

From User Priority to Life Cycle

TECHNOPRENEURSHIP WORKBOOK

Overview:

This activity involves understanding the needs and priorities of the end user. You will identify user needs, and align them with the product or service you are trying to develop. This can involve research, user interviews, or other methods of gathering user insights. Based on the identified priorities, you will then create high-level product specifications. This involves translating user needs into specific requirements for the product.

1. End User Priorities

The ultimate goal of listening to the real world pain points is to develop solutions that truly solve problems and resonate with the end users.

End User Priority	Feature	Function

Example:

Secure and hassle free phone authentication Patented active capacitance sensing Fingerprint recognition is integrated into the phone and data can be stored

Definition:

Features are the “tools” you use within a system to complete a set of tasks or acti

Function describes what the feature does.

Benefit is a direct or indirect desirable result of using the product.

2. High-Level Product Specification

Build a visual representation of your product and how it works. Annotate your drawings with too much detail

Insert image here

3. Full Life Cycle/Use Case

Outline the customer's current workflow and integrate your product into their ope

Trace the workflow of the end user who will be using the product or solution.

Start on how the end user could access/open/launch the product or solution.

End of the process step must show how the task or workflow is completed or accc

Example:

Smartphone life cycle starting from Acquisition

1. **Acquisition:** Users purchase the smartphone. This could be online, in a physical store, or through a
2. **Installation/Set-up/Integration:** Users set up the smartphone. They install their preferred apps, se accounts, and customize settings.
3. **Usage:** Users use the smartphone on a daily basis. They make calls, send messages, browse the ir



Status: INCOMPLETE

Identify and prioritize

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Identified end user

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Benefit



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