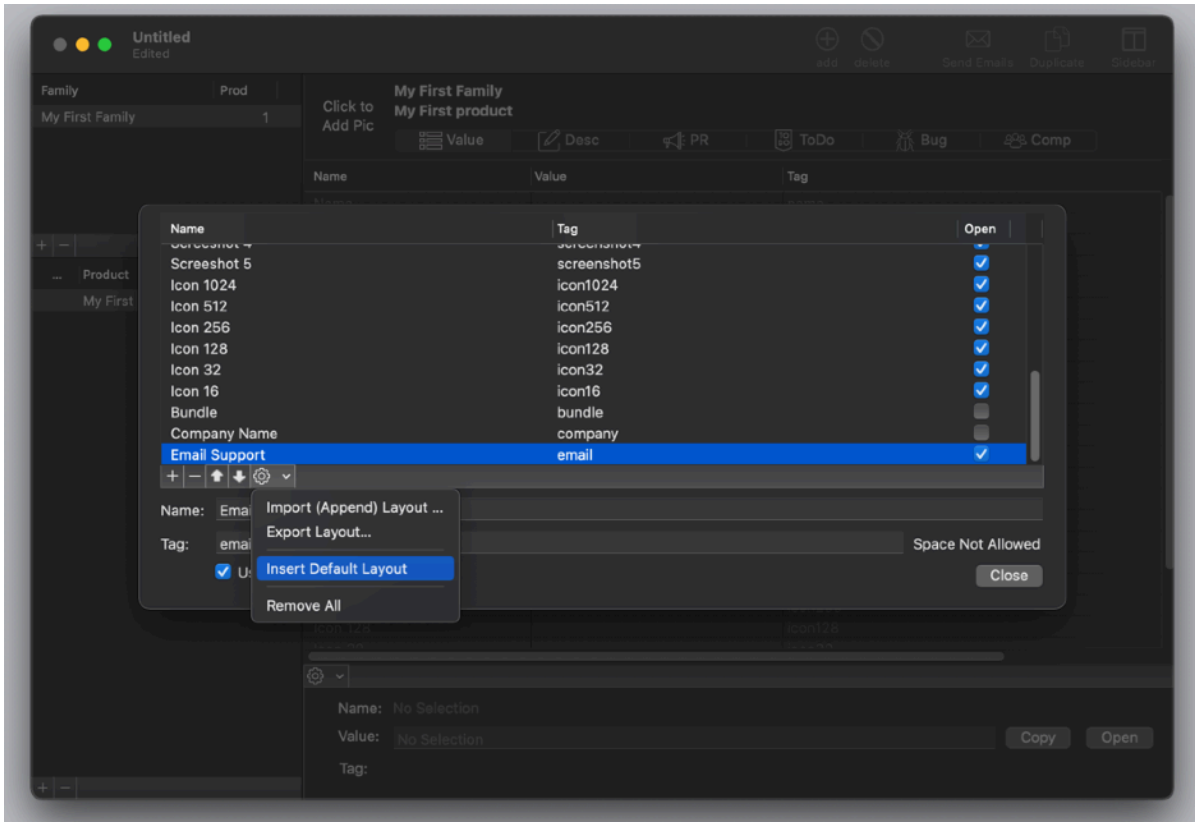
Select Values as the available view



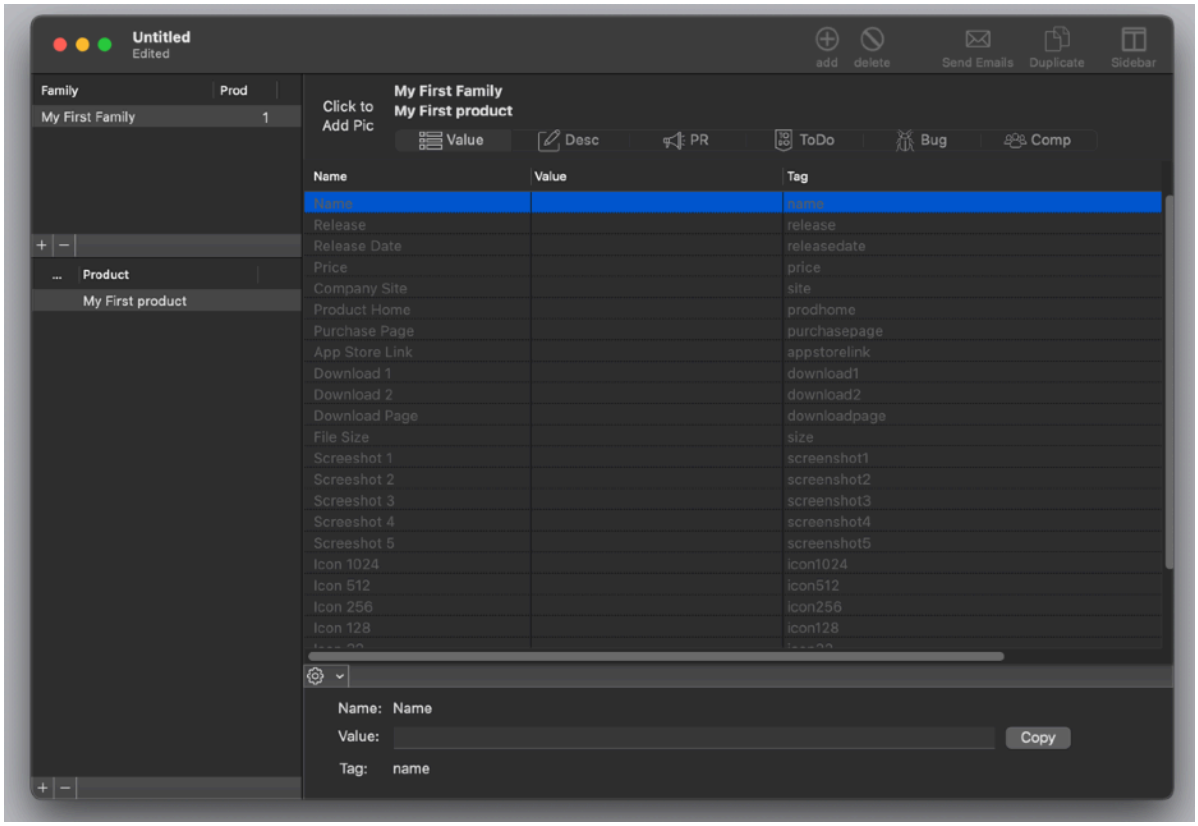
Now you need to create, for the document, a layout to host the values.
This layout will apply to all the document and all the products inside the document
Select ‘Edit layout’ from the tool popup



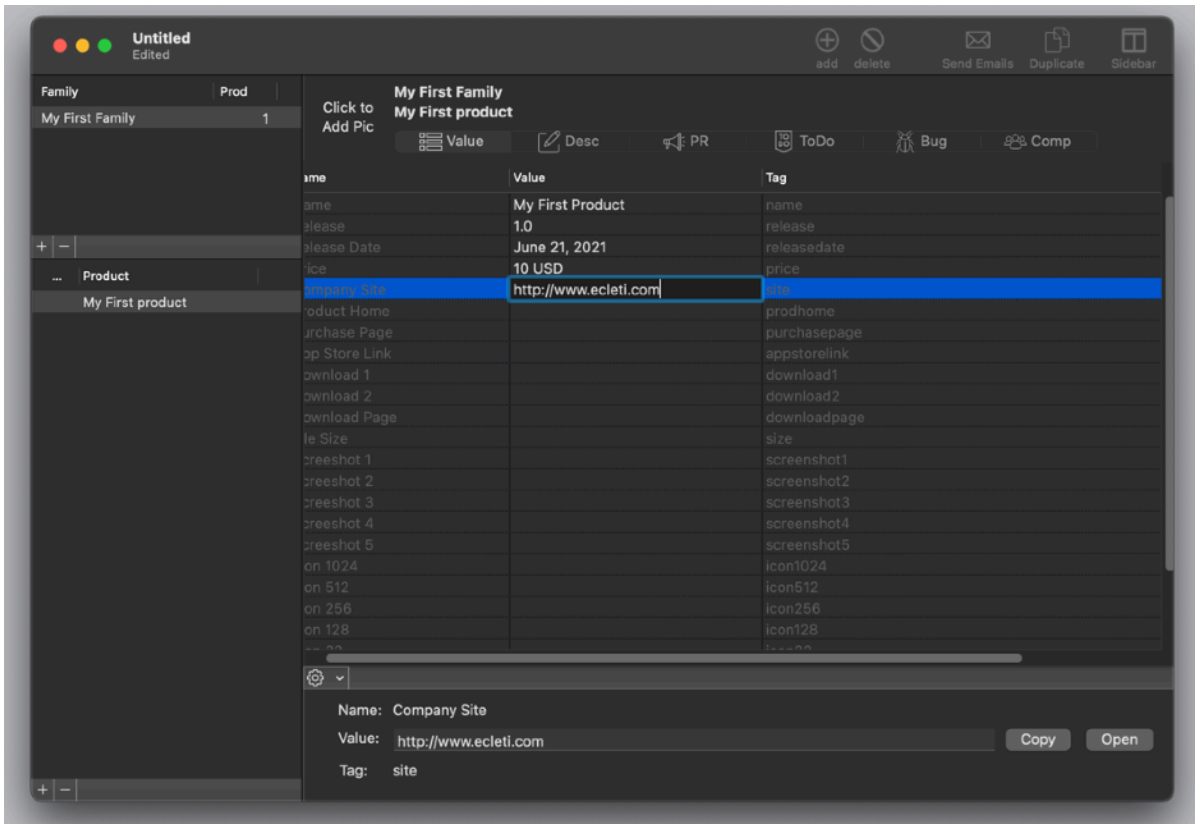
The layout editor opens
Use the popup to select ‘Insert Default layout’



A series of ‘Name,Tag,Open flag’ will be inserted for you
For now we will use the default layout
When you will understand how it works, you will create your own layout adapted to your specific needs.
Close the layout editor to go back to the value view.
You can now see that the layout created is available to let you insert values for your selected product ‘My First Product’.
Any product will have it’s own values inserted using the created layout



We can now insert values
We insert just a few for test.
You can just double click inside the Value table to insert them or select any single row and edit the valued in the ‘detail’ area below the table

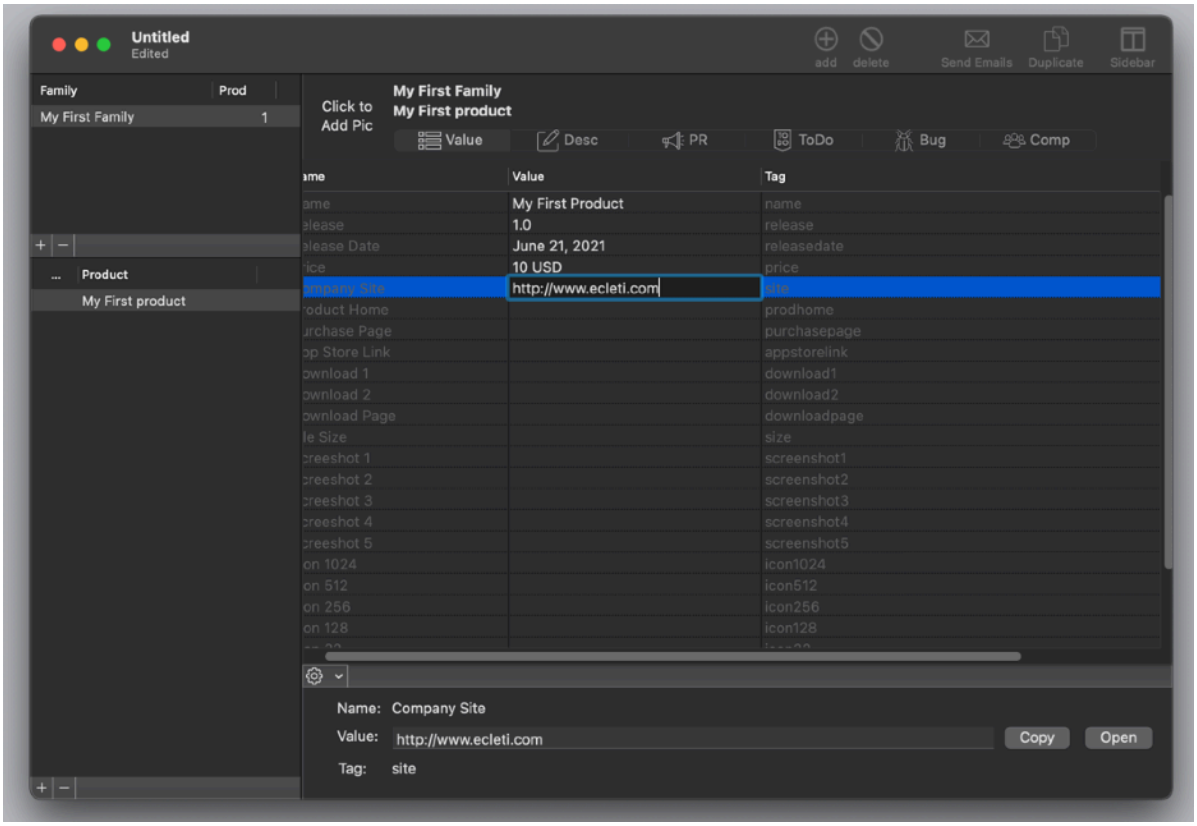


In case you would create another product, you will have the same layout but you will need to re-enter specific values for the new product

The layout define the common set of fields for any product
Any product has it's own values for the defined fields.

Desc

The Desc area allows to create different releases.
Any release has up to 4 different description, text you have available for your use to copy and have ready to be used in various place during marketing activity such as inserting the description of the product on various web site.
When you need these text, you select the latest release, the kind of the four you like and copy and paste it.



