

PRODUCT DEVELOPMENT & DESIGN

Leading products which make a difference

About Me

Founder

Design Hat

Executive General Secretary

Sattva, CS Society

Teaching Assisant

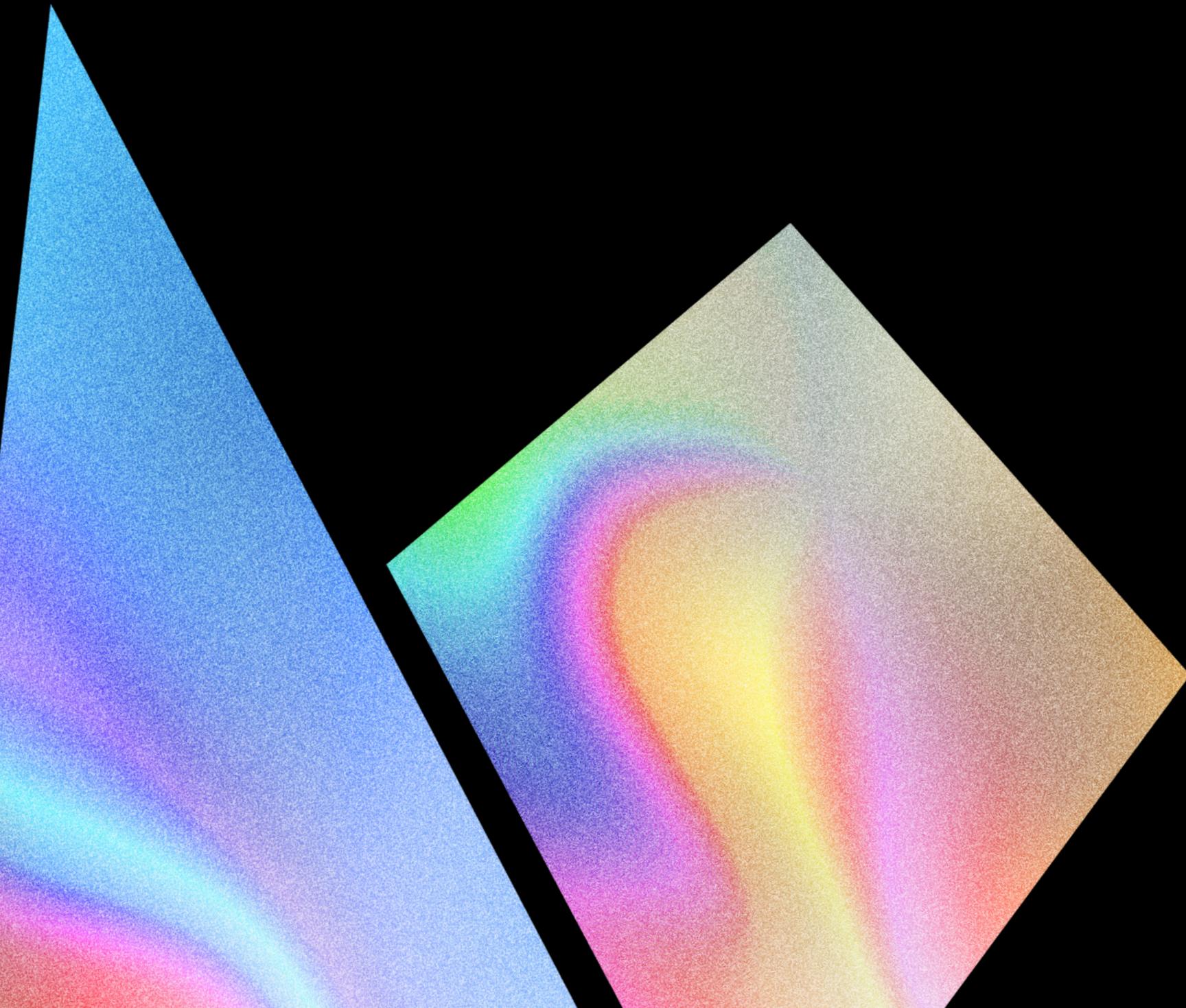
Teach for India

Initiator

#100daysofcode

Product

RELEVANT. FUNCTIONAL. AESTHETIC.

