

Ready? OK!



GROUPON[™]

Getaways

GROUPON GETAWAYS is a branch of the discount coupon site, but instead of ten dollar mani-pedis, you're offered deeply discounted vacation packages. Groupon launched in 2008 and has since been under fire for things like causing businesses to go bankrupt, a controversial Superbowl ad, and eventually an ousted CEO.

INTRO

GROWTH

MATURITY

DECLINE



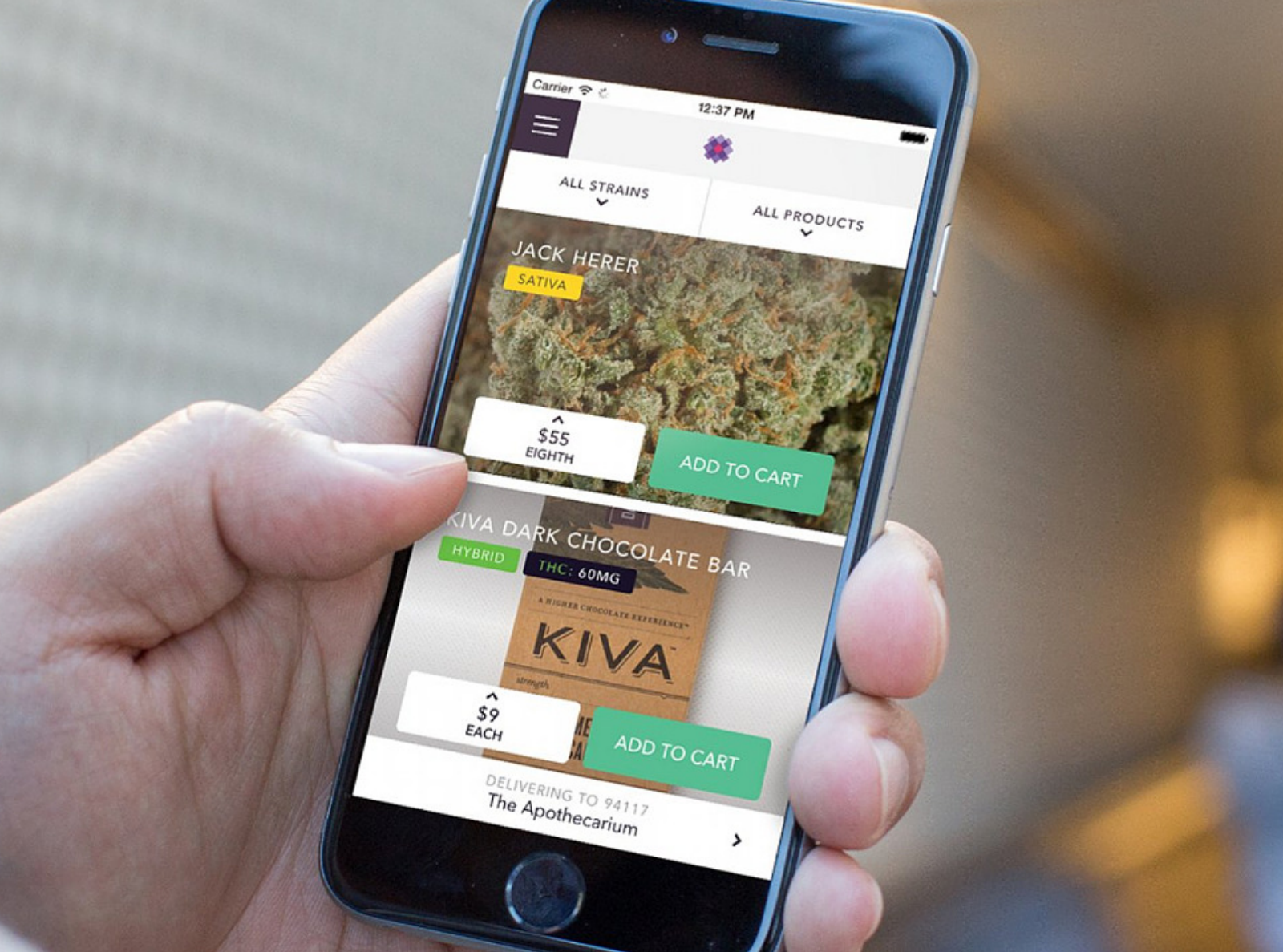
Amazon's DASH BUTTONS are small, adhesive Wifi-connected buttons that allow you to re-order household products...with the push of a button. When they were introduced in March 2015, people thought they were an early April Fool's joke. Make sure to keep out of reach of toddlers and jerk friends or you might find yourself with 1,000 rolls of toilet paper.