The name of the 4 kind of text description can be changed according with your needs
The change will be applied to all the document

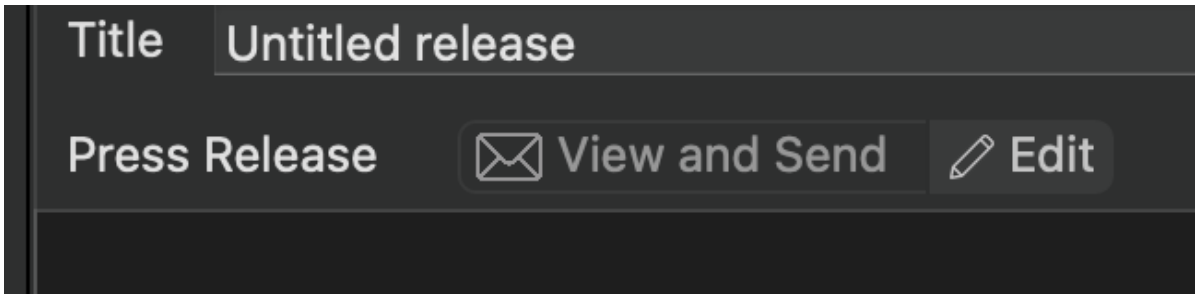
Press Release

Press release are often created merging a 'creative' part with a 'data' part using standard parametric data, such as download links, size, price, icon url and so on.

We decided to allow the user to have a way to create press release focusing on the creative part and using product manager to automatically fill the ‘data’ part, which are provided from the value section merging data inside templates

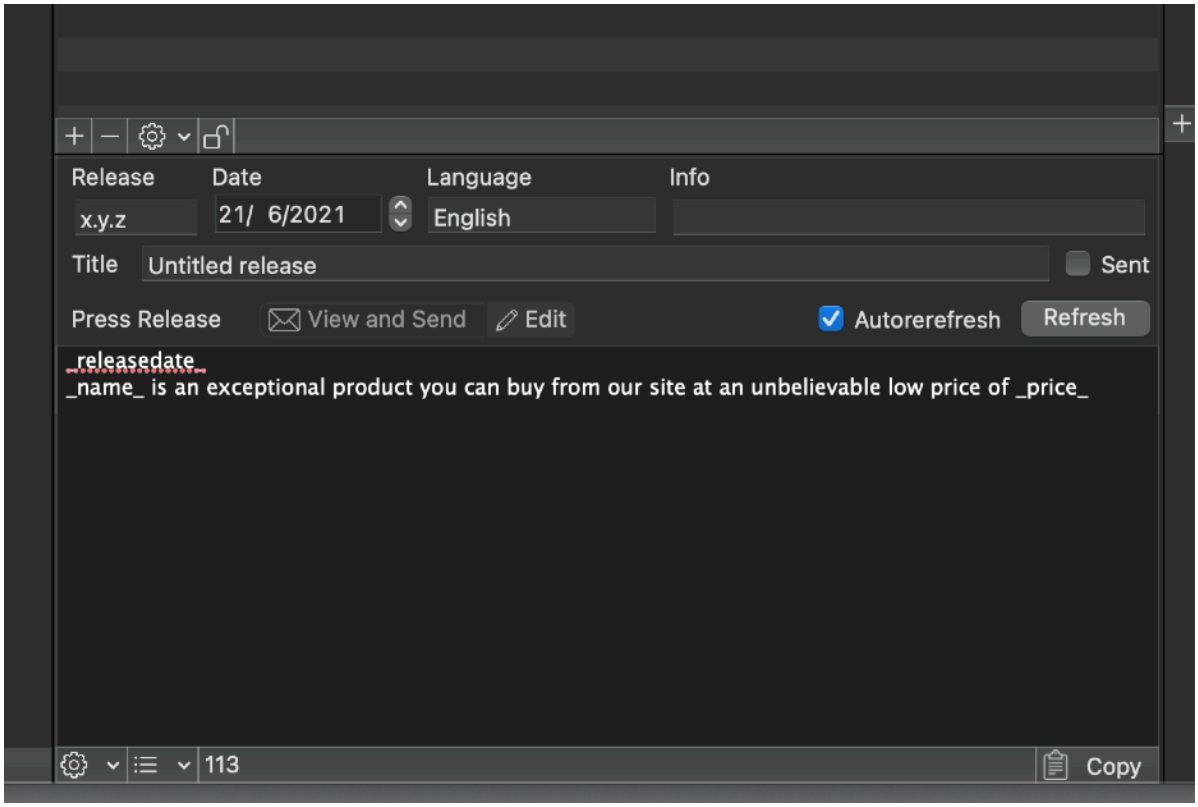
Select the ‘Press Release’ area
Select the ‘Edit’ mode in the tab

Create a test new Press Release
Select ‘Edit’ in the mode



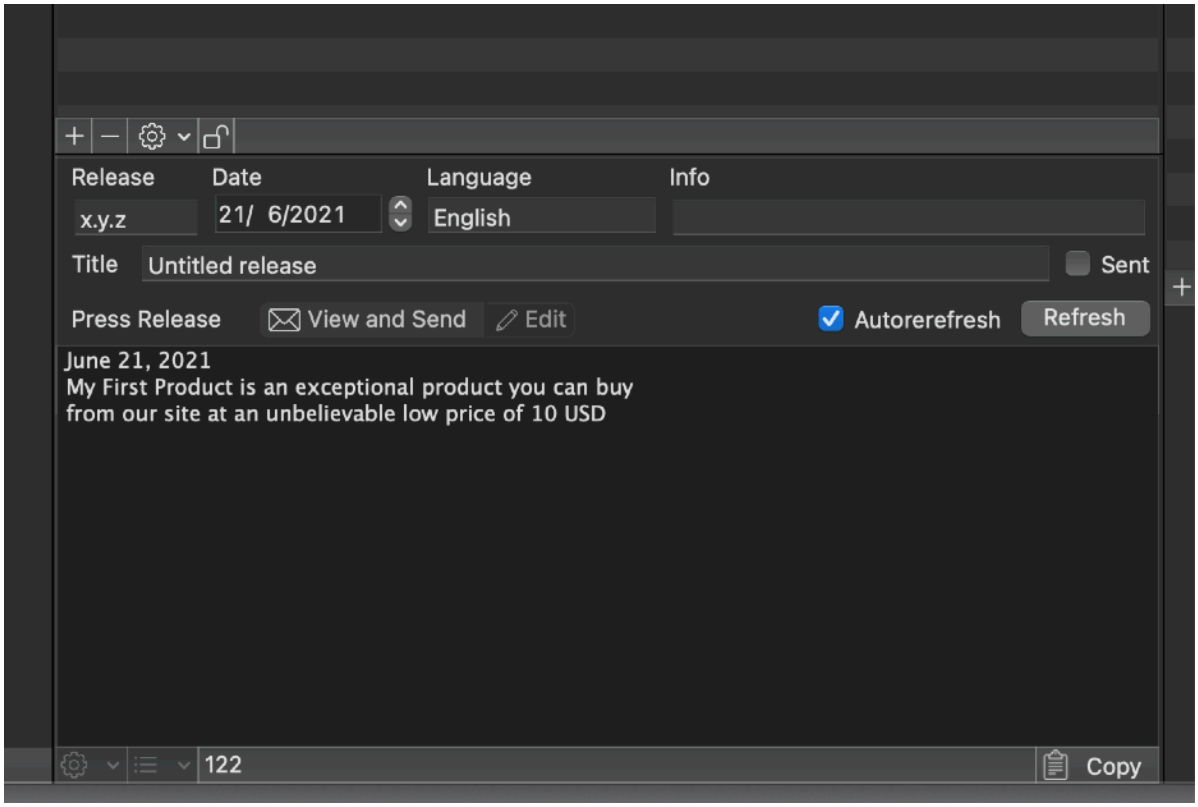
insert the short text:

releasedate
name is an exceptional product you can buy from our site at an unbelievable low price of _price_



Now switch to the ‘View and Send’ tab in the Press release area and press the ‘Refresh’ button

You will see how the application merges the data from the value view inside the press release



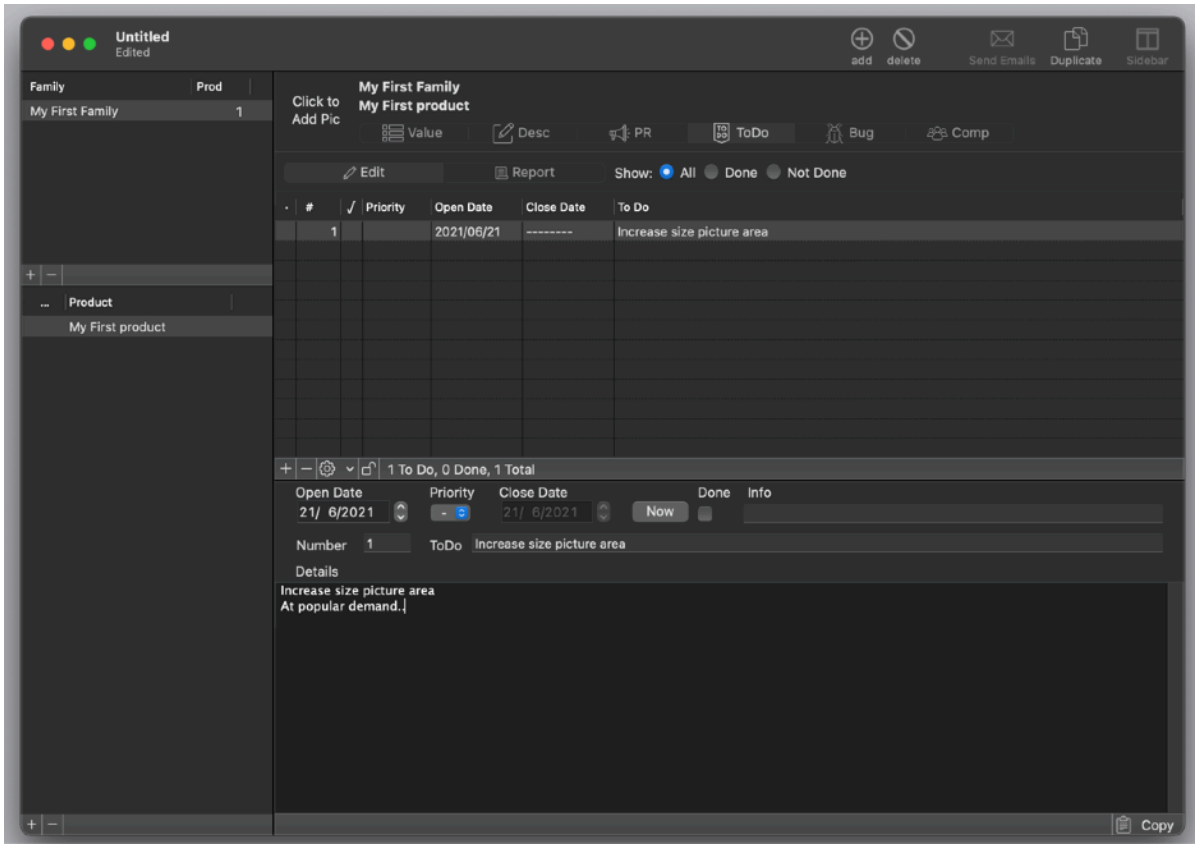
This gives you an idea on how the press release certain works

To discover more, how to use templates and how to send the press release you create, see the ‘Reference’ part.

ToDo

A list of To Do actions for any product. Try create one. You can assign them different priority and order them for date or priority.

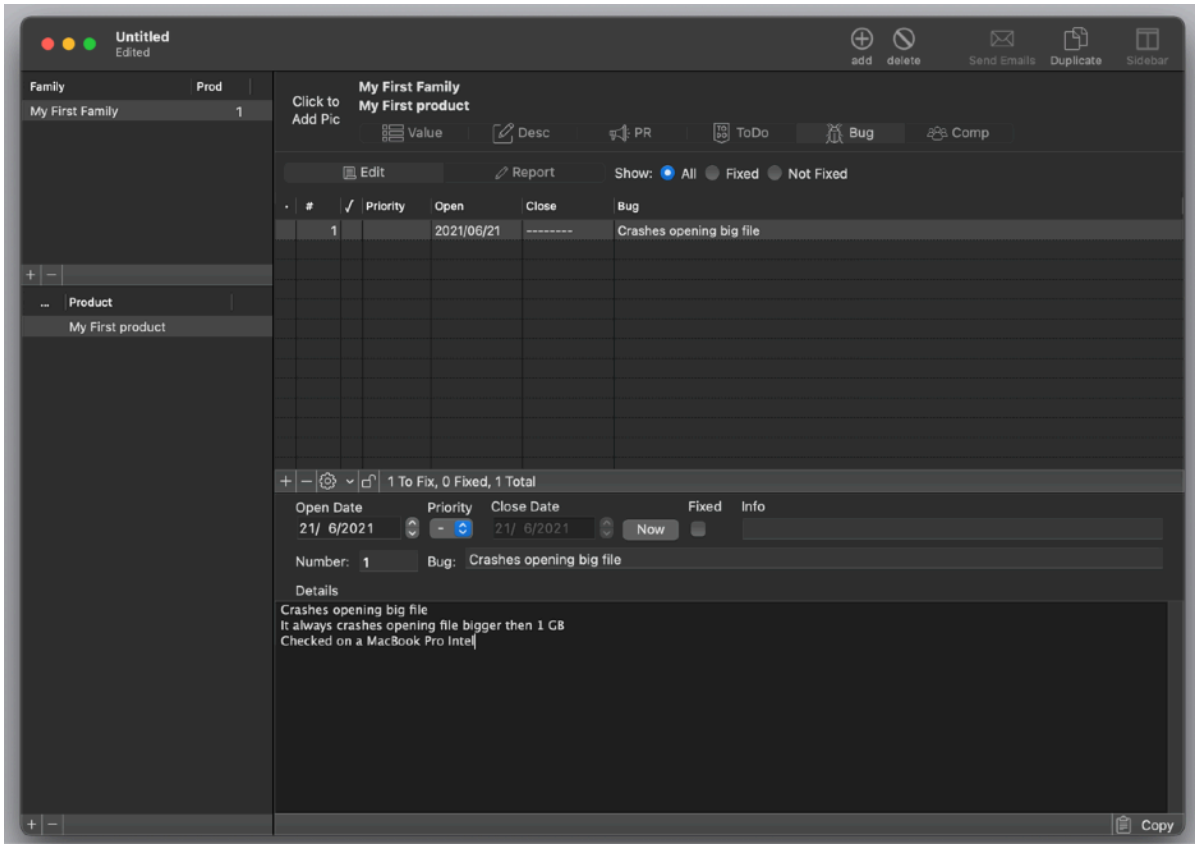
The ToDo section has two tabs: Browse and Report, the first allows you to manage all the ToDos associated with the product, the second allows you to generate a report ready to be copied and pasted in other documents or to be printed directly



The popup in the upper part of the window allow to show all the ToDO, the one done and the one not yet done.