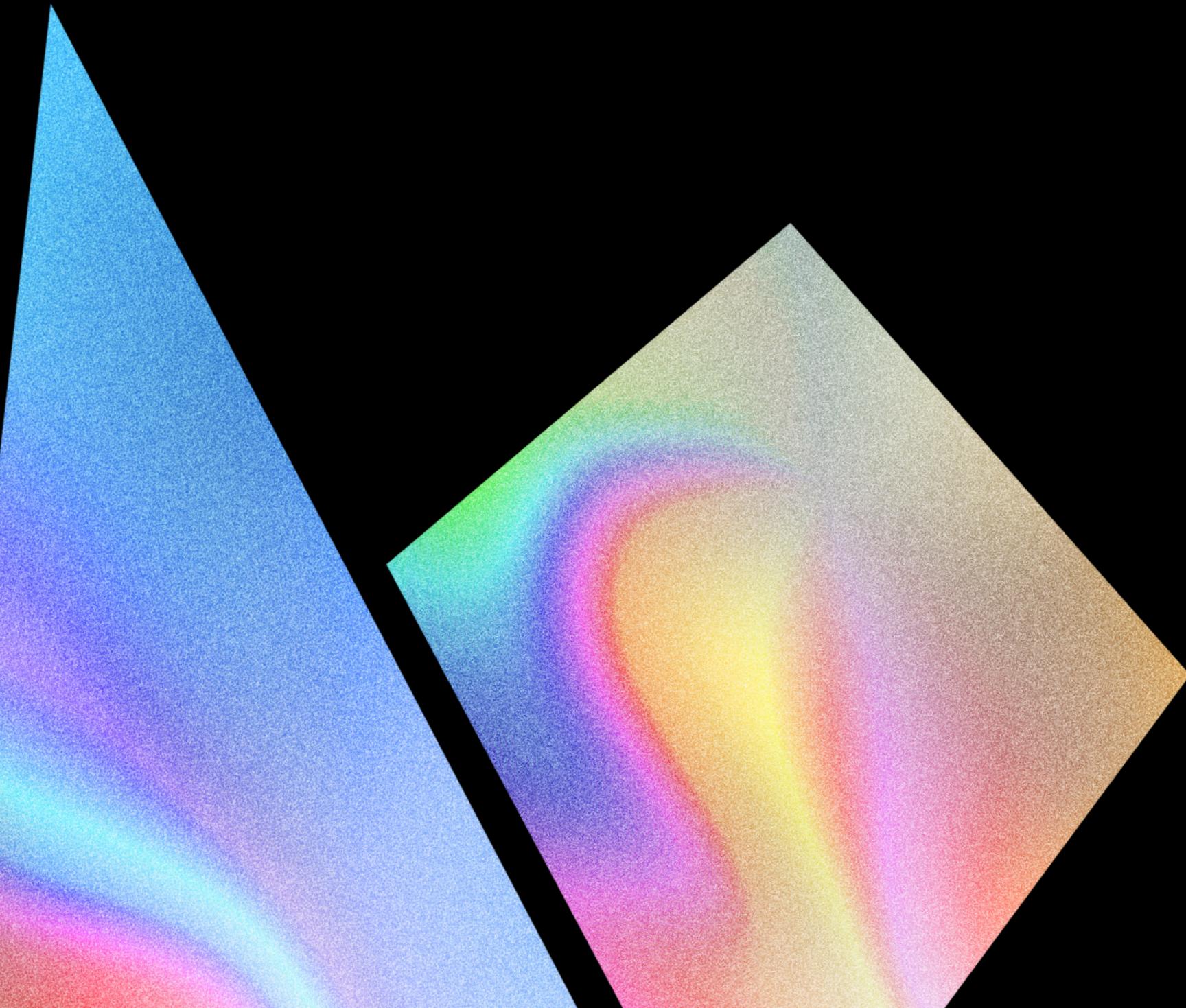
The background features abstract geometric shapes. On the left, there is a large blue triangle pointing upwards and a diamond shape with a colorful gradient from blue to orange. On the right, there is a smaller blue triangle pointing downwards and a curved shape with a similar colorful gradient.

An item offered for sale.
Can be a service or an item. It can be physical or in virtual or cyber form.

