Covered in this lecture:

Taught by:

How to make decisions
about your product
that benefit the company

► There are 7 phases that products go through while they're being developed:

> **Conceive**

> **Plan**

> **Develop**

> **Iterate**

> **Launch**

> **Steady state**

> **Maintain or kill**

● **#5 Launch**

- working with the marketing team, the legal team, the PR team, the sales team, and position the product for public launch
- we launch it and see what reaction we get

- **#6 Steady state**

  - collecting metrics and optimizing them
  - sales continue

- **#7 Maintain or kill**

  - analyzing the data: how competitive the product is, what is the return on investment
  - we decide if we kill it or maintain it
  - even if it produces revenue, it could just not fit the company's vision anymore
  - if we decide to kill it, we do "sun-setting", which is a slow transition to the end of life of the product

► This is a natural process and every product goes through these phases

See you next lecture!