Bug (or problems)

The bug area allows to keep track of bugs and problems in general on your products.
You can track bugs and problem for any product and assign priority and order them



The view has a split area allowing you to resize the table in the upper part.
You can create and delete new Bugs associated with the selected product
Specify an open and fix data with the Bug, the Now button allows to specify the current data for the Fix data
To order the Bugs you can click in the header of the columns

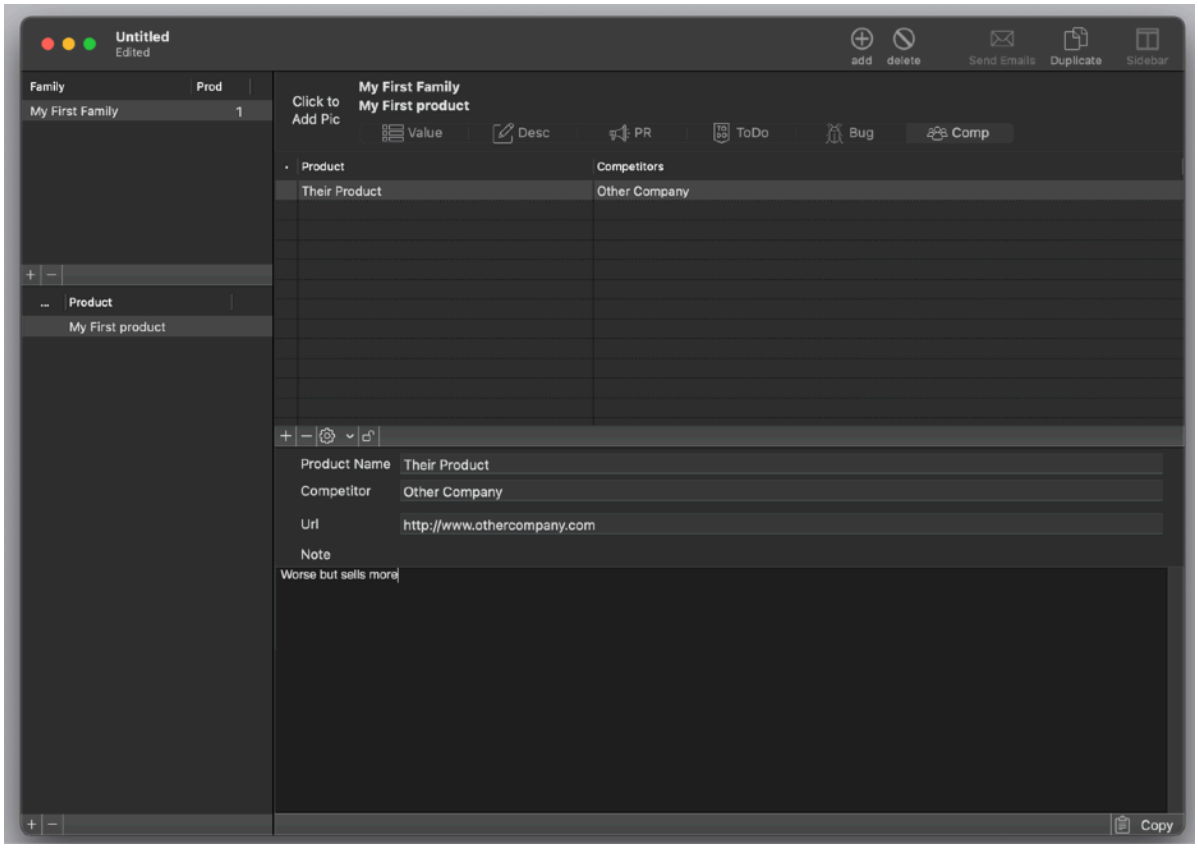
Inside the Bugs area you can switch from the ‘Edit’ view to the ‘Report’ view
The Report view allows to create a report containing the Bugs ordered as in the ‘Browse’ section.

You can select when in the ‘Report’ view, to display selecting from the ‘All’, ’Fixed’ and ‘Not Fixed’

Comp

The Comp view allow to store a list of competitors product to your product for successive analysis and evaluation

The use of this view is absolutely easy and intuitive.

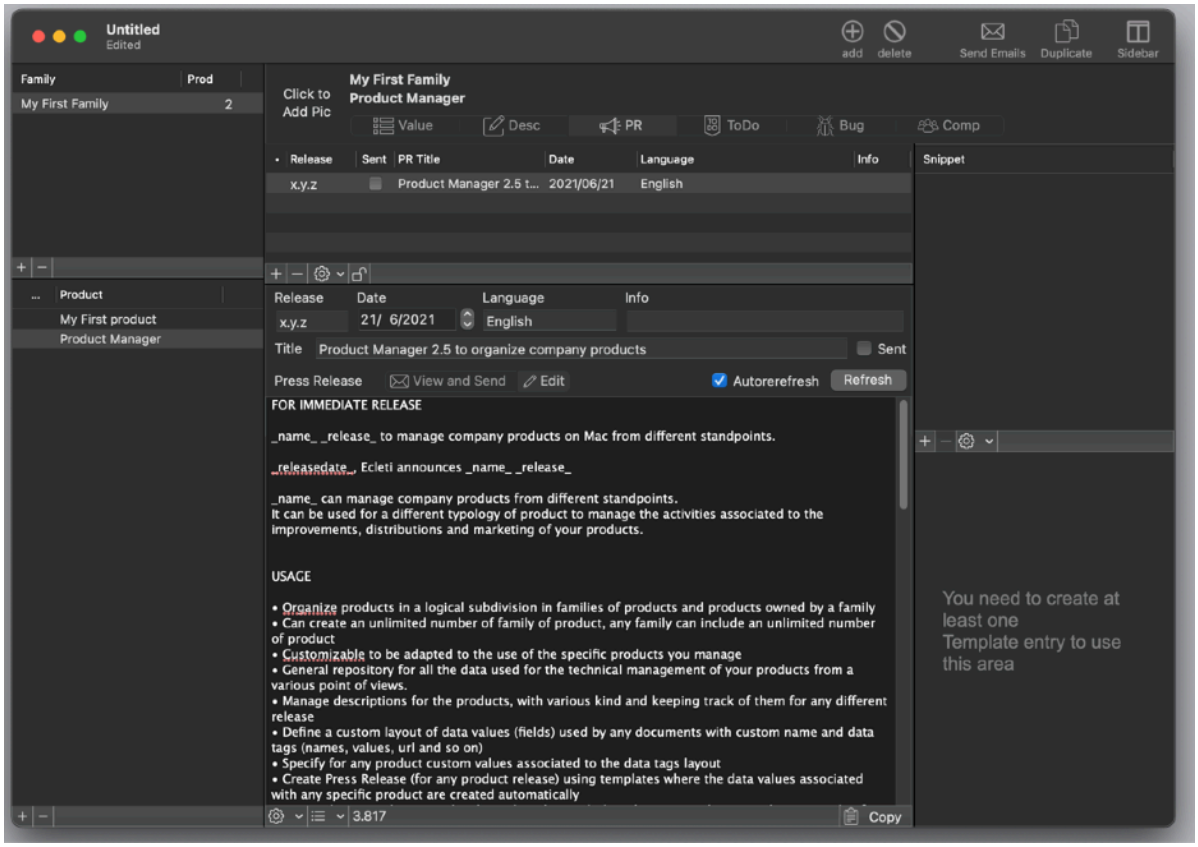

Untitled
Edited
add
delete
Send Emails
Duplicate
Sidebar
Family
Prod
My First Family
1
Click to Add Pic
My First Family
My First product
Value
Desc
PR
ToDo
Bug
Comp
Product
Competitors
Their Product
Other Company
Product
My First product
Product Name
Their Product
Competitor
Other Company
Url
http://www.othercompany.com
Note
Worse but sells more
Copy

Reference

Product Manager

Product Manager is an application thought to handle all the informations related to a company products and keep them in a single centralized place ready for manipulation and use for technicals, marketing and commercials purposes.

Product Manager is a document based application, it is possible to open and work with many documents, each associated to a main window.
The main window is separated in 3 parts:
The Family and Product tables in the left part
The main views in the central part
An accessory view on the right part (only for some views)



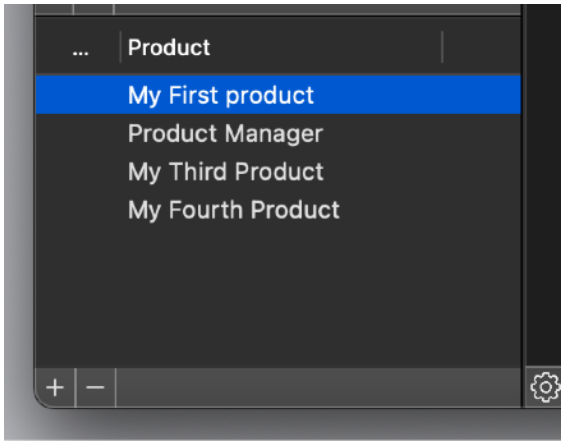
Hierarchical vision

Product Manager manages products in a hierarchical way.
This hierarchical organization of products was chosen over a flat representation to allow a better subdivision of products in case the user has to manage many of them.

Families and Products

Inside any document you can have many Product Families
They will be listed in the Family table

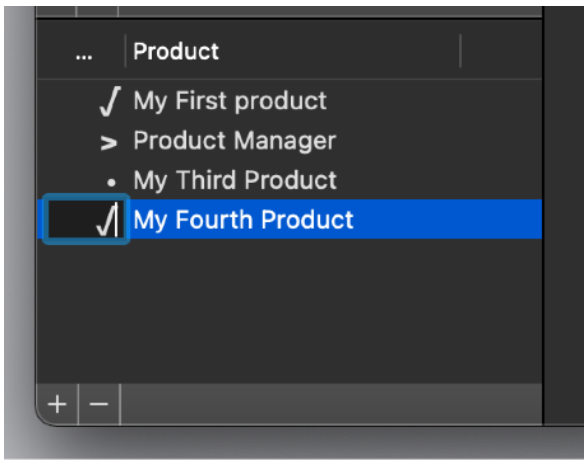
In any Family inside a document the user can have how many products he likes
Selecting a family in the upper table, shows in the bottom table all the products inside the selected family



Nothing stops the user to use just one family in case all the products are not so differentiate to requires a greater subdivision in families
Selecting a product in the bottom table make this the selected product

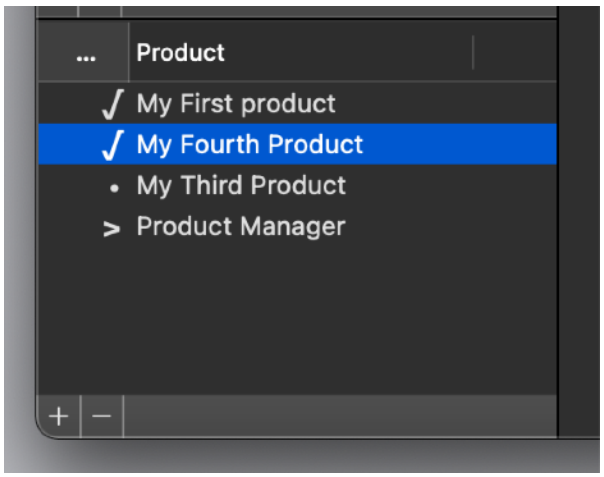
Family name and product can be edited clicking on the names in the list.

The product list has also an additional small field on the left to insert additional info useful for sort or useful indication purpose



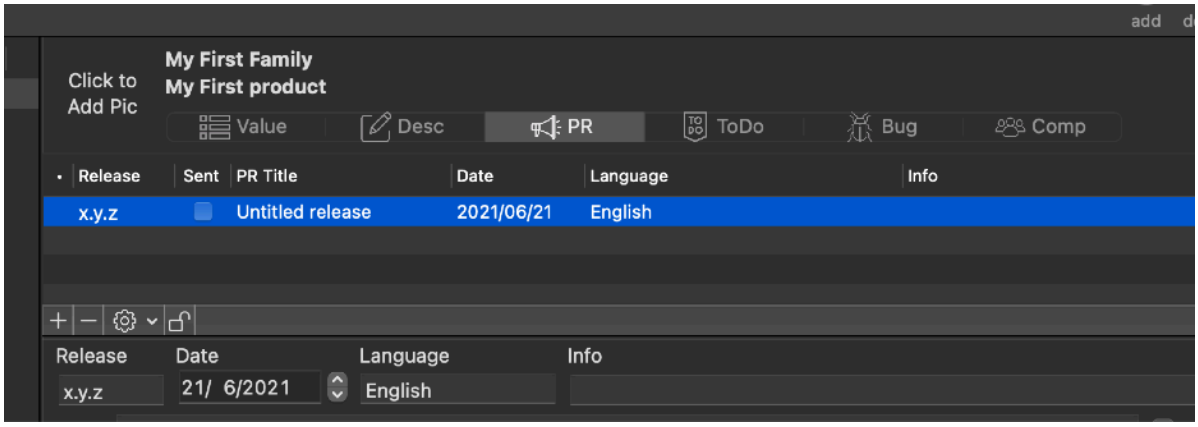
As example you can use a number to list product that needs work to be done in the current period and a check for product already done.
This let you sort product in an easy and fast way

To sort family and product is enough a click over the table header.



All is showed in the main right part of the window is relative to the selected product and changing the selected product will change what is shown

In the upper part of the window there is a view switcher:



Clicking the View Switcher the user can see the different views Product Manager has related to the selected product:

- Value
- Desc
- PR
- ToDo
- Bug
- Comp

Value View

The Value view is a collection of value inside a custom document layout (common to all the products inside the document).
This fields are useful to have sparse data related to products the user often is required to copy and paste, or also data that are often required to create Press Release for the products

Inside the Press Release area, the application can merge these data with templates and create custom Press Release at any time.

The first step in the value view is to create, for the document, a layout of the value view that fit your needs.
Probably, the first time you start to use the application, you are not able to realize exactly which kind of layout you need.