Source: Economic Times

Product Development Process

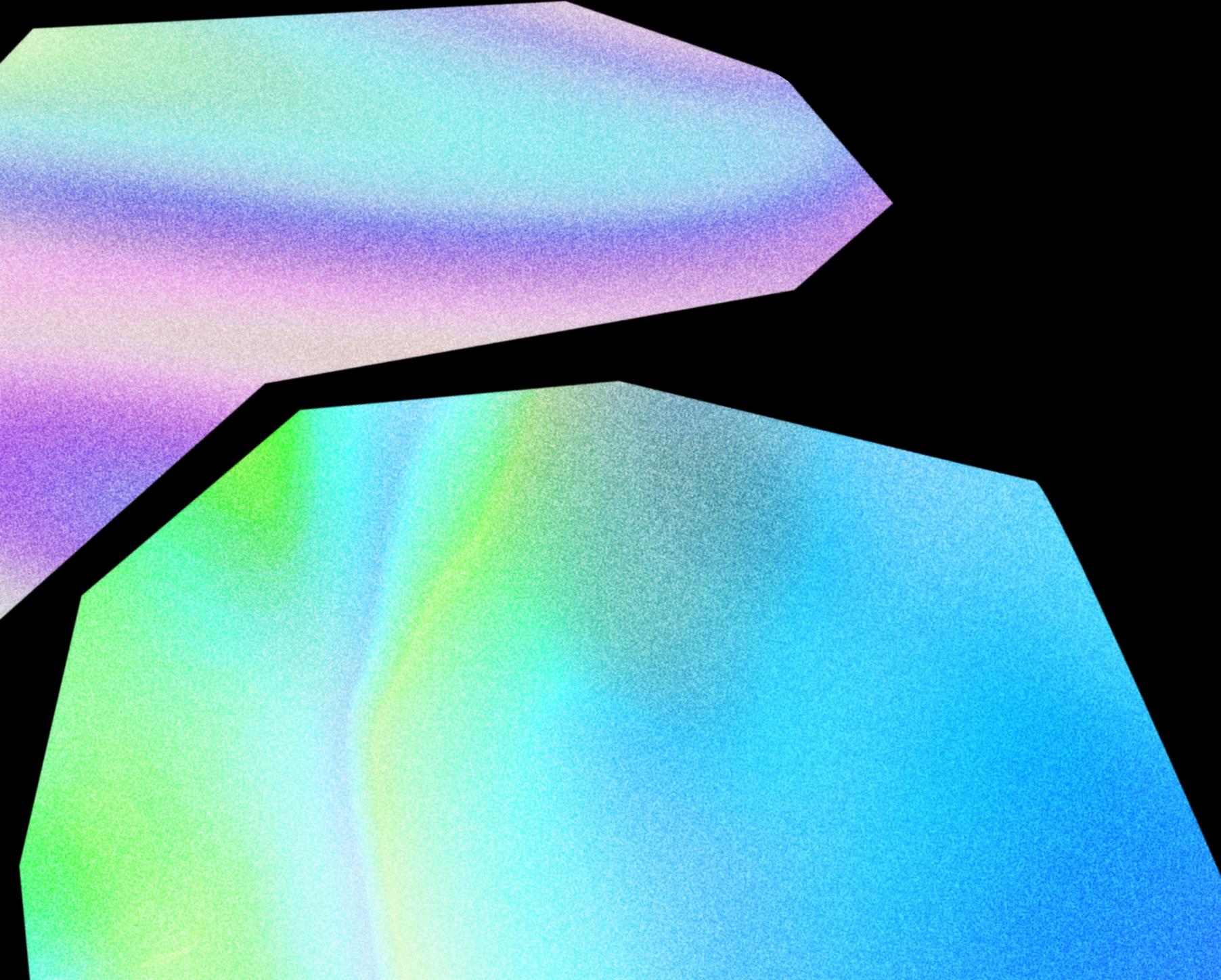
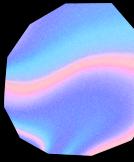
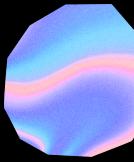
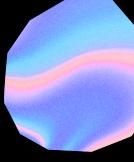
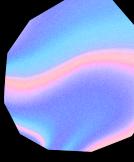
ITERATIVE. COLLABORATIVE. COMMUNICATION.

The background features abstract geometric shapes: a large blue triangle on the left, a smaller orange triangle above it, and a diamond shape below them, all set against a black background.

Refers to all stages involved in bringing a product from concept or idea through market release and beyond. In other words, product development incorporates a **product's entire journey**.

Source: Product Plan

Who is involved?

- 
-  Product Team
 -  Design Team
 -  Marketing & Analytics Team
 -  Sales Team

Product Development Process

1.

Ideation and concept.

Not every problem is worthy to solve, quantify the need.

2.

Product research and validation.

Understand market needs, overall costs required, add main features.

3.

Prototyping MVP.

Understanding MVP, release the first version.

Product Development Process

4.

Detailed Design.

Refining prototype, choosing design guides and making it more accessible.

5.

Validation/Testing.