INTRO

GROWTH

MATURITY

DECLINE



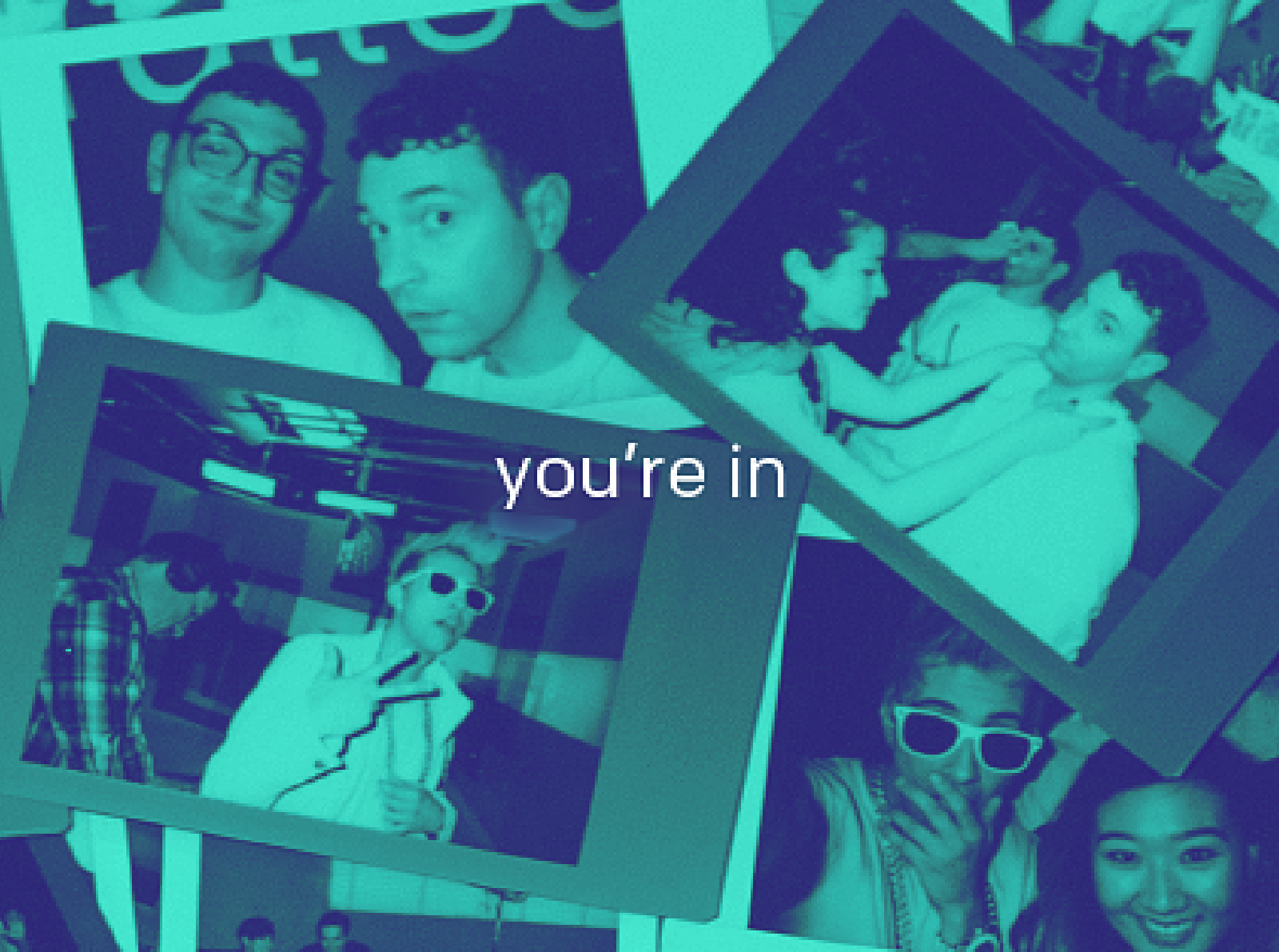
MEADOW is a cannabis delivery service, nicknamed the Uber-for-Weed. They also focus heavily on cannabis-as-medicine education. The U.S. medical marijuana industry is growing fast as more and more states legalize it. Don't know about Meadow? You'd be a lot cooler if you did.

INTRO

GROWTH

MATURITY

DECLINE



you're in

FULLSCREEN is the first demographically-targeted video on demand, mobile streaming service. Their plan is to utilize YouTube celebrities to act in their series' while bringing back re-runs of shows like Saved by the Bell and Daria. This combined with the rise of mobile usage is in the hopes of attracting a certain age group and a whole lot of money. Fullscreen launched in late 2016.

INTRO

GROWTH

MATURITY

DECLINE



The 11-INCH IPAD PRO is the latest edition to the iPad family. The iPad has been responsible for a 75% increase in insomnia and the popularity of Battlestar Galactica. Just kidding. The IPAD is like a computer, but it's not, ya know? This version hopes to attract those with older iPads or those who think the jumbo 12.9-inch iPad is just too much. It's too much.

INTRO

GROWTH

MATURITY

DECLINE



Although streaming sites like Spotify and - ahem - Soundcloud, make listening to music easy and convenient, VINYL RECORD sales grew for the tenth consecutive year in 2021. In fact, vinyl and music streaming sites account for the same share (roughly 9%) of music revenue in Millennials ages 18-34 (Nielsen, 2021).

INTRO

GROWTH

MATURITY

DECLINE



So...what phase are these products in? Where do you think these products will be in a year?

INTRO

GROWTH

MATURITY

DECLINE

Post your answers in the Q&A section

udemy

Become a Product Manager | Learn the Skills & Get the Job

Your progress

[ACTIVITY] Six Products Four Phases - Can you guess which?

Ready to apply the concept of the 4 Product Phases?

In this activity, we'll spit some Products at you with a description. Its up to you to say which phase you think they are in and why.

Products like: Groupon Getaways, Amazon Dash buttons, Meadow Marijuana delivery, Fullscreen, the iPad PRO, and Vinyl Records (curveball).

Overview

Q&A

Notes

Announcements

Search all course questions

Current lecture

Sort by recommended

Filter questions

Course content

18. [ACTIVITY] Six Products Four Phases - Can you guess which?

1 min

Resources

19. Product Lifecycle Phases: Real World Examples

4 min

Resources

20. The Product Development Process

3 min

Resources

21. Getting Deeper Into the Product Development Process

5 min

Resources

Quiz 4: [ANOTHER POP QUIZ] Product Lifecycle and Development Quiz

22. What is "Lean Product Development"?

2 min

Resources

23. What is "Agile"?

2 min

Resources

24. What is "Scrum" and How Does it Work?

4 min

Resources