You can start using the default layout and modify it in the following days when you start to have a precise idea on how to use the Values View

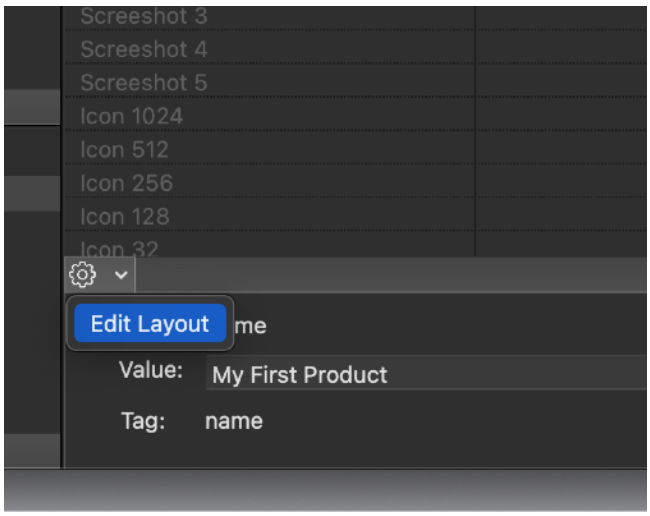
Remember the layout of the fields is common to all the document

If you need to manage different kind of product (requiring a different kind of fields) you need to put them in a separate document.

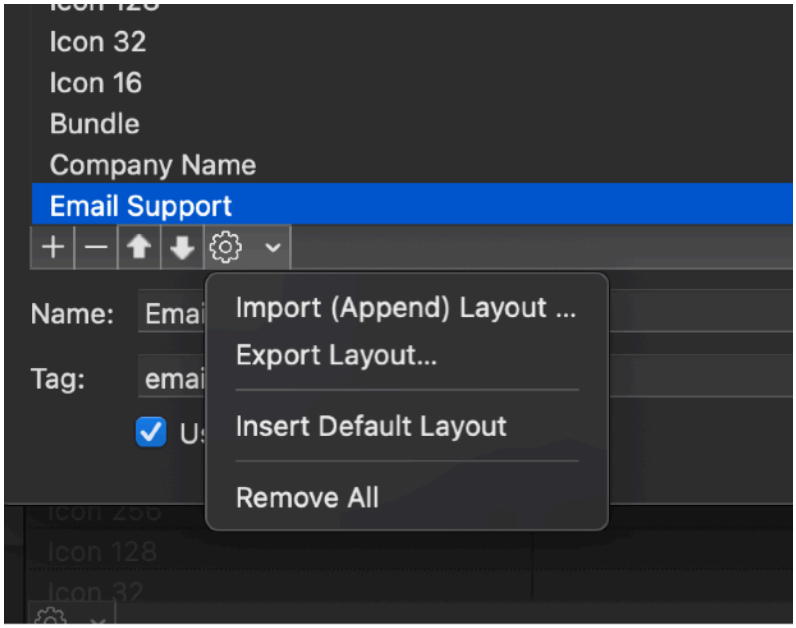
Use the default Layout for Value View

To use the default value view:

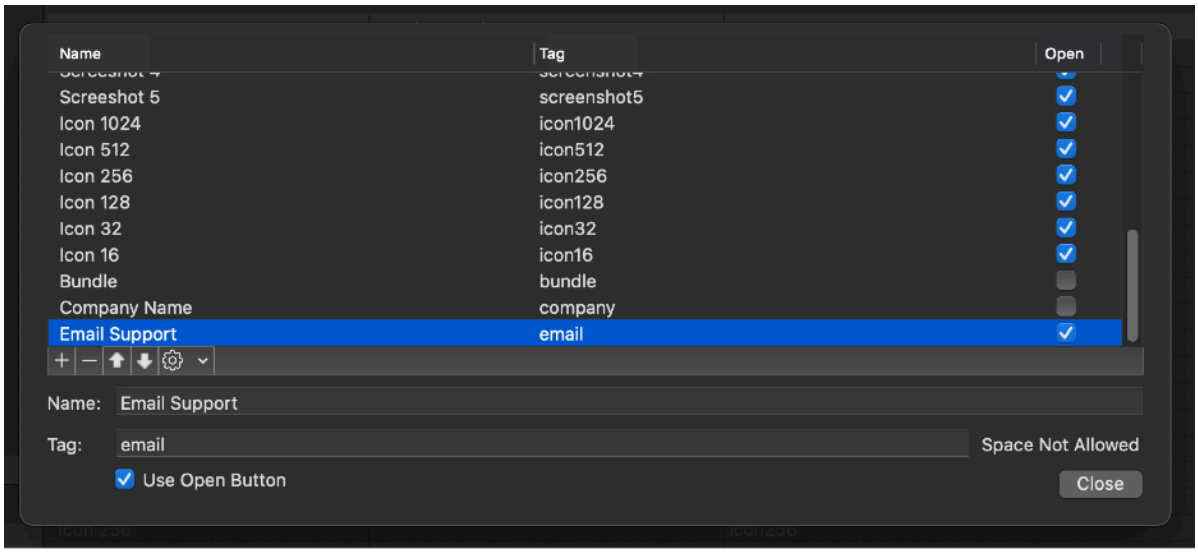
Go to the ‘Value’ view
Open the ‘Edit layout’ dialog from the popup



Select ‘Insert Default Layout’ from the popup inside the ‘Edit layout’ dialog



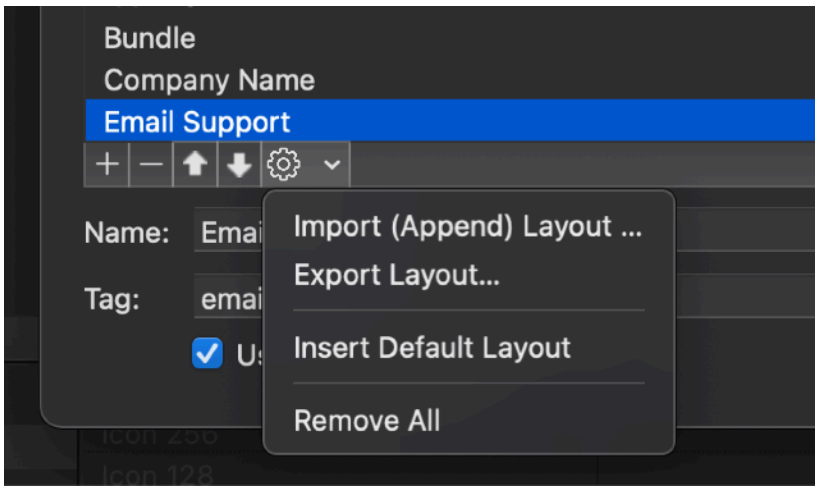
The layout will be filled with the standard content (27 fields with specific name and tags)



The layout specify some fields, their name, the tag used to recall the value of these field and if they must show an ‘open’ button in the value view (if they host an url you can select the ‘Open’ option)

Editing The Value layout

Selecting ‘Edit Layout’ form the ‘Value’ view, the ‘Edit layout dialog’ display
You can add and remove fields and move them in the position you like



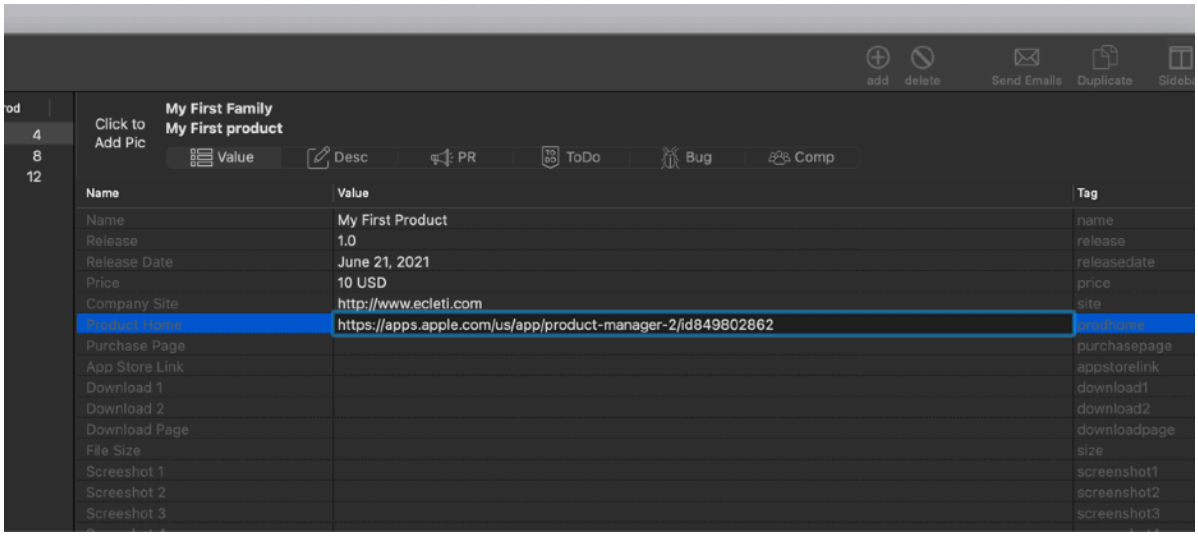
You can also Import and export layout values Names and tag to be used and re-used in different documents
Layout can be imported and exported in TSV and CSV plus other additional formats (for export only)

It is important to understand that the layout modified here is valid for all the products inside the current document.
Adding a file in the layout adds this field for all the products in all the families in the document.

Removing a field from the layout removes that field inside all the products in all the families in the document, values included.

Input in the value view

The fields in the ‘Value’ view are the one specified in the value layout edit.
In the value view any single value can be edited in place inside the table or in the details area below the table



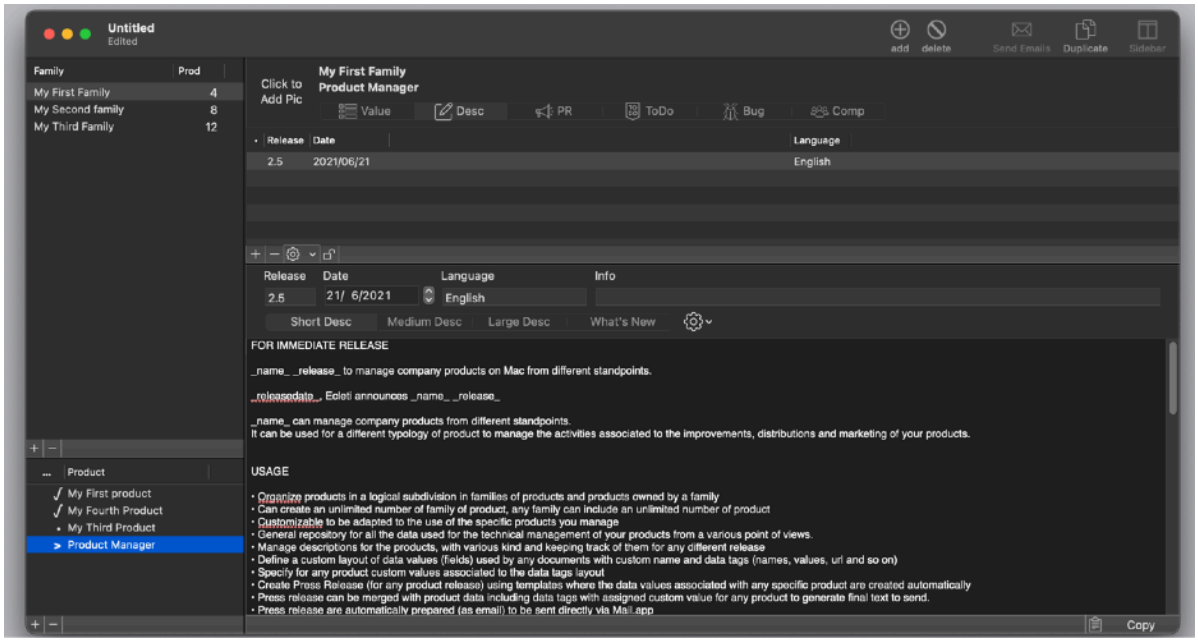
These value can be merged inside any Press Release using the tag specified for the value under the ‘Tag’ column (This value is specified in the Edit layout dialog)

If in the layout the field has the Open flag checked, the value shows a ‘Open’ button in the detail area.
This value has to be checked in the layout when you presume the field will be used for a URL (also an email has to be intended as a URL)

Desc View

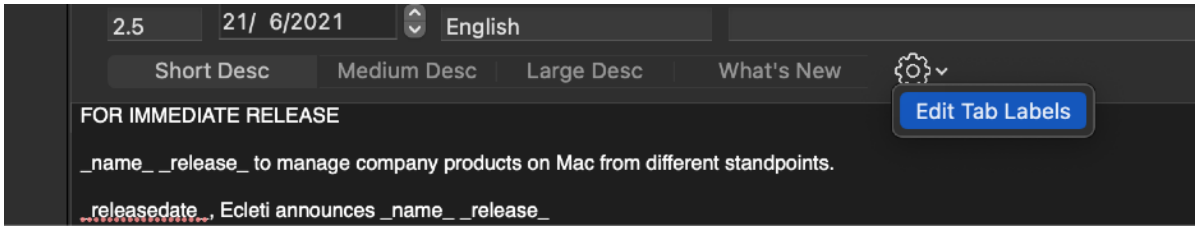
Clicking in the View Switcher in the toolbar the user can switch to the 'Desc' view
The Desc view contains descriptions for each product

There is for each product a list of descriptions releases, you can add for any product descriptions release clicking the '+' button
There are 4 Edit area for 4 different text descriptions for any release added

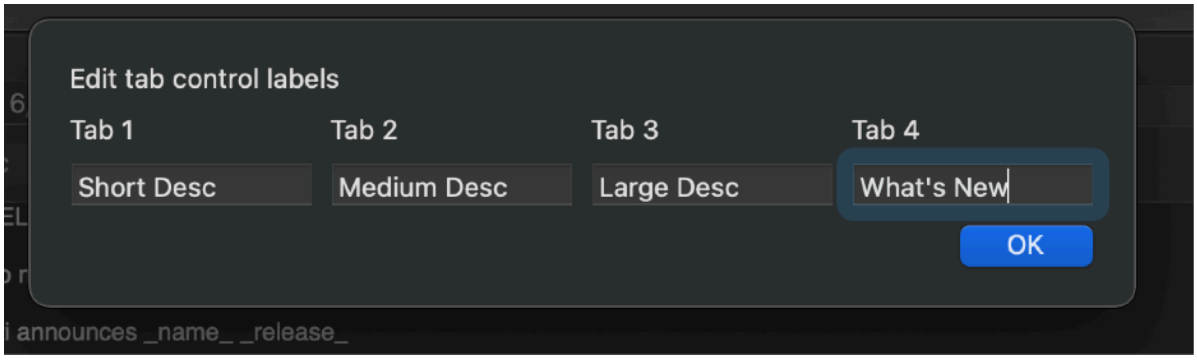


You can copy the text of the selected description using the copy button at the lower right of the window.
Additional fields for any release are the release number, date, language and info fields

The label for the 4 tab describing the 4 available text description are editable
To edit the four labels use the 'Edit Tab labels' command for the popup menu near the tabs.



