



GENERATE

Log feedback or research			
User feedback			
User research			
Market analysis	Business requirements	Competitor analysis	Use cases
Literature research			

[BUG]

DEFINE

Add or update feature	User story	Who, how, why?
	Business value	Will users use it?
	Engineering cost	Can we build it?
	Stakeholders	Input from other departments
	Priority	Rank or freeze based on value/effort ratio

[FREEZE]

DESIGN

Eng + design develop feature	Research	Check existing solutions, test technologies, find specifications and constraints
	Ideation	Wire-frames, data flow diagrams, block diagrams
	Validation	Prototyping, user testing
	Scoping	Update engineering cost + set scope

DEVELOP

Create Jira story
Split into a set of Jira tasks
Assign tasks to developers and versions
Add internal documentation
Test code

FINISH UP

Inform Sales and Marketing team
Update external documentation
Get feedback from beta