

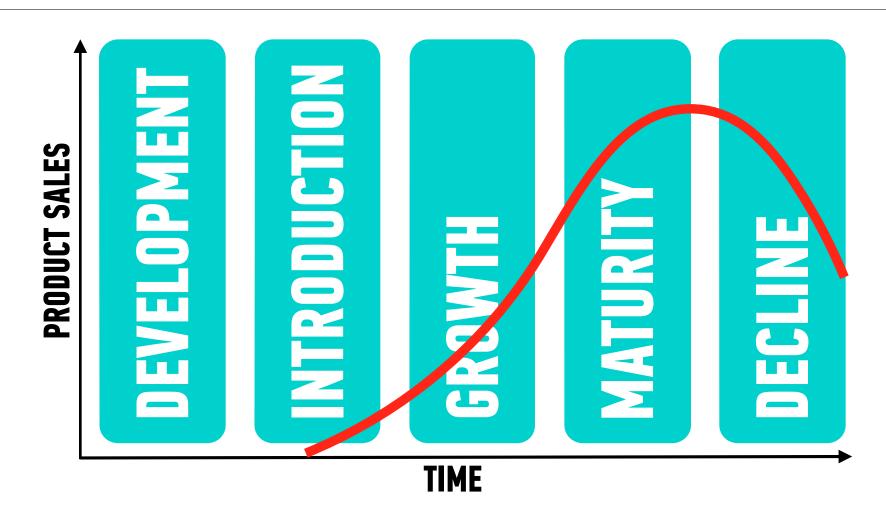
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PDM Instructor, General Assembly

LEARNING OBJECTIVES

- Identify each phase of a product life cycle and the development stages teams must work through to develop those projects
- Identify the different methods of developing a product

PRODUCT LIFE CYCLE

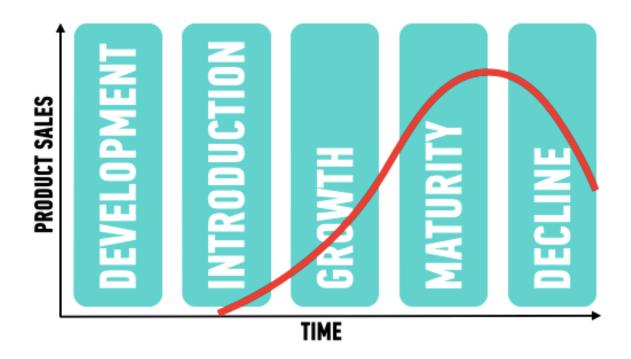


Stage	Characteristics
Market introduction stage	 costs are very high slow sales volumes to start little or no competition demand has to be created customers have to be prompted to try the product makes little money at this stage
2. Growth stage	 costs reduced due to economies of scale sales volume increases significantly profitability begins to rise public awareness increases competition begins to increase with a few new players in establishing market increased competition leads to price decreases
3. Maturity stage	 costs are lowered as a result of production volumes increasing and experience curve effects sales volume peaks and market saturation is reached increase in competitors entering the market prices tend to drop due to the proliferation of competing products brand differentiation and feature diversification is emphasized to maintain or increase market share industrial profits go down
Saturation and decline stage	costs become counter-optimal sales volume decline prices, profitability diminish profit becomes more a challenge of production/distribution efficiency than increased sales Note: Product termination is usually not the end of the business cycle, only the end of a single entrant within the larger scope of an ongoing business program.

HOW DO WE KNOW WHERE IN THE LIFECYCLE A PRODUCT IS LOCATED?

KEY METRICS

- Cost of Acquisition
- Revenue
- Rate of Revenue Growth
- AARRR Metrics



ACTIVITY



KEY OBJECTIVE(S)

As a class, we'll analyze where companies fall on product life cycle.

