
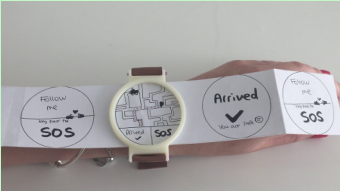




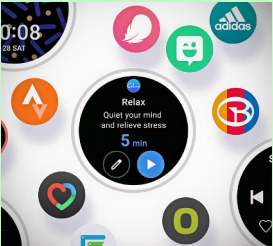






Task #04 - AGILE DEVELOPMENT MODEL

PRODUCT : SMART WATCH

Development	Design	Marketing
<div></div> <ul style="list-style-type: none">• Choosing processors , batteries , related censorsand displays.• Ensuring whether all components work together power efficiency.• Creating pysical prototypes for testing the product and focusing on battery life and more. <div></div> <ul style="list-style-type: none">• Developing an operating system for the smart watch.• Creating user interface like touch , buttons or voice & adding features like health track , notifications etc. <div></div> <ul style="list-style-type: none">• Ensuring smooth connectivity with smartphones & through bluetooth , wi-fi & other devices. <div></div> <ul style="list-style-type: none">• Regular firmware updates for performance improvements .	<ul style="list-style-type: none">• Deciding on the shape , size & look of the watch, wristbands & materials used. <div></div> <ul style="list-style-type: none">• Offering various straps, colours & watch faces for customer satisfaction. <div></div> <ul style="list-style-type: none">• Ensuring comfort for long term wear & easy to use .<ul style="list-style-type: none">• Making smartwatch water-resistant , dustproof & robust enough for being easy to use anywhere.• Designing best user experience(UX) the layout & interaction flow for the users. <div></div> <ul style="list-style-type: none">• Adding innovative features like including sensors for monitoring heart rate , oxygen levels, sleep patterns , blood pressure , etc. <div></div>	<ul style="list-style-type: none">• Targeting audience by identifying user preferences .<ul style="list-style-type: none">• Studying different competitors like Apple , Samsung to study the gap analysis of the product.• Defining the brand identity and messaging.<ul style="list-style-type: none">• Highlighting unique features like battery life , health tracking etc• Using online platforms to promote product features & attract users attention towards the product. <div></div> <ul style="list-style-type: none">• Developing content such as videos, tutorials to showcase the product.• Hosting product launch events to showcase the smart watch capabilities. <div></div> <ul style="list-style-type: none">• Continuous marketing with a focus on new updates and seasonal promotions. <div></div>