

#TASK - 5

USER JOURNEY MAP

RESEARCH & DEVOLPMENT	DESIGN & PROTOTYPING	PRODUCTION & MANUFACTURING	LAUNCH PREPARATION	LAUNCH & SALES	POST - LAUNCH EVALUATION
1. identify market need / gap 2. conduct user research (interviews,surveys) 3. define target audience& personas 4. devolp product concept & prototypes 5. test & refine prototypes(usability,feasilibty)	1. create detailed product design (UI/UX,industrial design) 2. devolp functional prototypes(MVP,alpha beta) 3. conduct a user testing & feedback 4. refine design & prototype based on feedback	1. Finalize product design & specs 2. Source materials & suppliers 3. Set up manufacturing process 4. Produce initial batch	1. Develop marketing strategy & plan 2. Create promotional materials (website, social media, ads) 3. Establish distribution channels 4. Plan launch event or campaign	1. Launch product 2. Execute marketing plan 3. Monitor sales & customer feedback 4. Optimize marketing strategy	1. Analyze sales & customer feedback 2. Identify areas for improvement 3. Refine product & marketing strategy 4. Plan for future iterations or expansions

Key Performance Indicators (KPIs) :

- 1. User engagement
- 2. Sales revenue
- 3. Customer satisfaction (CSAT)
- 4. Retention rate
- 5. Return on Investment (ROi)

Innovation Metrics :

- 1. Time-to-market
- 2. Product adoption rate
- 3. Customer acquisition cost
- 4. Innovation pipeline (ideas, prototypes, launched products)

Tools & Resources :

- 1. Project management: Asana, Trello, Jira
- 2. Design & prototyping: Sketch, Figma, Adobe XD
- 3. User testing: UserTesting, TryMyUI
- 4. Marketing automation: HubSpot, Marketo
- 5. Analytics: Google Analytics, Mixpanel

Assumptions & Risks :

- 1. Market competition
- 2. Regulatory changes
- 3. Supply chain disruptions
- 4. Technological advancements
- 5. User adoption