Testing the viability of the financials, prototyping goes as planned.

6.

Commercialization.

Get marketing & sales right, defining next steps.

Ideation & Concept

Conduct business analysis, market research, & measure technical & market risk.

- Brainstorming new product features.
- Performing SWOT Analysis.
- Understanding target market, audience & needs.

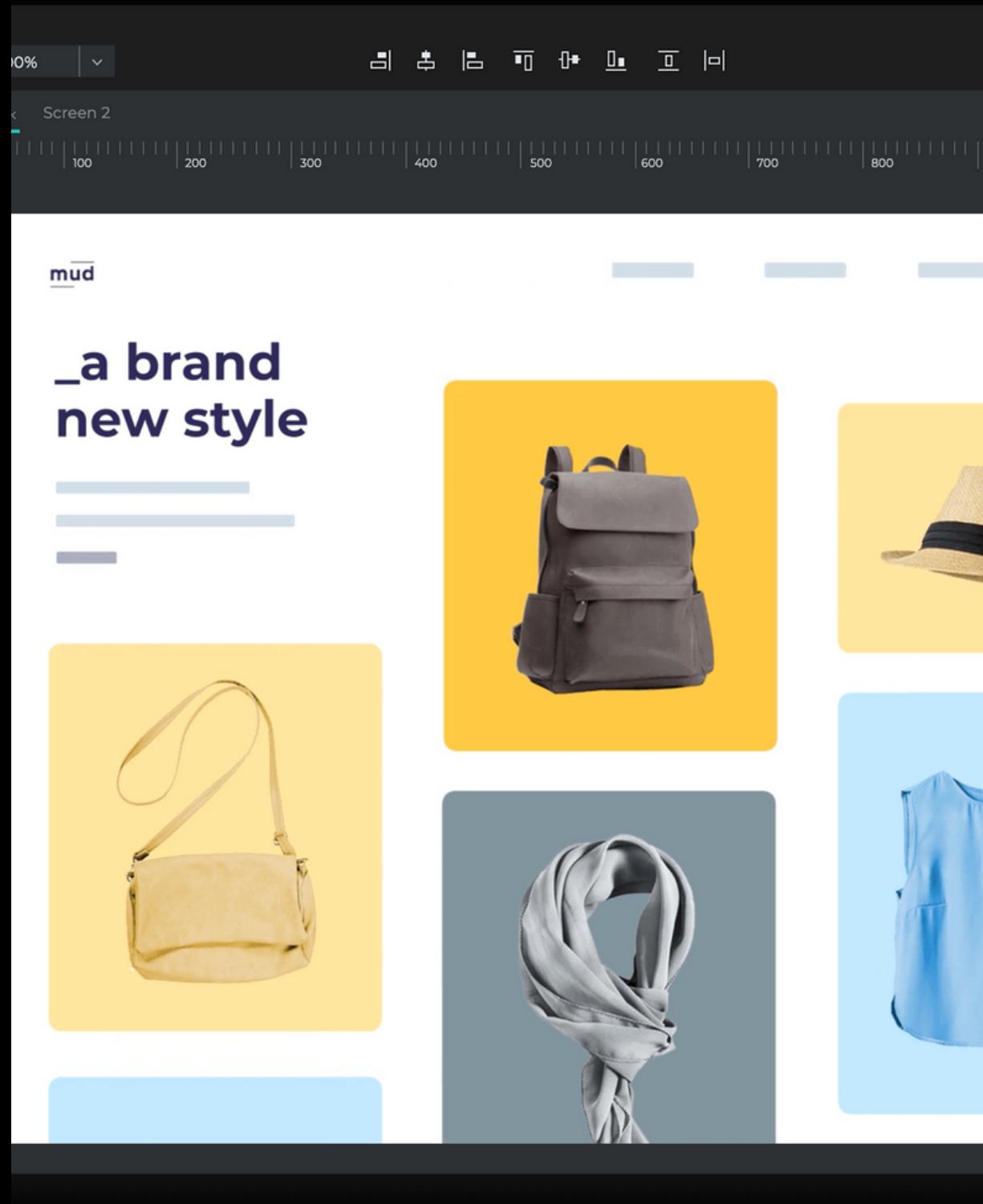


Product Research & Validation

Understanding customer requirements, check viability of the proposed solution, developing marketing strategies & design ideas.

- Conducting market surveys.
- Interacting with stakeholders.
- Doing competitive analysis.
- Develop estimates of development cost.

