**Section 3.1**

Product development can be defined as the creation of entirely new product or the modification of existing one. There are numerous ways of developing a certain new product. Here are three of the most common techniques to develop a project: Ad-hoc, Hacking and the Knott and Dawson methodology.

Ad-hoc, often referred to as build and fix, is known for the poor quality of the created product. The reason for this – there is no actual development process and planning. Hacking is another way to work on a specific project. Generally, there are two ways of thinking about this method. First one, is getting the job done as fast as possible without any considerations of elegance or efficiency. The other one can be seen as producing a solution relying only on pure and great skill. Finally the Knott and Dawson method is an interesting one and it also offers the most efficient and systematic approach. A key point in this methodology is breaking a given problem into a series of tasks. Consequently, this results in structured and time-efficient working process which eventually leads to better and more satisfying products.

If we accept that breaking a long-term goal (problem) into smaller, easier to manage daily tasks a natural question is what will the structure of these tasks be. The following structure is one possible approach. Requirements/Specifications are usually determined through discussion with the customer. Design solutions are something that may vary. It is common for rival companies to offer different design solutions and the user can choose the one that suits him/her best. As a result of the different approaches, competitiveness is \*implemented\* on the market and the better design usually the one which wins the user’s trust. Even thought that design is a key part of every product, implementation is the stage where the actual creation happens. Without this stage, even the best design would be just a blueprint. Finally, a product must meet the initial expectations and specifications. Therefore, testing is a crucial moment in the product developing process. It should be done regularly, after every completed task in order to make sure that everything is running smoothly and how it is supposed to. Regular checks are important in order to keep in track of the progress. You do not want a finished product and then after the final testing to realised that a particular design solution was not the most efficient and suitable one.