

From User Priorities 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 involves conducting 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

1. End User Priorities

The ultimate goal of listening to the real world pain points is to develop solutions that solve problems and resonate to 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	Better security data and
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Definition:

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

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 text, but don't burden them with too much detail.

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3. Full Life Cycle/Use Case

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

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 accepted.

Example:

Smartphone life cycle starting from Acquisition

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



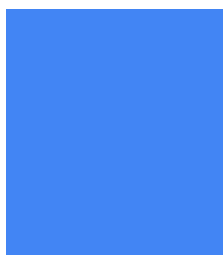
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