

Says

What have we heard them say? What can we imagine them saying?

In this fast-paced business landscape, a structured approach to new product becomes the compass that guides entrepreneurs and business towards successful launchers.

By following a welldefined roadmap, individuals can navigate risks, and into marketable

This blog will delve into seven stages, unveiling the key steps to transform a concept into a thriving product.

maximize the chances of turning their ideas products.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

From envisioning an

innovative idea to witness it becomes a reality, the process is an intricate web of strategic decisions and meticulous execution

Split up the journey into actions and thoughts.

Lets guide you through the different steps to help you build better brand experiences.

> Make the customer emotion towards the providing brand per heart-and brainspot a graph.

UNVEILING MARKET

Ideation & Conceptualization:

In this stage you lay the

foundation for your product's development. FeasibilityAnalysis: Factors such as technical feasibility, market potential, cost analysis, legal consideration, and conducting a SWOT analysis come into play.

Create buzz through marketing initiatives, generate media coverage, and leverage influencers to amplify

Marketing & Promotion:

Conducting a post-launch evaluation helps refine the product, ensuring it's continued relevance and success.

Does

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What behavior have we observed? What can we imagine them doing?

Launch and Post-Launch Evaluation:

visibility.

Mark the customer emotion towards the action per heart-and brainspot in a graph.

Bringing a new product to the market is an exhilarating journey filled with excitement and chellanges.

When performed the right way, it is one of the most helpful instrument in designing brand experience.

> **Indicate which actions are** in the different levels of the buying decision process:

- 1. Gather Information
- 2. Seek Alternatives 3. Make Decision
- 4. Use

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