Any changes here in the 'Edit Tab labels' menu is propagated to all the documents an applies to all the products inside
In any product, in the 'Desc' view, the 4 tab labels will have the strings specified here.



Press Release

Third view is the 'PR' Press Release view, which was thought to collect all the press release relative to the product.
This is one of the most powerful ‘View’ of Product Manager

The press release can be created, as in the other section pressing the ‘+’ button at the foot of the list

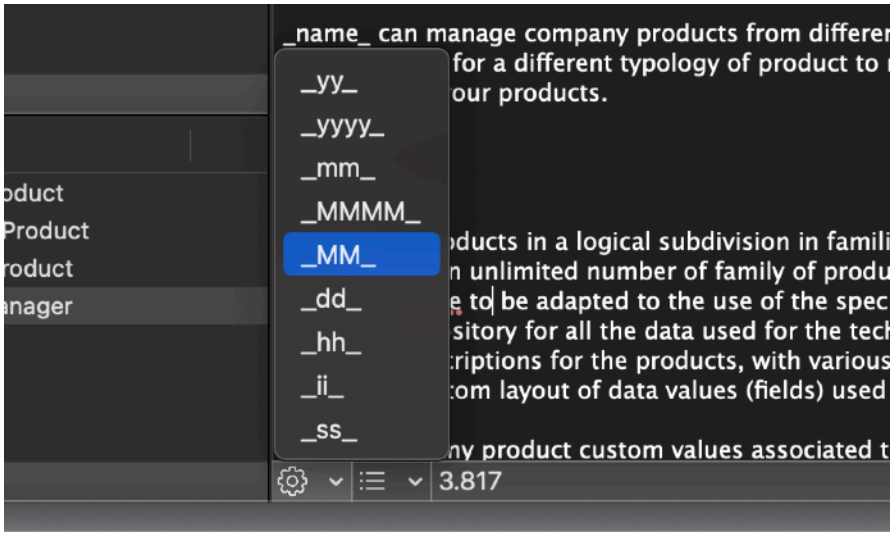
Creating a Press release you can see that in the lower part you have a tab with the ‘View and Send’ and ‘Edit’

In the Edit section you edit your press release using normal text and tags.
Tags are text marker, as example ‘_name_’ which recalls the content of the value you inserted in the ‘Value’ area wich has ‘name’ as tag and substitute the tag text in the press release with the value itself.

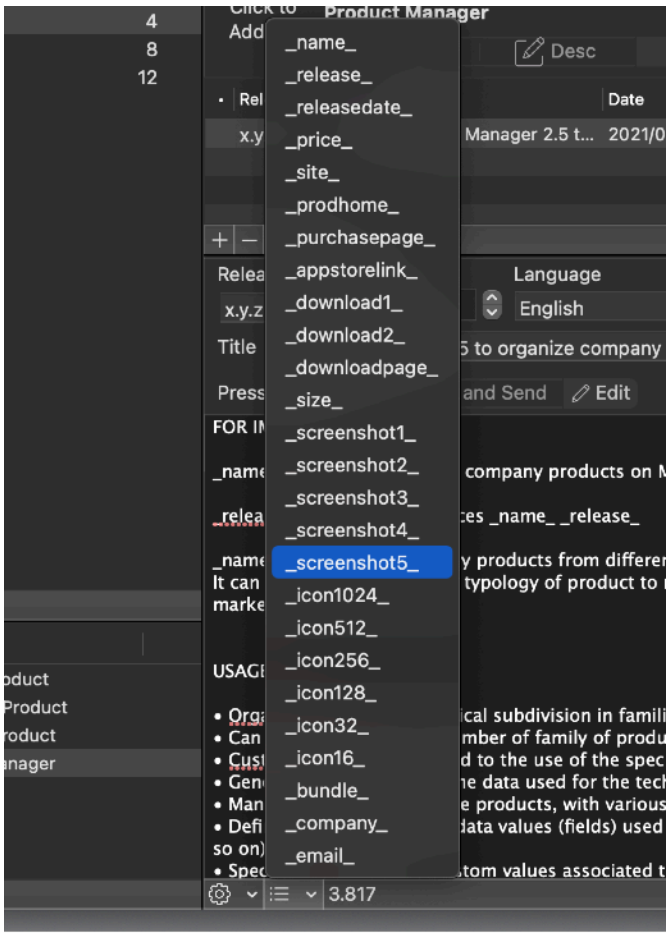
Note that the tag used inside the press release ha an underscore added as prefix and postfix to the string inside the layout table in the ‘tag’ column

In any case, to avoid mistakes, when in the ‘Edit’ section of the Press Release you are editing a press release, you don’t need to remember the syntax of tags, two popup menu at the bottom of the text area allow you to insert data tags without any error

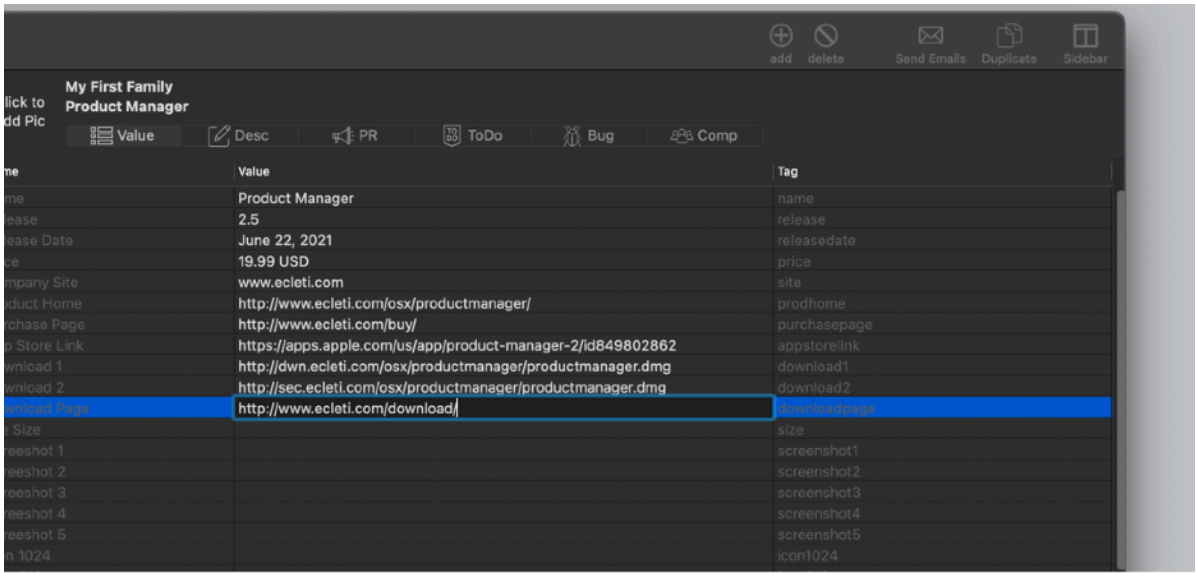
The first popup contains data tags for dates:



The second popup contains the value inside the ‘tag’ column of your ‘Value’ area
Using one of this tag will insert the associated value



As example if I use _release_ , looking at the ‘Value’ area we can see this:



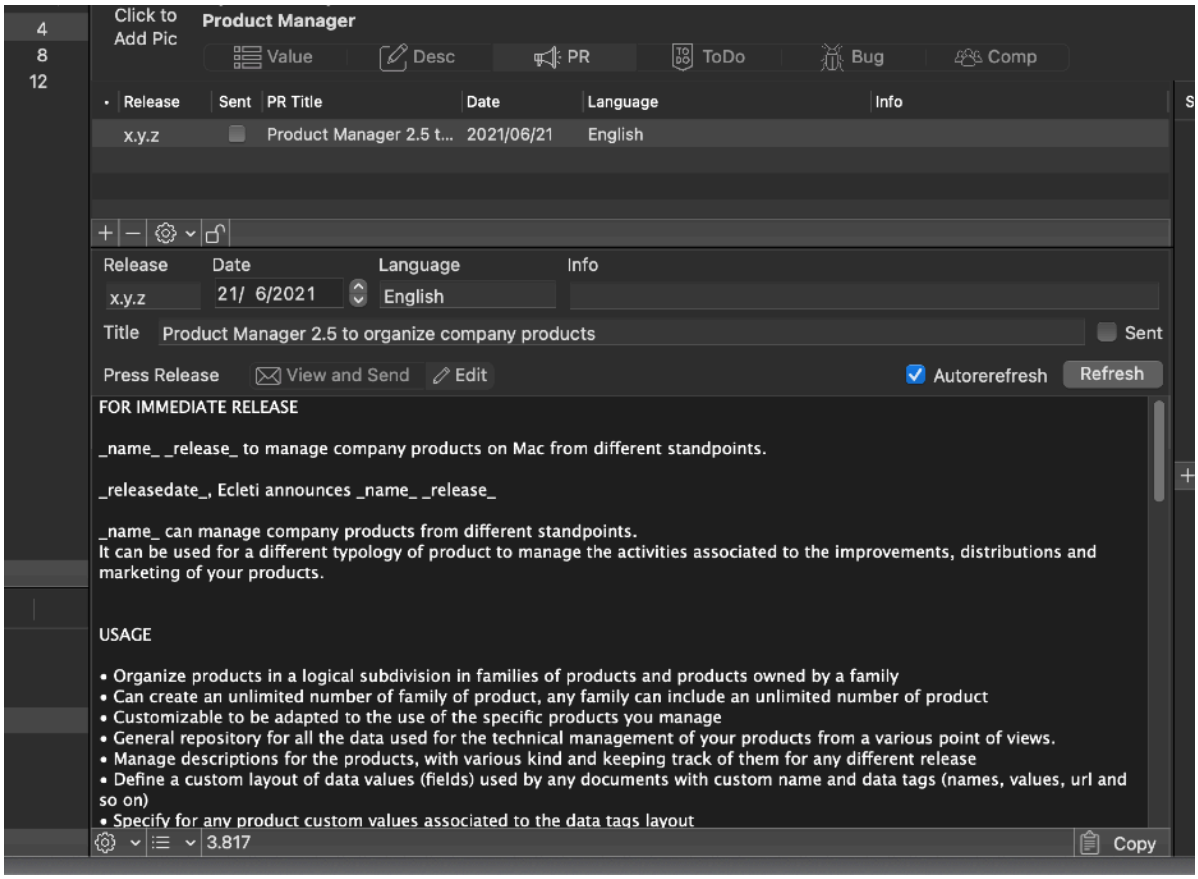
So _release_ will be substituted with ‘2.5’ in the release

As already said, if you inserted ‘release’ in the tag column, the resulting tag to be used is ‘_release_’ with a prefix and postfix underscore

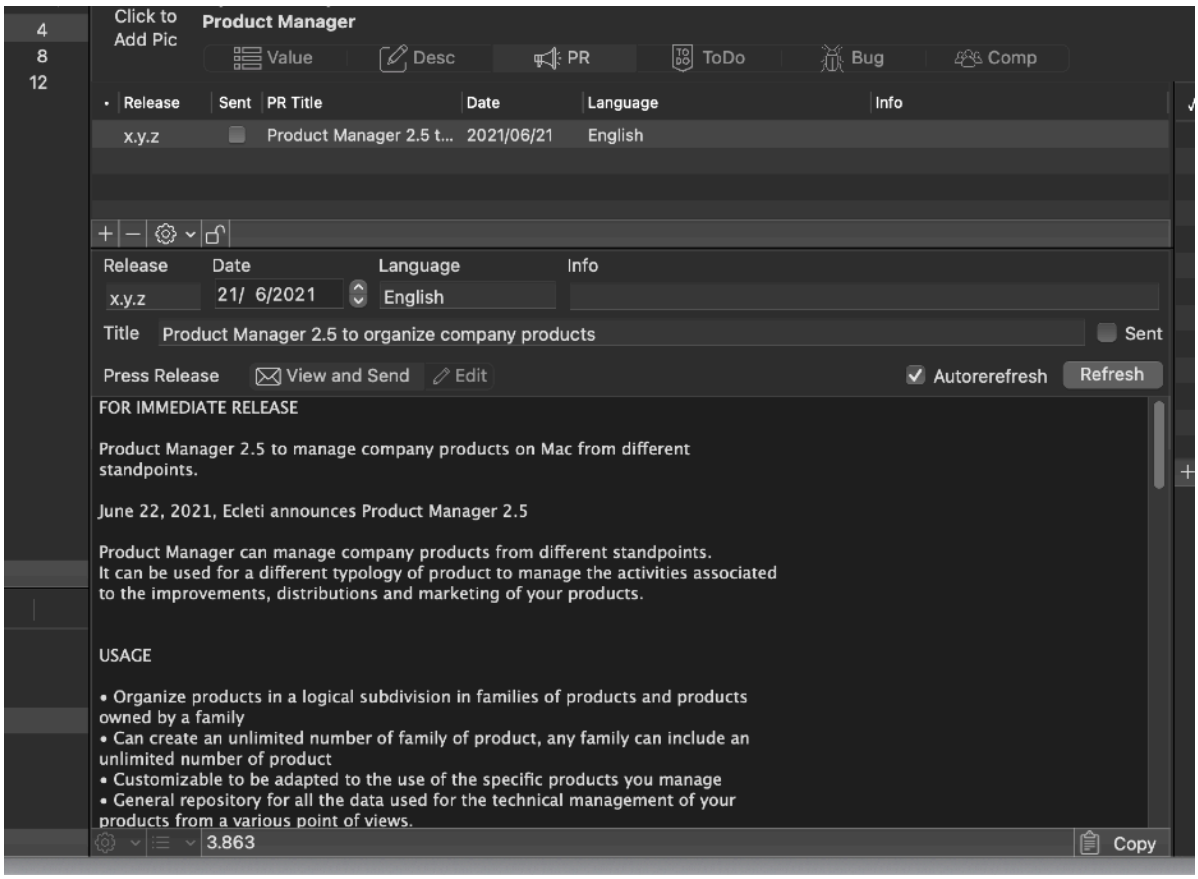
The value inside the Press Release are not substituted automatically.
You must press the ‘Refresh’ button to do it, or have ‘Autorefresh’ selected.
When you lock a Press Release, auto refresh is disabled.