TIMING

- 5 min

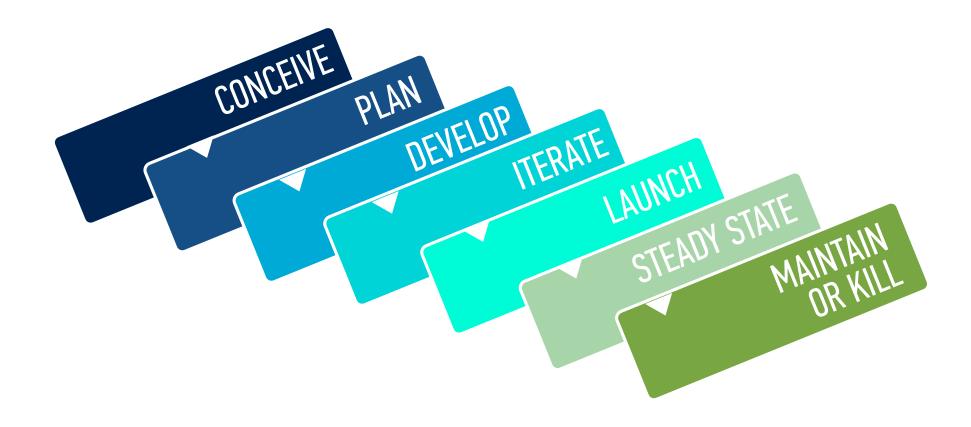
 1. Draw the product life cycle curve on the whiteboard label its respective sections: introduction, growth, maturity, and decline.
- 20 min 2. Place companies (on post its) on the right part of the curve corresponding to their stage.

DELIVERABLE

Chart with companies to the right at their respective stages of the product life cycle.

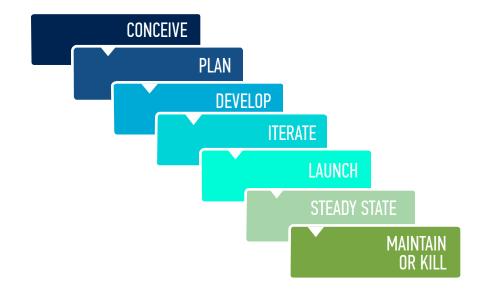
- Myspace
- Square
- → Slack
- Twitter
- Newspaper
- FourSquare.com
- LinkedIn
- Tesla Motors
- Compact Discs
- WordPress
- iPhone
- Vimeo
- · TV
- Gmail
- Flickr
- Amazon Kindle
- Microsoft Surface
- Outlook.com
- Facebook
- BlackBerry
- SnapChat
- Apple Watch
- Netflix

THE PRODUCT DEVELOPMENT CYCLE



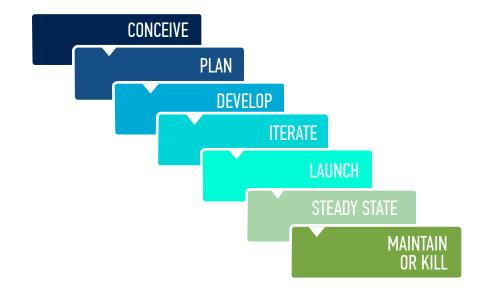
CONCEIVE

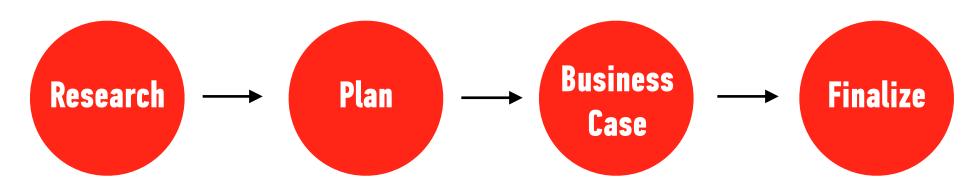
- Collate problems from R&D, customers, competitors, distributors, suppliers, etc...
- Customer Interviews
- Brainstorm Solutions
- Figure out product focus



PLAN

- Research
- Form business case
- Buy in from stakeholders
- Plan the product
- Project Timelines