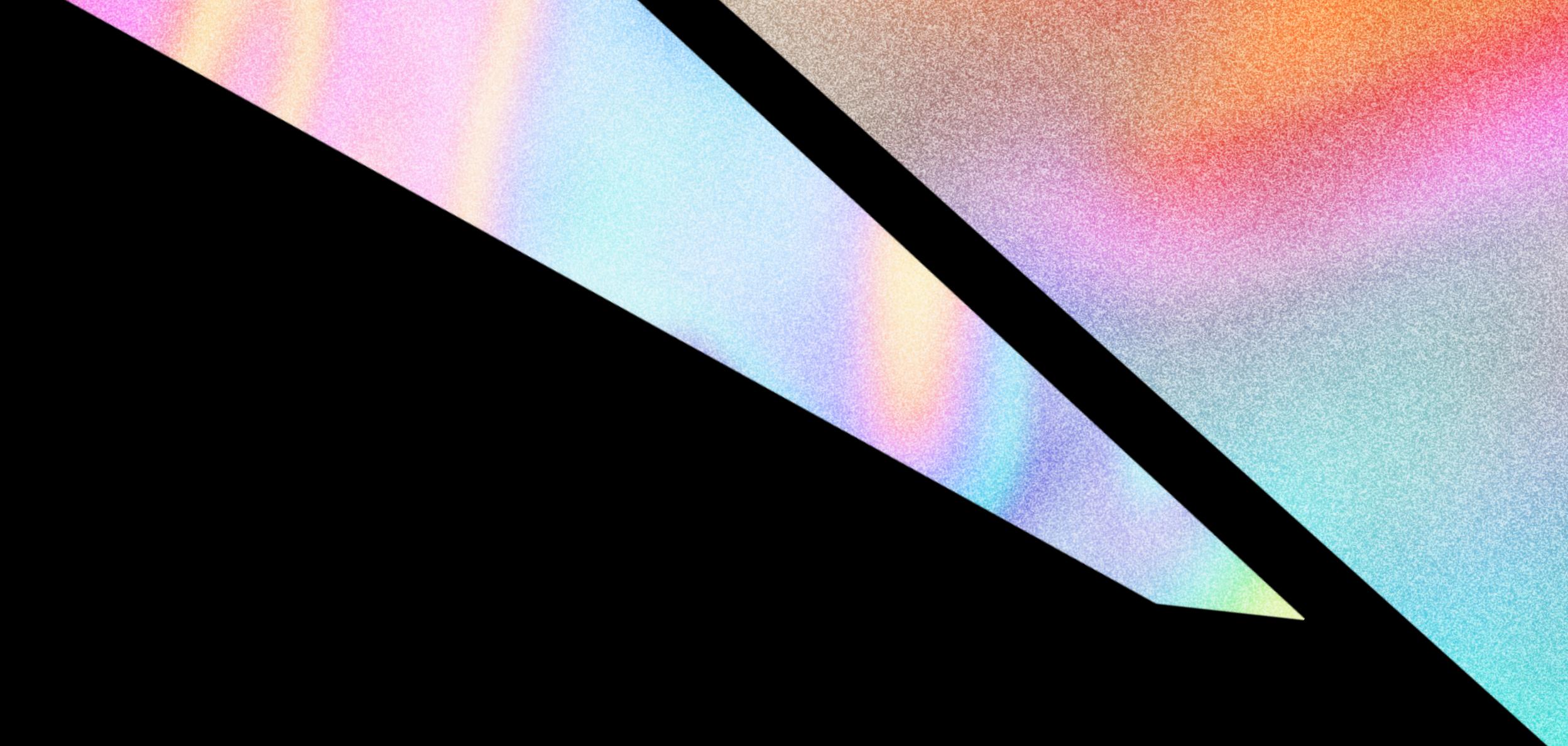




Prototyping MVP.

Experimenting with several versions of your product, releasing MVP to customers.

- On your own.
- Local team.
- 3D tools for physical products.
- Design tools for digital products.