This allow to keep your past press release with the original value you used when you created them.
In a normal work flow you update with the updated values only the current press release, before sending it.

When your work is done you switch, inside the PR section to the ‘View and Send’ view.



You press ‘Refresh’ and your press release is prepared merging the values using the data tags
If Autorefresh is selected it is performed automatically

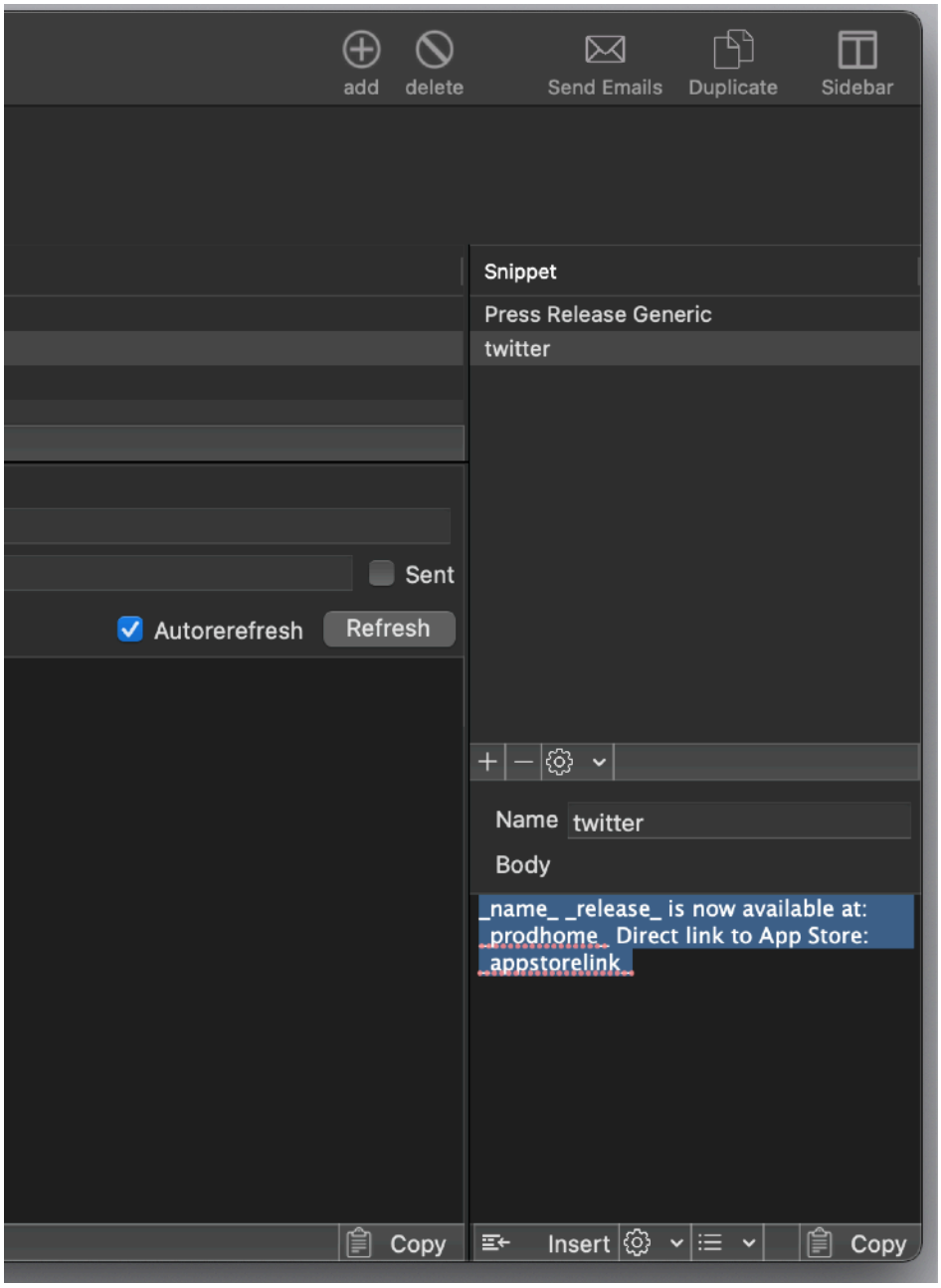


Using data merge via tags to prepare press release it's a fast and easy way to prepare press release, which often uses standard parametrized content.

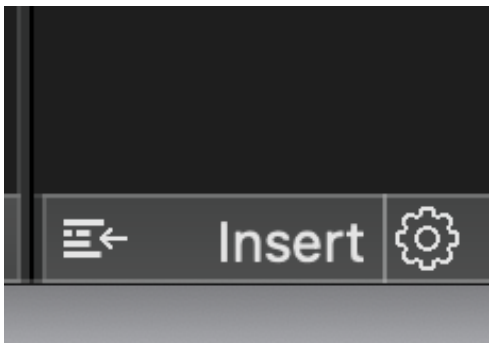
Press Release Editing Helper

In the 'Press Release' area, when in edit mode, on the right you have available a Snippets area, where you can save a list of common used text (also using tags) ready to be pasted in your press releases.

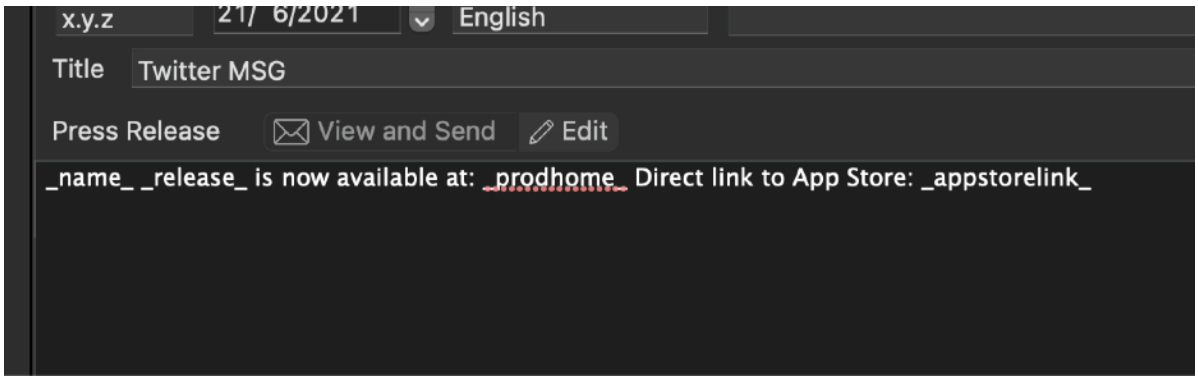
Using Snippets to paste common text, plus using data tags to change parametric value for your products, preparing your press release is an easy and error free job.



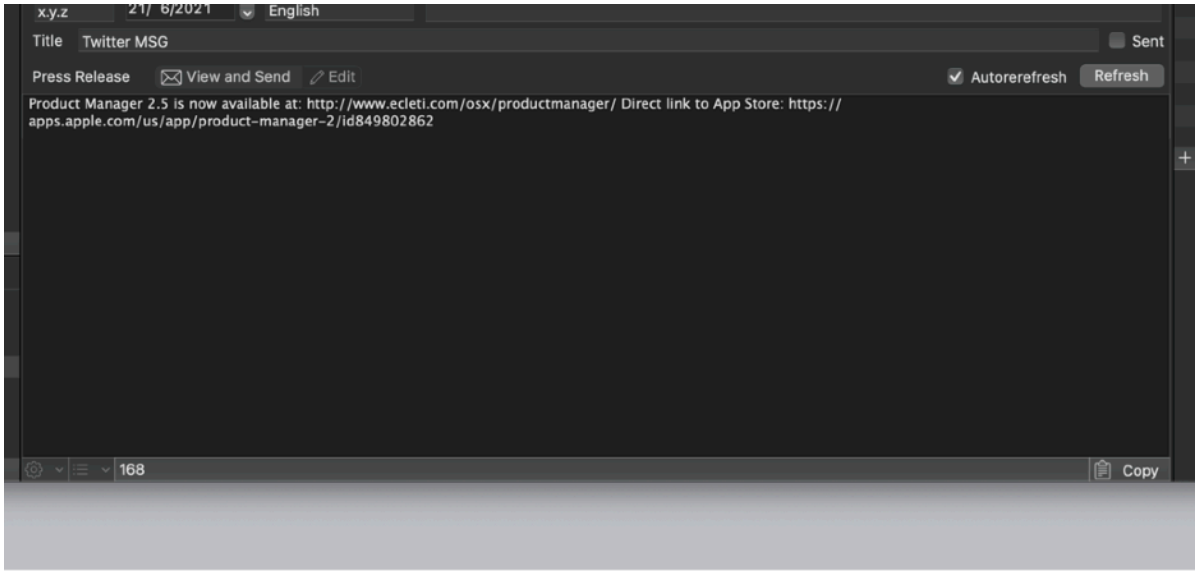
To insert a snippet simply put the cursor inside the text are where you want to paste the snippet, the select the snippet from the right snippets area and press the ‘Insert Snippet’ button



You can see the snippet inserted on the edit area



And see it in action using the view tab

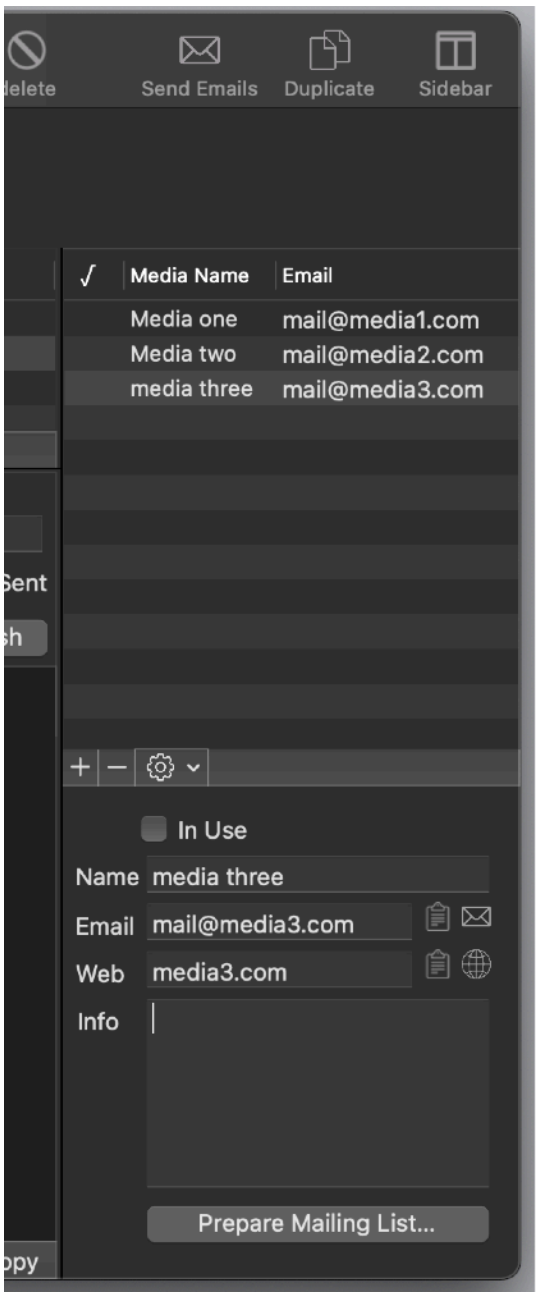


Sending Press Release via Email

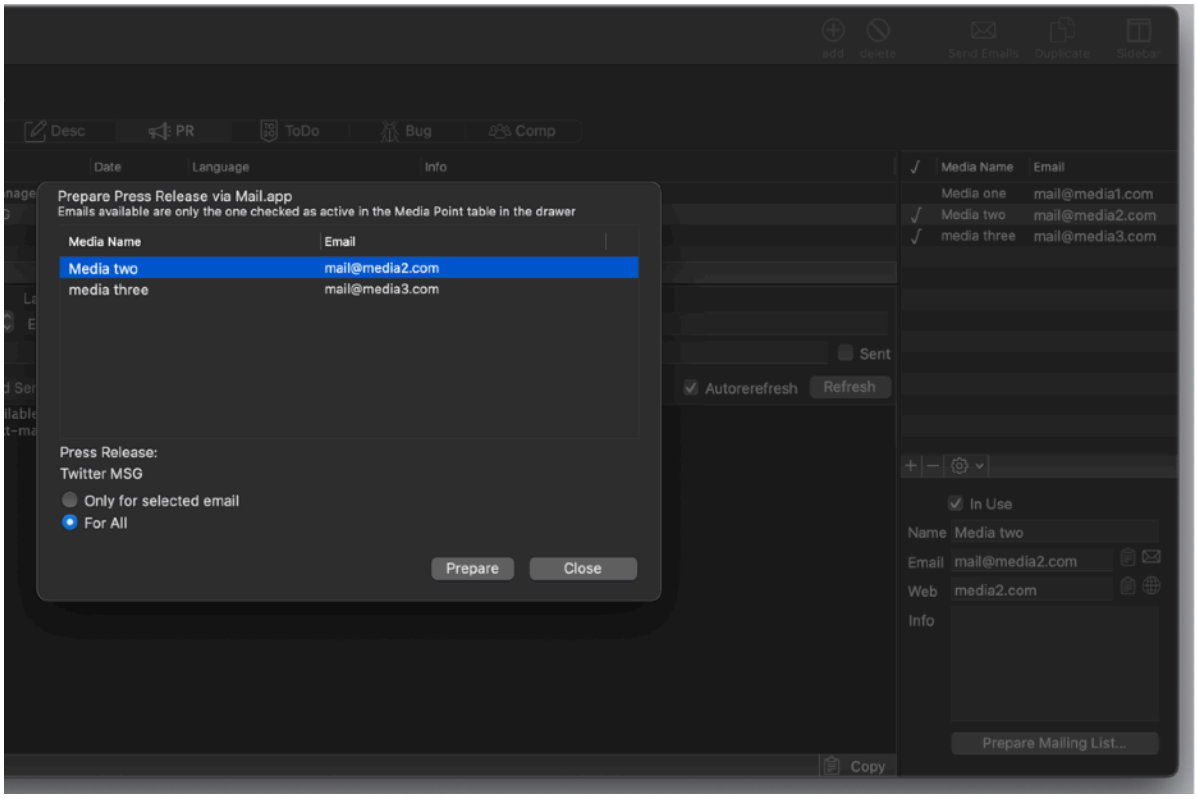
Product Manager provides a way to automatically send the selected press release via email to a list of emails opening a communication channel with Apple Mail.app, the default mail application provided with macOS

Product manager can prepare for each recipient you specify in the Media section, available on the right of the ‘Press Release’ area when you are in ‘View and Send’ mode

Address can be added, deleted and imported using the commands at the bottom of the Media list table.



