

Product Development Canvas

Team/Date/Version:

366399

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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 untapped need?

"For Wellness and welfare of
- Animals"

- Our Project helps via People for
Animals Rescue and Provide Good
Shelter



Product Experience

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

Very helpful

easy to use

Good info interface



Product Functions

Functions are a products answer to use 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 features that powers the multitasking feature. 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)

Menu

help module

Hosting files

Image feed



Product Features

Product features are specific. One or more features will power function. Antilock Brakes, Airbags are features 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 itself. Like car stereo is a major components and a feature at the same time powering the in car entertainment function powering entertainment as a product experience.

Login/sign up
module

Live Previews

Full-Screen mode

Cross-Platform

Password Hashing

Interactive UI



People

Who is the key customer segment who will use this product /service or the end product of the concept you're pursuing?

Write here about them, describe them a little.

People

Volunteers



Components

Components build up the features. For a airbag it will comprise a list of component like bags, triggers 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 here the auxiliary components that are required to make the major component work. You can also list new adjustments and innovations you're planning here at the component level

Navigation web
Hosting

Call-to-Actions

Title

Content

Visuals

Mobile
Responsiveness



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



Reject, Redesign Retain

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

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