**PRODUCT DEVELOPMENT LIFE CYCLE FOR**

**STAY FASHIONED**

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As a product manager at Stay Fashioned, guiding the product from idea to continuous improvement is essential. Here’s a structured product development life cycle:  
  
**1. Ideation**

Objective: Identify market needs and generate innovative ideas for new features or products.  
***Key Activities:***

* **Market Survey:** Analyze fashion trends, competitor offerings, and customer preferences.
* **User Insights:** Gather feedback from customers via surveys, focus groups, and user behavior analytics.
* **Brainstorming & Conceptualization:** Collaborate with stakeholders (marketing, design, engineering) to propose solutions.
* **Feasibility Assessment:** Evaluate technical, operational, and financial viability.
* **Product Roadmap Planning:** Prioritize ideas based on impact and feasibility.

**2. Design**

Objective: Define the user experience (UX) and visual aspects of the product.  
***Key Activities:***

* **Wireframing & Prototyping:** Create low-fidelity wireframes and interactive prototypes to visualize user journeys.
* **UI/UX Design:** Develop intuitive and visually appealing interfaces aligned with fashion aesthetics.
* **Technical Specifications:** Document system architecture, APIs, and integrations required for the product.
* **User Testing (Pre-Development):** Conduct usability testing with a small group to refine the design.

**3. Development**

Objective: Build and test the product based on design specifications.  
***Key Activities:***

* **Agile Development:** Follow an iterative approach (sprints) to develop core functionalities.
* **Back-End & Front-End Development:** Implement features like product catalog, checkout, AI-based recommendations, and user profiles.
* **Quality Assurance AND Testing**: Perform unit, integration, and user acceptance testing.
* **Beta Release:** Deploy the product in a controlled environment for final validation.

**4. Launch**

Objective: Deploy the product to the market and drive adoption.  
***Key Activities:***

* **Marketing and Promotion:** Execute campaigns (social media, influencers, email, SEO).
* **Soft Launch:** Release to a limited audience to measure user response.
* **Full Rollout:** Make the product available to all users.
* **Monitoring and Support:** Track performance metrics, address bugs, and provide customer support.

**5. Feedback and Improvement**

Objective: Continuously enhance the product based on user input and market trends.  
***Key Activities:***

* **Data Analytics:** Monitor user engagement, conversion rates, and pain points.
* **Customer Feedback Loops:** Collect reviews, support tickets, and feature requests.
* **Iterative Enhancements:** Roll out updates, optimize UX, and introduce new functionalities.
* **Competitive Analysis:** Stay ahead by adapting to evolving fashion and e-commerce website trends.

This cycle ensures that Stay Fashioned remains competitive and provides a seamless shopping experience for customers.