

Product Development & Design

Cassidy Williams

Software Engineer & Developer

Evangelist at Clarifai

@cassidoo

You have an idea.
Now you have to make it.

The main steps here are:

- Design concepts
- Build designs

Design Concepts

Design Concepts

- Identify needs of product
- Establish specs
- Make something to meet specs
- Test it
- Repeat

Prototype, Review, Refine

Making something doesn't have to mean actually
building it!

Put together a prototype

Put together a prototype

- <https://moqups.com/>
- <https://popapp.in/>

Have people test it

Build it!

Build it!

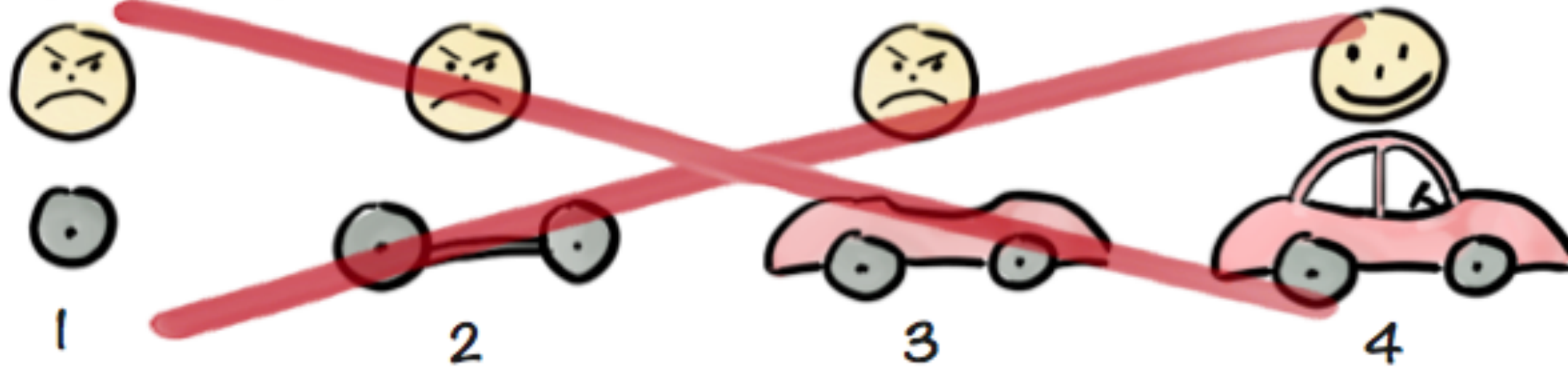
- Break up the work
- Set your goals
- Build an MVP

Breaking up the work is about
knowing your strengths, and
knowing what you want to
learn.

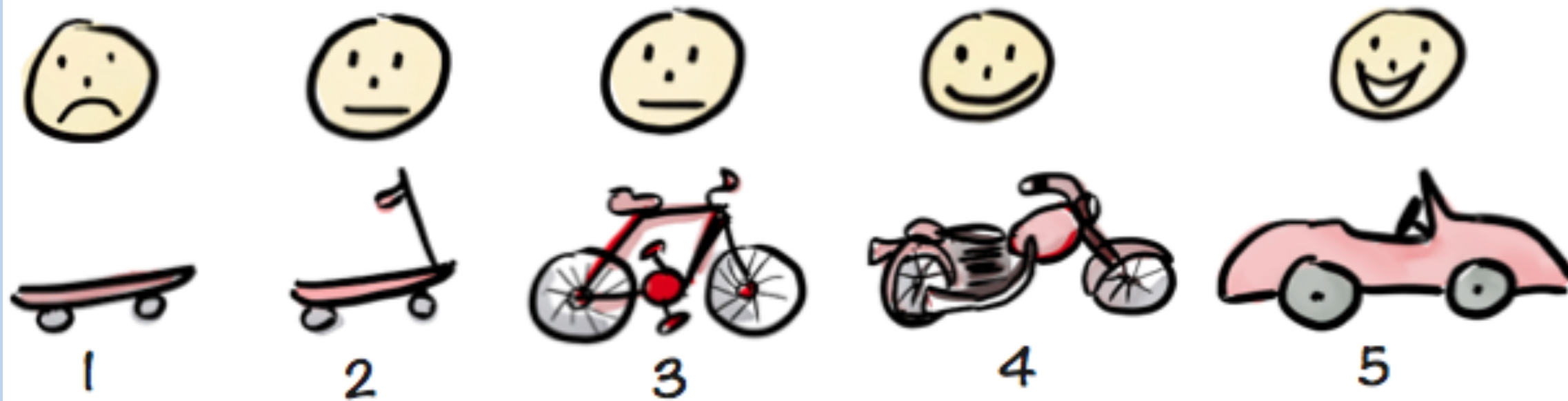
**MVP is not Most
Valuable Product.**

*Minimum Viable
Product*

Not like this....



Like this!



Once you've built
an MVP, test it
again!

Good luck!

@cassidoo