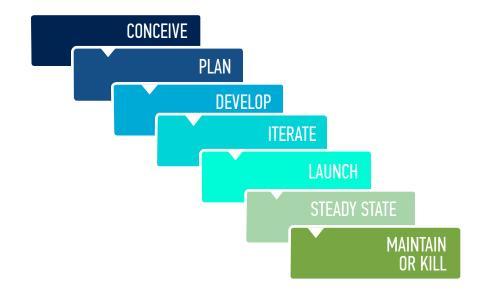
- Market Research
- Competitive Analysis
- Customer Interviews
- Initial plan for product
- Roadmap estimates
- Resources needed

- Buy-in from stakeholders
- Bring your KPIs

- Strategic product plan
- Roadmaps

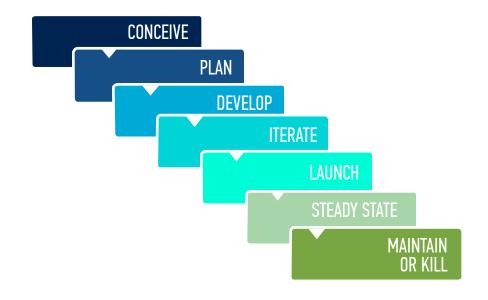
DEVELOP

- Build it!
- Features
- Stories / Specs
- Resource Management
- Development time



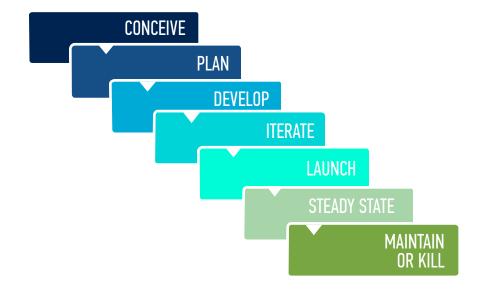
ITERATE

- Early Feedback
- Test assumptions
- Don't wait until "done"
- · Alpha, Beta, Pilot, ...
- Tweak & Evaluate



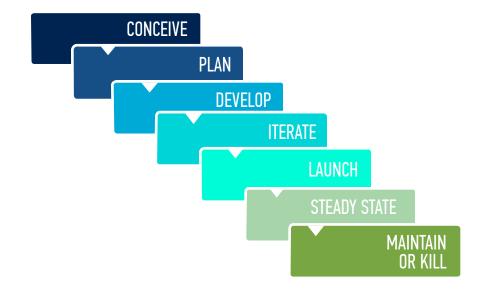
LAUNCH

- Work with Marketing Team to position product
- Public Launch
- Dev Team Post Mortem



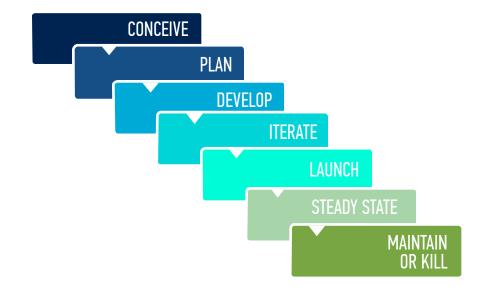
STEADY STATE

- Collect Metrics KPIs
- Analyze & Optimize ROI
- Support Marketing & Sales Efforts
- Assess Continued Efforts



MAINTAIN OR KILL

- Major Upgrade
 - Begin the cycle all over
 - Freeze feature-set and manage revenue levels
- Transition to End of Life
 - Message userbase
 - Establish EOL Plan



ACTIVITY



KEY OBJECTIVE(S)

Detail the activities of a catering company putting together a dinner club meal mapping to the Product Development Life Cycle.

TIMING

- 10 min 1. Discuss the activities needed to plan a dinner club meal.
- 10 min 2. Map each activity to a phase in the product development life cycle.

DELIVERABLE

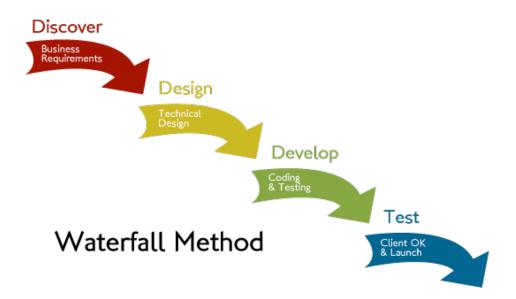
A table for each of the phases with one activity under each section using post it notes.

