

# Product Development Canvas

## ? Purpose

What is the purpose of this concept you're developing?  
Does it solve a problem, or it enhances a certain experience?  
Is it serving a need or it is trying to create a new need or tap an unexplored need?

## ⚓ Product Experience

Define what your customer should feel like when he uses your product / service? emotions, feelings would define his experience? feeling convenience, or feeling of buying more with less (cost conscious) or feeling of greater security, safety etc.

Proper  
Management

Save time

## ✖ Product Functions

Functions are a products answer to user problems / need. They do something that user wants. They are often verbs in nature. Every function is powered by many features. Multitasking is a function. Browser tabs is a feature that powers the multitasking function. A function can have one or more features powering it. Functions are very generic in nature. Features are often more specific. Functions can be similar to product experience. Safety (product function) provides a feeling of safety (product experience).

Detect  
Obstacles

Easy to  
Access

Android app UI  
is simple

## ➕ Product Features

Product features are specific. One of most features will power a function. Android Browser, Although are feature that power the safety function. Browser tabs, Apple's home button to multitask between apps are features powering the multitasking function. Each feature will have many components/sub components powering it. Sometimes a very popular component becomes a feature in itself. Like car stereo is a major components and a feature at the same time powering the in car entertainment function providing entertainment as a product experience.

More  
Precise

Safe  
Livelihood

Highly  
programmable

High  
Security

Easy to  
develop  
and  
maintain

Speed and  
accuracy

## 👤 People

Who is the key customer segment who will use this product / service or the end product of the concept you're pursuing?  
While here about them, describe them a little.

Army  
Officers

Cyber Security  
Experts

Event Managers

Bank Security  
Officers

Crime branch

## ⚙ Components

Components build up the features. For a thing it will comprise a list of component like bags, buttons etc. that go into making it. For a tabbed browser it will comprise of various chunks of code that will make the tabs work. In cases where the feature is a major component, you could list them the auxiliary components that are required to make the major component work. You can also list new adjustments and innovations you're planning them at the component level.

4WD car kit

ESP 32 CAM  
Module

L298N motor  
driver

7-12V DC  
battery

Breadboard

Arduino Uno

Jumper wires

Bluetooth  
connection.

## ☑ Customer Revalidation

Once you're finished with your feature set, test with the customer / user if the features / functions are useful. Speak to the customer / user.

Smart  
Technology

Highly  
Secure

Quick  
responsive

Available for both  
Android / iOS app

No  
complexity  
in  
use

## 🧪 Reject, Redesign, Retain

Post customer validation, reject, those functions or feature that the customers didn't find useful. Redesign those that were partially useful and retain those that met the bar. Iterate with the unit all functions / features are accepted.

Reject - We used  
ESP32 instead of  
ESP8266 as it  
has higher  
frequency range &  
is dual core processor

Redesign - We used  
Bluetooth  
connection as it  
consume less power  
than Wi-Fi  
connection.

Retain - For increasing  
battery backup,  
we used motor  
driver L298N.