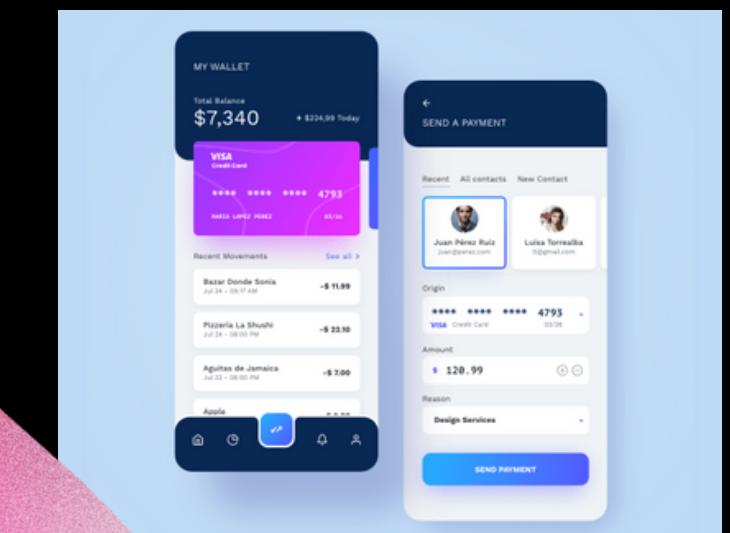
~~Most Valuable Product~~

Minimum Viable Product

A product with **enough** features to attract early-adopter customers and validate a product idea early in the product development cycle.

Prototyping Resources

Find your people.



