

The process begins with **Develop initial design**. Next, **Stakeholder validation** occurs. After validation, one of the following happens:

1. A **silent transition** allows the process to proceed to **Develop initial prototype**.
2. **Adjust based on feedback** loops back to **Stakeholder validation** for re-validation.

If the silent transition is taken, **Develop initial prototype** is executed. Then, **Test prototype** is conducted. After testing, there are two exclusive options:

- **Update prototype** (which loops back to **Test prototype** for re-testing),
- **Develop initial production** (which progresses to the next step).

Once **Develop initial production** is done, **Collect customer feedback** occurs. After feedback, there are two exclusive options:

- **Start selling** (which finishes the process),
- **Update production** (which loops back to **Collect customer feedback** for further adjustments).

All steps follow this flow, with loops for adjustments, prototype updates, and production updates where needed.