Agile Practices
Lecture 7- Product Life Cycle and Agile

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Building Digital Products

Product Manager's Responsibilities

- Setting a product vision

- Idea Management

- Planning

- Product roadmap

Product Development Life Cycle

PDLC

1. Ideation

2. Feasibility analysis

3. Business case documentation

4. Definition of product

5. Development of product

6. Product Launch

7. Post-launch feedback launch

Ideation of a Product

Consists of

- Brainstorming
- Idea validation
- Short-listing
- Confirmation

Product Feasibility Analysis

- Value proposition is thoroughly studied
- Market research is conducted
- Pricing model is created
- Project Plan is finalized
- Features and Functionalities are finalized

Business Case Documentation

What

- A document to be presented to top management

- Justification for undertaking a project

- Revenue, cost, risks
- Primary features
- Analysis: Market and Financial

Other phases

Product Development

- Manage time line, stakeholders, documentation

Product Launch

- Initiation : Feature testing
- Activation : Product testing; Market and Business
- Announcement : Open for people

Post Launch feedback

- Audit
- Feedback
- Managing the business

Agile

Survival of the Fittest

Need of the time

- Interleaved *specification*, *design*, and *implementation*

- Incremental system development with increased stakeholder involvement

- Emphasis on automation, and hence, tool usage

Agile is born

Motivation
- Large teams became overhead for small business softwares
- Less time spent on development and testing compared to other activities
- Change in requirements became costly in terms of time and money

Agile Manifesto
- February, 2001-Experts from XP, SCRUM, Pragmatic programming and others met
- Martin Fowler, Robert C. Martin, and others penned down a *manifesto for Agile software development*

Agile

Agile Values

While there is value in the items on right, we value items on left more.[a]

- Individuals and interactions over processes and tools
- Working software over comprehensive documentation
- Customer collaboration over contract negotiation
- Responding to change over following a plan

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[a] *https://agilemanifesto.org/*

Further readings

Recommended

- https://www.agilealliance.org/agile101/

- https://www.agilealliance.org/agile-essentials/