PRODUCT DEVELOPMENT PROCESS

WATERFALL, AGILE, LEAN

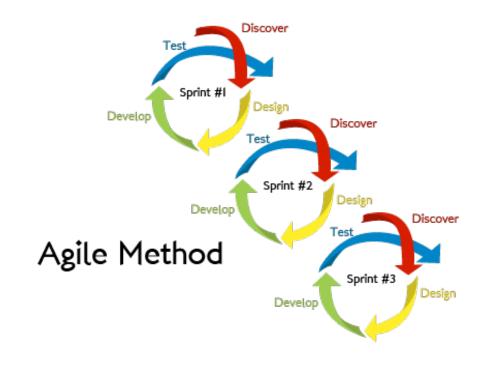
WATERFALL

- Sequential
- Pros
 - Known builds
 - Works well for Agencies
- Cons
 - Inflexible & wasteful
 - Estimating Time & Cost is hard
 - Not tested throughout
 - Reduces collaboration on team



AGILE

- Iterative
- Pros
 - Faster Time to Market
 - Less Defects & Surprises
 - More collaboration on team
 - Increase in customer feedback
- Cons
 - Misunderstood



AGILE MANIFESTO

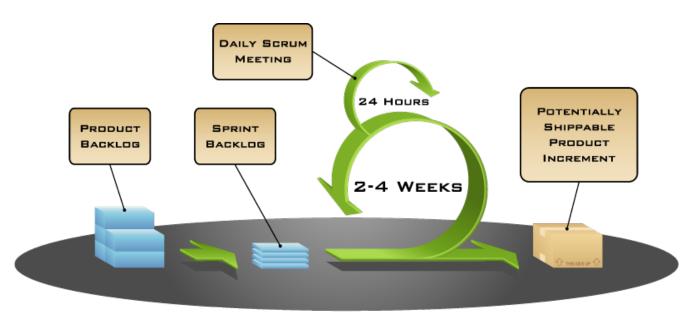
Individuals and interactions over processes and tools

Working software over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan

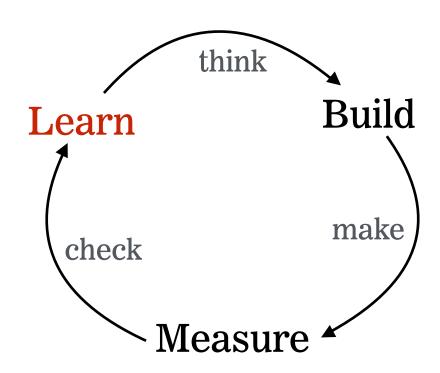
AGILE SCRUM



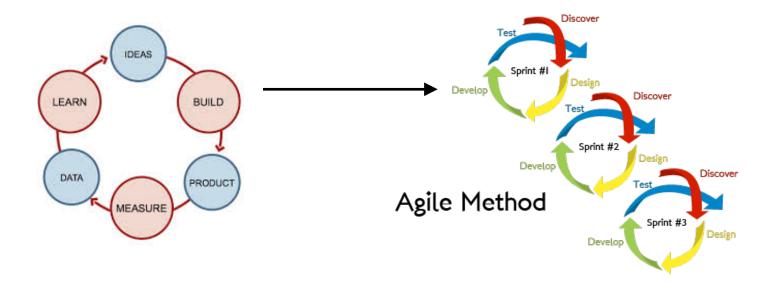
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LEAN

- Iterative & De-risking
- Pros
 - Less waste
 - High customer input
 - Faster time to market
 - Less risk of performance in market
- Cons
 - High level of finished product uncertainty
 - Need cross functional teams



LEAN WORKS IN AGILE



HOMEWORK

YOUR PRODUCT

EXPLAIN YOUR CHOSEN PRODUCT OR PROBLEM BELOW.



EXIT TICKETS

HTTP://GA.CO/PDMTICKET