Local Team

- Internship Opportunities
- Friends & Family
- Communities

3D Tools

- AutoCAD
- Sketch Up
- TinkerCad
- QuickParts
- 3D Hubs

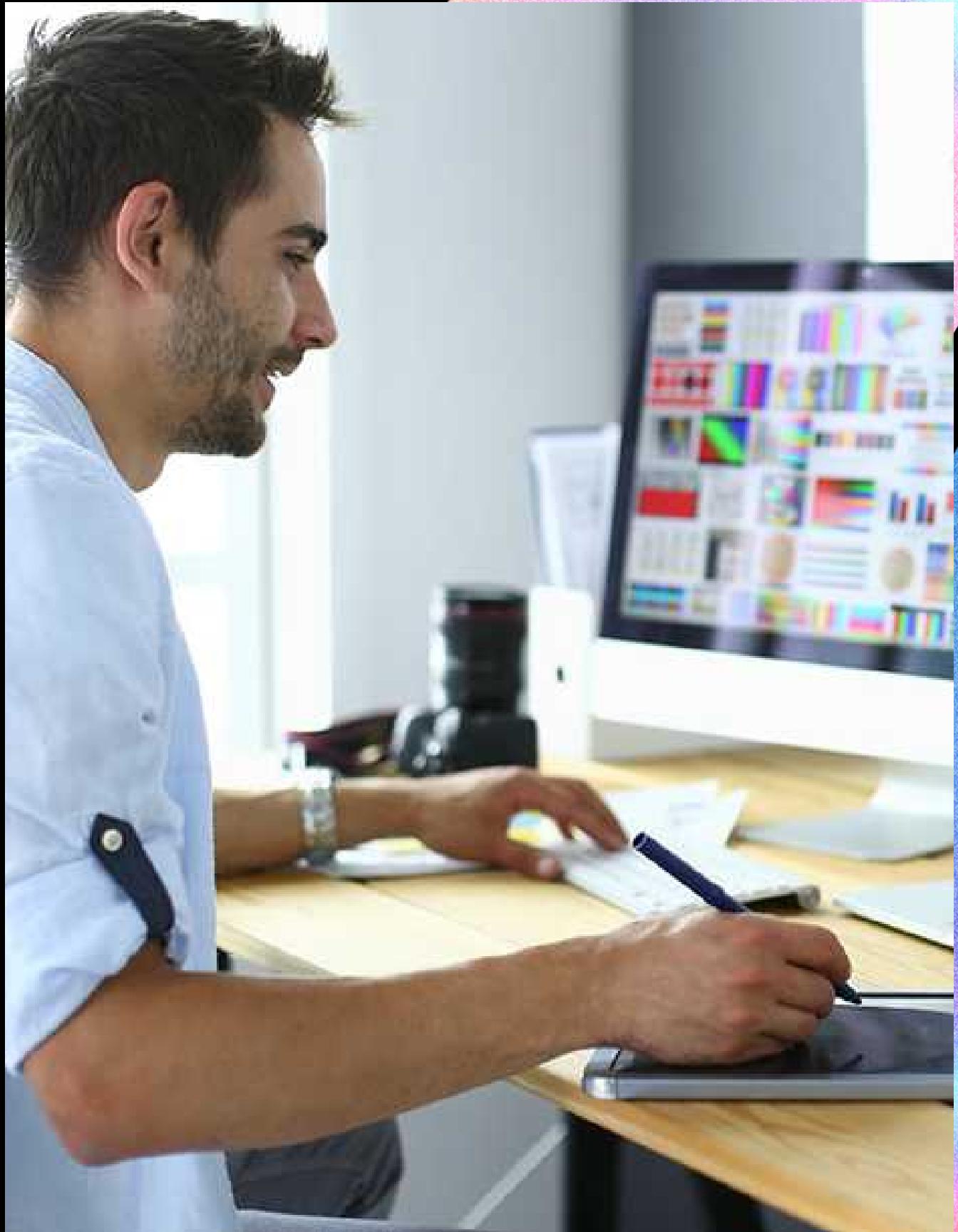
UI Tools

- Figma
- Adobe XD
- Moqups
- Sketch
- Balsamiq

Detailed Design

Implementing user feedbacks, setting design guidelines & beginning the launch stage.

- Understanding Design Process.
- Prioritising market channels.
- Be Consistent.



Validation/ Testing

Test financial viability of the product, last chance to make things right.

- Communicating well with your team, clients & stakeholders.
- Making optimizations wherever required.





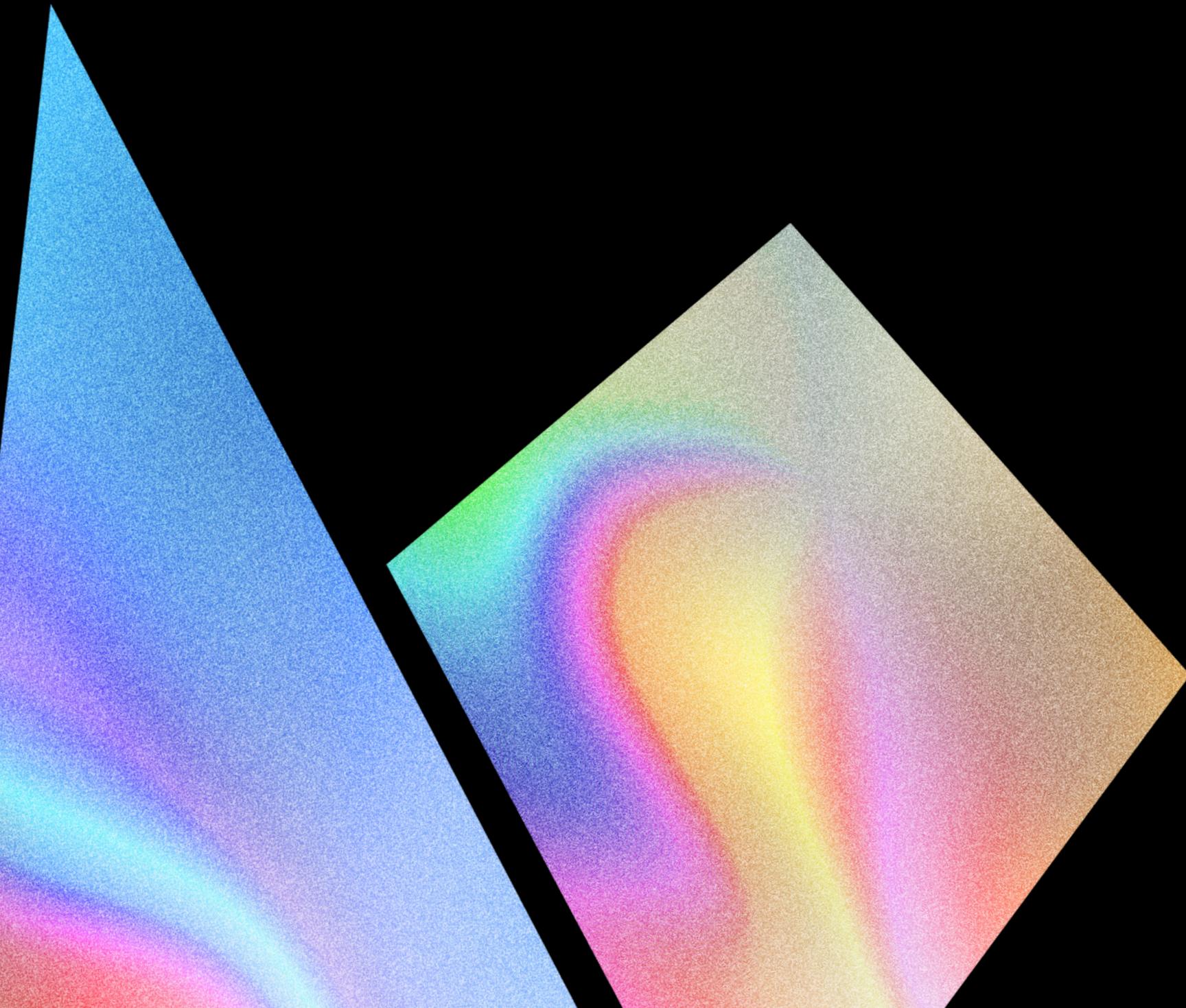
Commercialisation.

