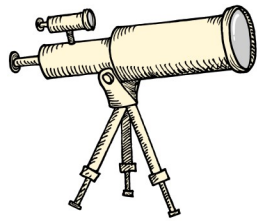
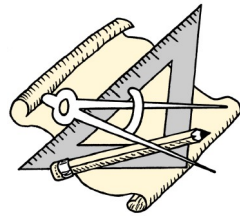


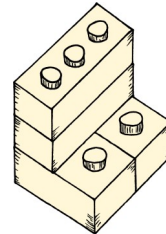
THE 5 DIMENSIONS OF GREAT PRODUCTS



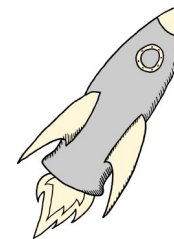
DISCOVER



DESIGN



DEVELOP



DEPLOY



DELIVER

GOAL

Identify the problem, need or opportunity. Validate concept.

Define the solution

Build the right product

Launch in market

Evaluate customer value and collect feedback

CHALLENGE

Problem Discovery

Problem-Solution Fit

Minimize Cost & Risk

Full Product Readiness

Market-Solution Fit

TOOLS

Design Thinking

Design Thinking

Iterative Development

Market Testing

Metrics and Analytics

Market Analysis

Design Sprint

Scrum/Kanban/XP

Simulate Test Market

Customer Feedback

SWOT

User Personas

Prioritization

Marketing

Blue Ocean

Customer Journey Map

ATDD

Value Price Analysis

Product Journey Map

DevOps

DevOps

Conjoint Analysis

Prototype Testing

CI/CD

Business Model Canvas

Usability Tests

Usability Tests

Usability Tests

Empathy Interviews

Empathy Interviews

Empathy Interviews

Empathy Interviews

Observations

Observations

Observations

Observations

Lean Canvas

Scoring model

Product Use Tests

Product Use Tests

Product Use Tests

Buy-A-Feature

MVP

MVP

MVP

ARTIFACTS

Vision Statement

Solution Design

Product Increment

Training Manuals, Sales Guides

Metrics

Opportunity Canvas

Business Plan

Roadmap

Supply Chain

Market Analysis

5D Canvas

Prototypes, UI/UX

Backlog

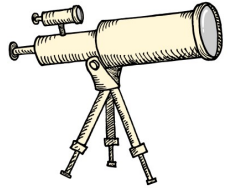
Customer Support

Customer Feedback

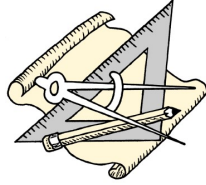
5D CANVAS

PRODUCT

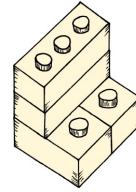
RELEASE



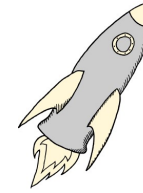
DISCOVER



DESIGN



DEVELOP



DEPLOY



DELIVER

NEEDS

CHALLENGES I EXPECT

TOOLS I WANT TO USE