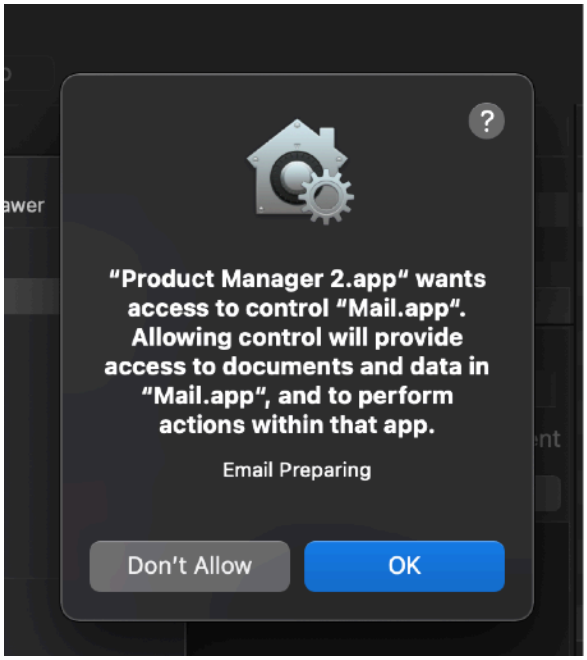
Pressing the ‘Send Mailing list…’ button a dialog allowing to automatically prepare one email for each recipient via Mail.app will show.



You can prepare just for the selected one or for all the active (in Use) emails in the list.
To activate deactivate an email select it in the list and select the 'in Use' option

Sandbox Permission

Note that you need to authorze Product Manager to send mail via Mail.app to use the 'Prepare Press Release via Mail.app' feature



The sandbox will prompt you for that at the very first time you use the option.

If you don’t authorise it, the sandbox will prevent Product Manager to ask that a gain.

You will need to authorize it in System preferences by yourself. Unfortunately the application is not able to ask you again.
The sandbox ‘protects you’ (maybe too much)

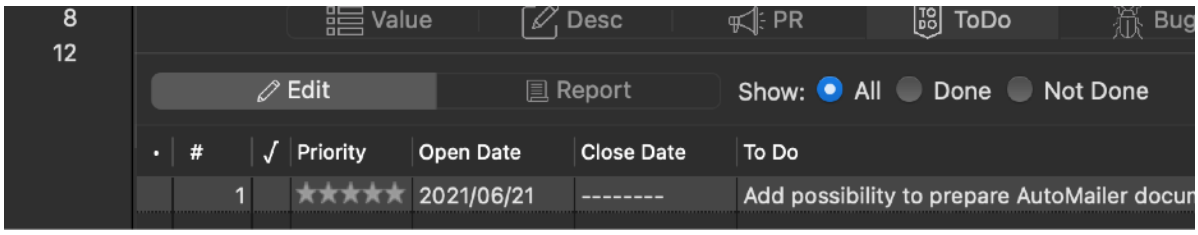
Go to System Preferences > Security and Privacy > Automation and authorise Product Manager as in the picture

This layout is for macOS 11. In successive version layout of System preferences and things position can be changed by Apple at any time

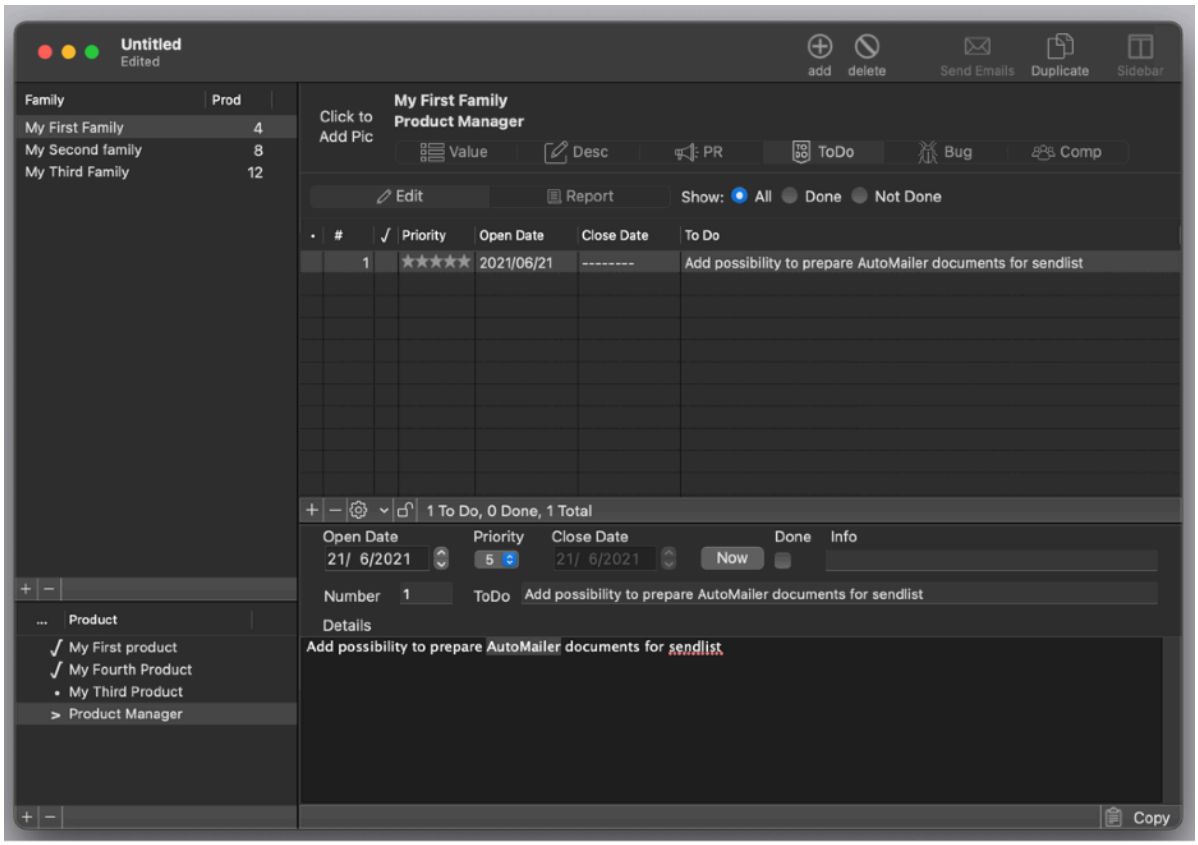
ToDo View

Fourth view is for ToDO list
ToDo View has two subviews: Browse and Report

Inside the ToDo area you can switch from the ‘Edit’ view to the ‘Report’ view clicking the tab



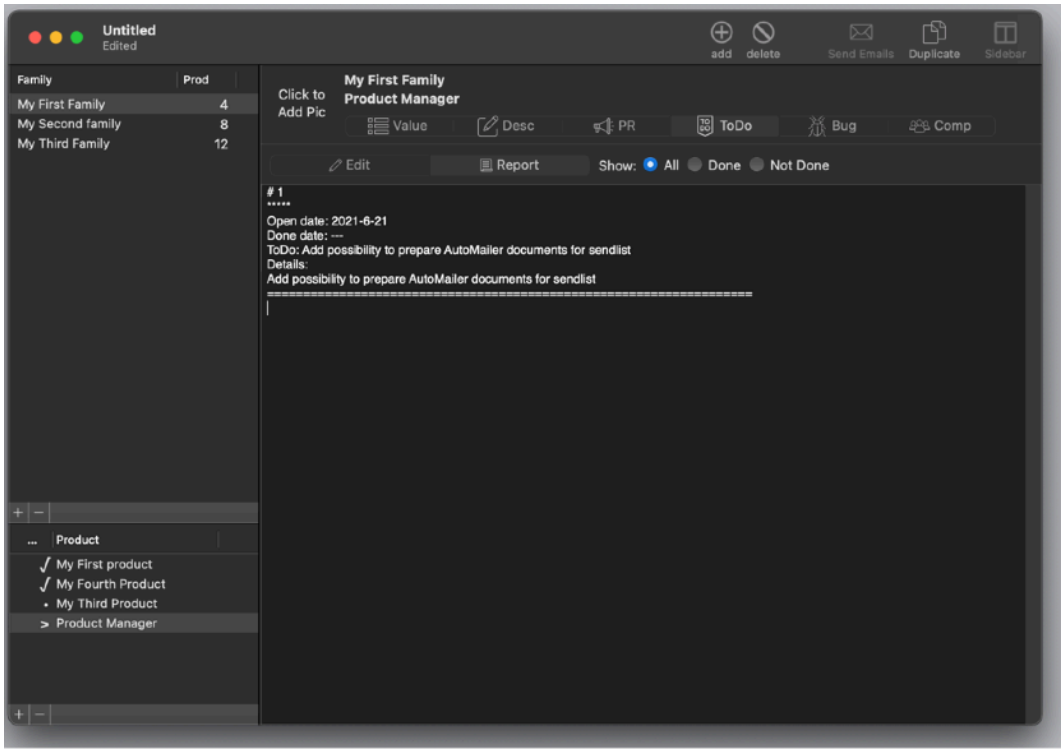
In the ‘Edit’ view, ToDo list has an Open (creation) date, Close date, to check and set when the activity is done and a priority to assign.
A generic info field and a serial number and a title.
Plus a serial number a title and the content of the ToDo



The view has a split area allowing you to resize the table in the upper part.
You can create and delete new ToDo associated with the selected product
Specify an open and closed data with the ToDo, the Now button allows to specify the current data for the Close data (when the task was performed)
To order the ToDo tasks you can click in the header of the columns

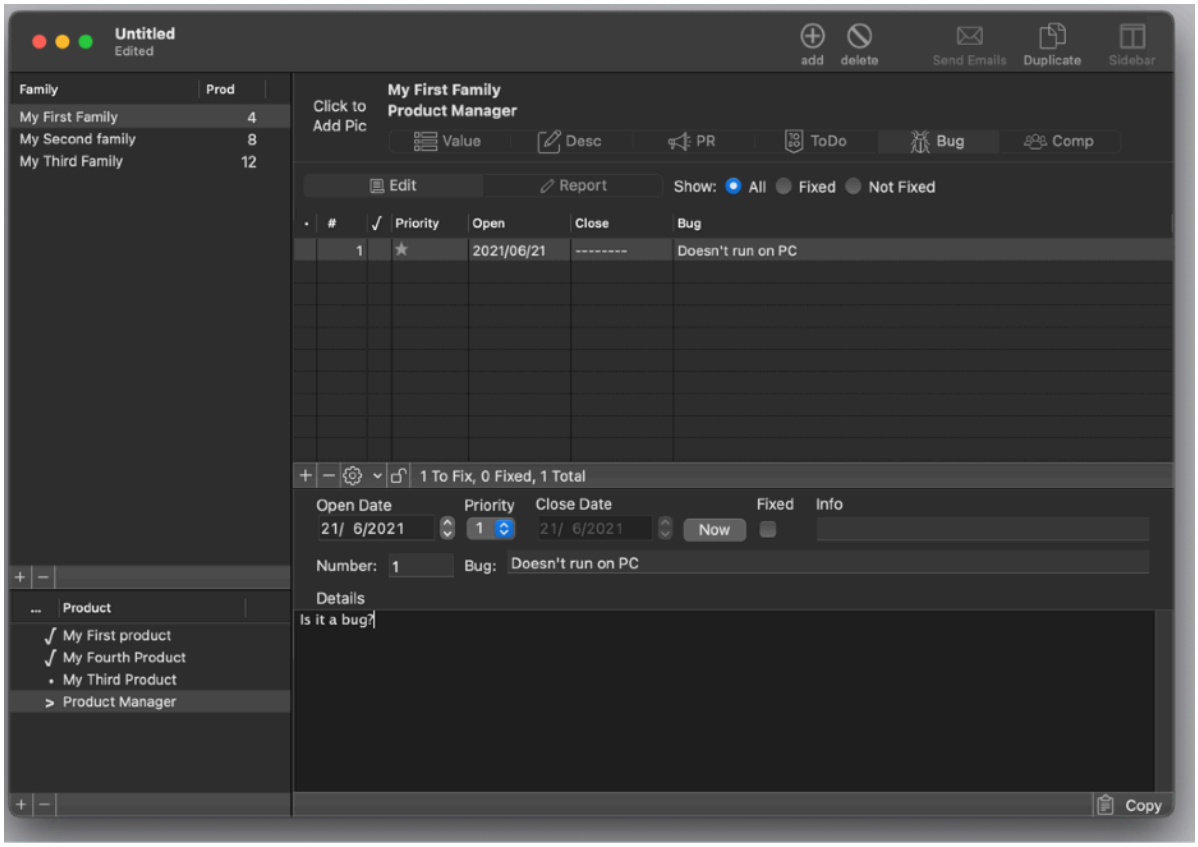
To switch to the ‘Report’ view use the tab control

The Report view allows to create a report containing the ToDo tasks ordered as in the ‘Browse’ section.
You can select when in the ‘Report’ view, to display selecting from the ‘Undone’, ‘Done’ and ‘All’ options which tasks to include in the report



Bug

The fifth view is Bug list
Very similar to the ToDo list,
Any Bug list has an Open (creation) date, Close date, to check and set when the bug is fixed and a priority to assign.

