

Glossary

Use the terms and definitions below to understand concepts taught in the course.

Transcript search: Note that you can search for terms directly within the course. To search video text, switch to the Transcripts tab, then press Command/Control+F on your keyboard to run a search within the active transcript.

Term	Definition
go to market	Strategy for reaching the people who are going to use your product; important part of the release phase in product development
lifecycle	Circular procedure to plan out a project; not a linear plan with a clear start and end point
plan phase	When you define the timeline for a project and translate the research into features to be developed
product	Everything around you; does not have to be an object
release	When a product is shown to users; can be public or private (for a small, select group of users)
release phase	When you take a product to customers using a marketing plan
research phase	When you research all the aspects of a project
sprint	Tool that provides a picture of how your product development will work