

# The product development process



LECTURE  
SUMMARY

## Covered in this lecture:

The steps you need to  
follow before  
launching your product

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*Taught by:*



- ▶ There are 7 phases that products go through while they're being developed:
  - > **Conceive**
  - > **Plan**
  - > **Develop**
  - > **Iterate**
  - > **Launch**
  - > **Steady state**
  - > **Maintain or kill**
- **#1 Conceive**
  - we collect user problems and brainstorm solutions
  - the biggest source of ideas is usually inside of the company

- **#2 Plan**

- market research on the ideas we got in phase #1
- customer interviews
- roadmapping

- **#3 Develop**

- make timelines and write our features
- user stories, specs, estimations on very specific details
- setting the requirements

- **#4 Iterate**

- we finish the MVP or the early prototype
- we test the assumptions that we've made
- we use tools for testing different versions of the product

*See you next lecture!*