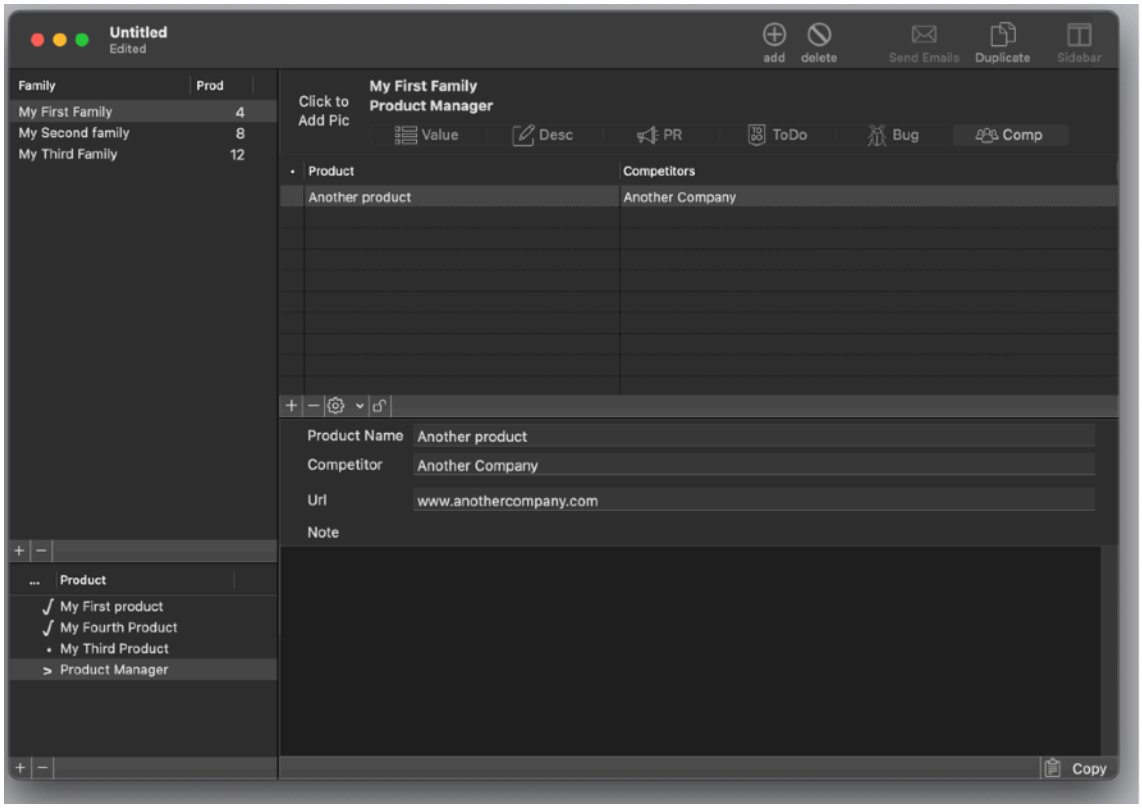


A generic info field and a serial number and a title.
Plus a serial number a title and the content of the Bug

Also for bug, a report can be generated.

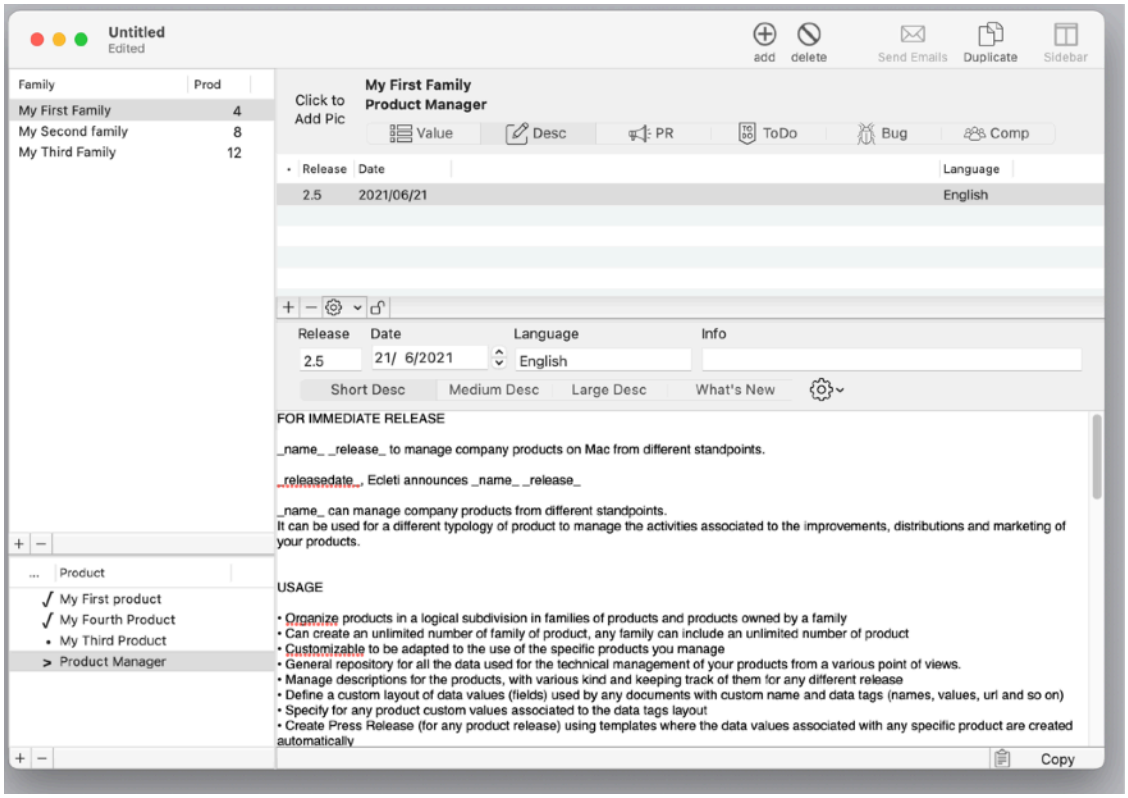
Competitors

Sixth view is competitors
It let you enter a list of competitor product with name, company, url and special note



Light and Dark Appearance Mode

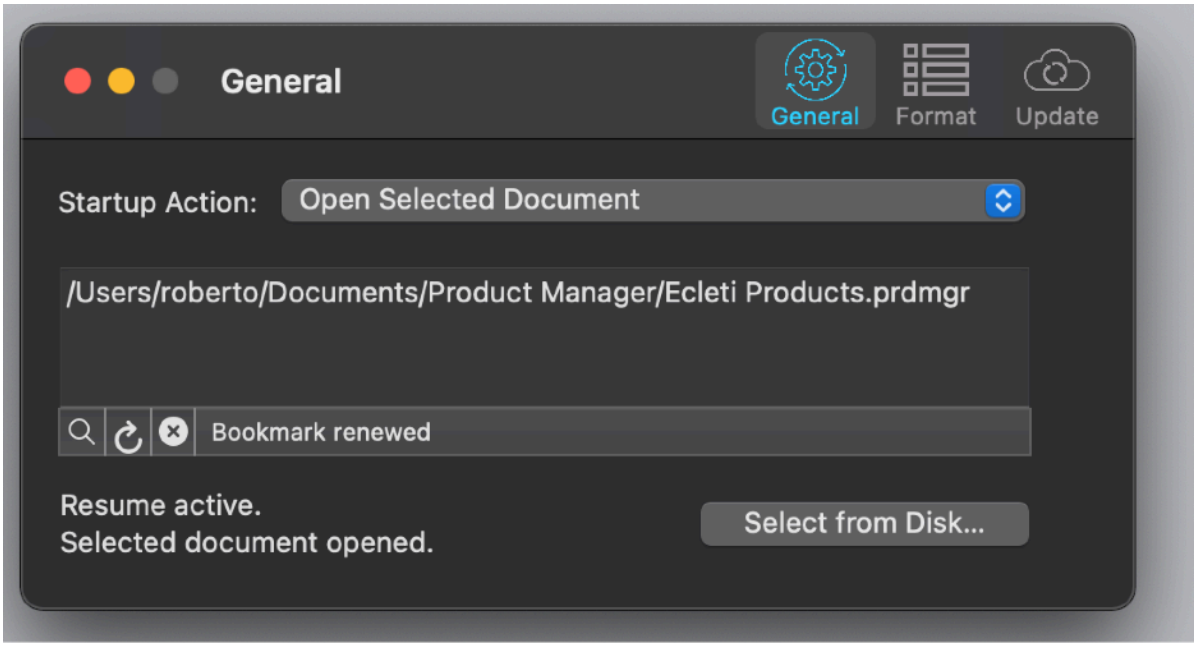
This application is also fully compatible with light and Dark Appearance Mode available on macOS from macOS 10.14 Mojave and successive.
At any time you can switch between the two modes. The application will adapt immediately.



Preferences

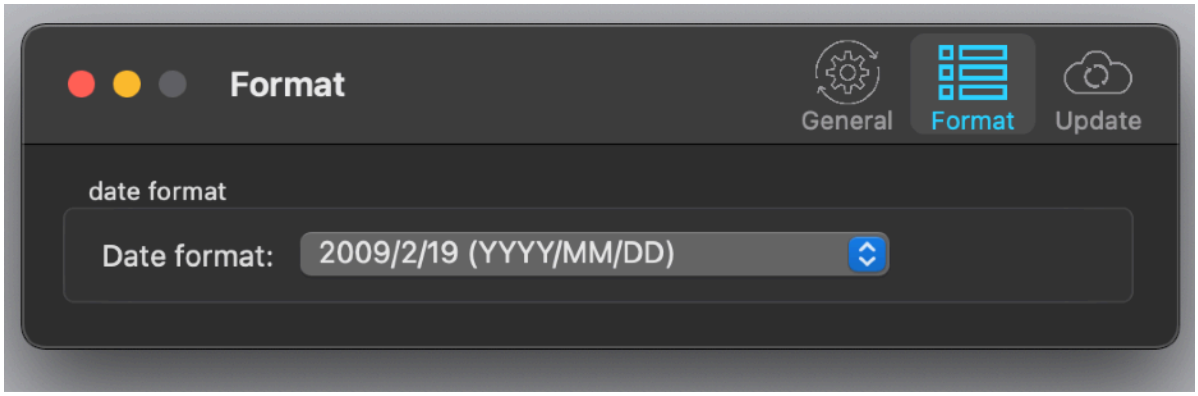
General

Specify the action to do at startup
At any successive relaunch Product Manager will execute the option selected.



The additional two buttons at the foot of the edit field let you:
- Show in the finder the selected file
- Test open the selected file as it will be done at the next application launch
- Delete the selection

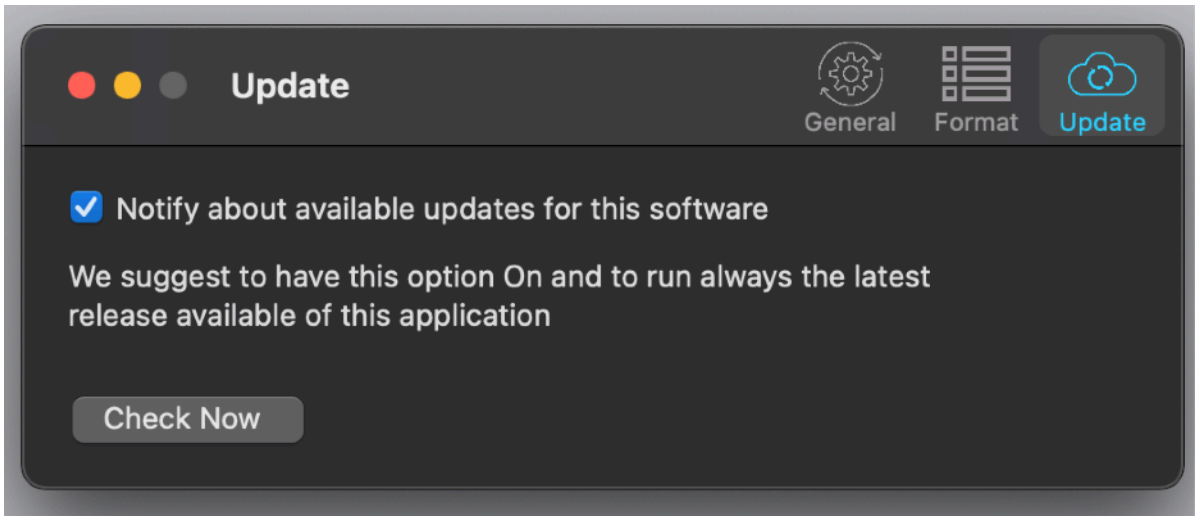
Format



Update

* **Update section is not available in the App Store Release (if you purchased via the App Store, to obtain an update use the App Store Update function)**

Product Manager can inform you if an update is available.
If enabled, the application will check no more then once a day.
We suggest to leave this option always on.



When you download an upgrade, you need to install it.
A common error is to download an upgrade and install it maintaining the old application somewhere on the hard disk.
Then using to open the documents sometime the old application and sometime the new one. This cause some problems*. To avoid it simply install your application in the place dedicated to it, the Application folder. When you install an update on the standard Application folder, the system will ask if you want to replace the old one with the new, answering yes will install the new one replacing the old.

*If the application says the document you are trying to open was created with a newer version of the application, probably you have two different release of the application on your Hard Disk and you are trying to open a document with the older version after having modified the document with the new one. When you receive a similar message open the about box inside the application and see if you are running the last release. In case download it, install it and USE it!

Help

Product Manager provides a standard PDF User Guide under the Help menu!

Support

You can also obtain support using the ‘Email’ command. An email will be prepared using your email client with the correct address to send to.
Yes, we answer to your emails.

About Tension Software and Ecleti

All the software asset by Tension Software is now under Ecleti
New company name but still the same owner and main developer (Roberto Panetta)
So for the users nothing changes. We provide the same software and the services. All the user licenses are valid and assistance is provided as before to all our users.