Business Case (Senior
Executives, Marketing,
Project Manager)

↓

Requirements (Marketing,
Project Manager, Project
Lead)

↓

**Design (Project Lead, Senior
Engineers)**

↓

Implementation (Senior and
Junior Engineers)

↓

Testing and Rework (Senior
and Junior Engineers,
Product Support)

↓

Release 1.0
Full Product Release

Testing and Rework
(Senior and Junior
Engineers, Product
Support)

↓

Release 1.1
Bug fixes

Testing and Rework
(Senior and Junior
Engineers, Product
Support)

↓

Release 1.2
Bug fixes

Requirements
(Marketing, Project
Manager, Project Lead)

↓

**Design (Project Lead,
Senior Engineers)**

↓

Implementation
(Senior and Junior
Engineers)

↓

Testing and Rework
(Senior and Junior
Engineers, Product
Support)

↓

Release 2.0
Added a new feature

Testing and Rework
(Senior and Junior
Engineers, Product
Support)

↓

Release 2.1
Bug fixes

Requirements
(Marketing, Project
Manager, Project Lead)

↓

**Design (Project Lead,
Senior Engineers)**

↓

Implementation
(Senior and Junior
Engineers)

↓

Testing and Rework
(Senior and Junior
Engineers, Product
Support)

↓

Release 3.0
Added a new feature

Etc...

FULL PRODUCT LIFE CYCLE