WHY IS PRODUCT DEVELOPMENT CRITICAL

INTRODUCTION

Product development

Product development is the complete process of delivering a new product or improving an existing one for customers.Product development can also include keeping a close eye on the space you're in and the audience you're targeting. You are required to come up with the major "pain points" that you're trying to solve and the "value proposition" that you have for your customers. Then come up with the exact ways of doing so. And package this solution!. We are going to take a look firstly why product development is critical and some of the critical success factors affecting product development

In industry today, there is a wide range of reliability when a product is launched into the global marketplace ranging from low to high failure rates. Launch spikes and high failure rates lead to customer dissatisfaction and negative brand image. Cooper et al. (2004a) also reported that, on average, 28% of a company's revenue comes from new products development. The National Science Foundation (NSF) reported the total global research and development (R&D) expenditure increased threefold between 2000 and 2017 from $722 billion to $2.2 trillion (NSF, 2020). Due to the revenue generated by NPD, increasing investment in R&D, and cost to develop new products, companies must focus time and resources to improve the success rate by developing or continuously improving their NPD process. To offer a competitive

and comparative advantage companies must launch world class products to meet the customer's needs in terms of performance, quality, time, profitability, and value by consistently executing the NPD process. The seamless and repeatable execution of NPD is becoming more challenging and complex given the advancements in technology, ever-changing competitive landscape, continuous evolution of customer requirements, increasing number of lifecycle considerations, pressures to increase speed and optimize cost, need to effectively manage multi-factor trade-off decisions, and presence of a global marketplace. Regardless of the challenges involved, customers expect the realized products from NPD to deliver superior quality and performance that is reliable over the product life.

CRITICAL SUCCESS FACTORS AFFECT PRODUCT DEVELOPMENT

Walsh (1972) emphasized the need for both a methodical and practical approach for successful product development by providing not only a well-organized and planned framework but also one that is flexible and responsive. The framework must be comprehensive and able to identify and mitigate risks for the success of the company's NPD projects. Companies must understand how to identify and mitigate risk to enable the success of their new products development. like in the area of tech industry where we have process like: Analyzing market and your potential user base, Looking at competitors and identifying how you do this stuff better, Make wireframes and protoypes,identify the framework, coding language, developement tools you'd need to design and code all of it,Design and Code - Test ...,Put out a Minimum Viable Product (MVP),Get the word out (through blogs and adwords for example) and get feedback (through emails, calls

and social media),Use analystics (e.g. using tools like Google Analystics etc) to verify that what you're doing is making sens,Constantly improve UI, UX and the code implementation.,Identify the best practices and including them in your work,Keep improving on basis of numbers from your analysis, feedback from users and best practices.Lester (1998) focused on the critical success factors for NPD at Hoechst Corporate Research and Technology. Based on the analysis, 16 critical success factors were proposed for NPD that can be categorized into five areas, which include senior management commitment; organizational structure/process; innovative culture; adequate budget and resources; and good project management.

conclusion

This review provides a comprehensive view of research studies published in the combined space of NPD,success factors.We can see how product development is crucial in revenue generation.Big company like amazon actually listens to their customers, they do work backwards (looks like they've been learning and applying Lean a lot) and the priority of their product development is very much influenced by their customers, which ultimately make up the market.