Product's destiny is determined,
operations start.

- Communicating your vision.
- Right go-to market strategy.
- Enough customer support.
- Making it accessible.

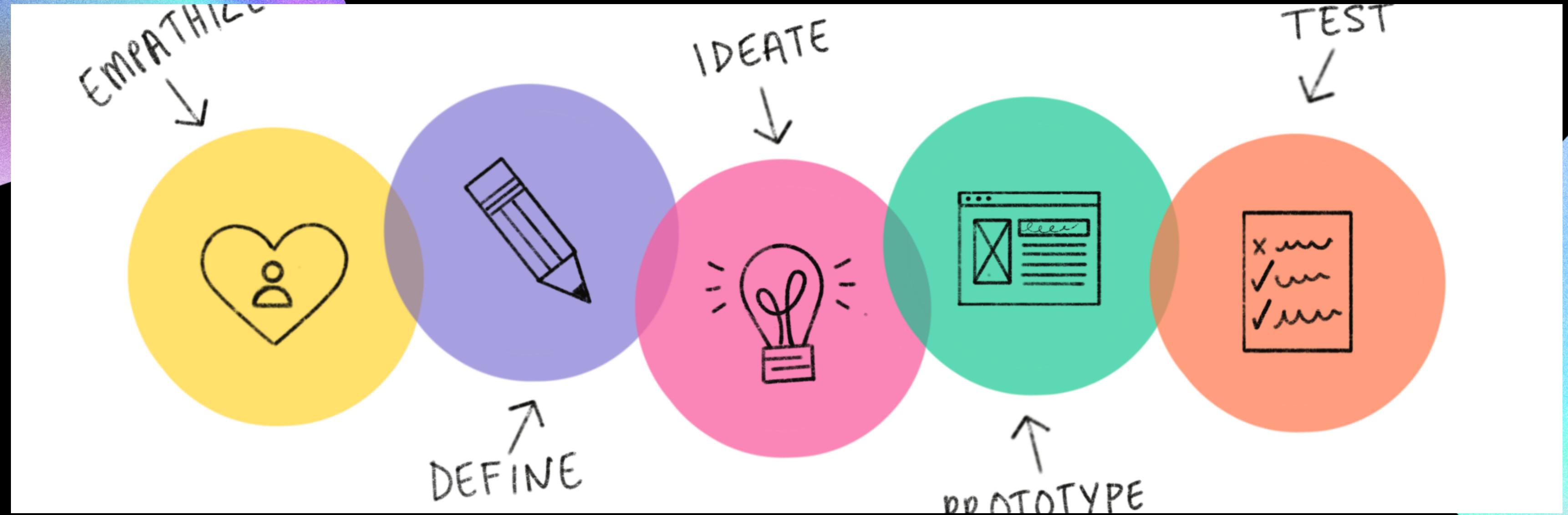
Design Process

ITERATIVE. COLLABORATIVE. COMMUNICATION.

The background features abstract geometric shapes: a large blue triangle on the left, a smaller orange diamond overlapping it, and a curved blue shape at the top right.

The process of imagining, creating, and iterating products that solve users' problems or address specific needs in a given market.

Source: Product Plan



EDIPT PROCESS.

This process involves observing, engaging and empathizing with people to understand their experiences and motivations.

The product FORM should reflect its FUNCTION.

TWO FUNDAMENTAL RULES OF DESIGN

The "Function" Rule

What the product does.
Design requirements must
be resolved uniformly.

Design is the process of mapping function to form.

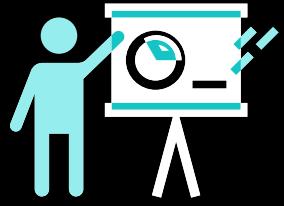
The "Form" Rule

How the product is
performing its FUNCTION.
The design must have the
shortest production path.

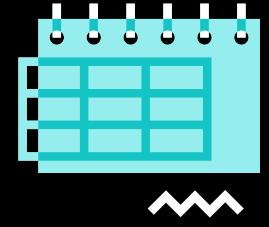
FORM FOLLOWS FUNCTION

[Visit 5 examples of Form Follows Function in Product Design](#)

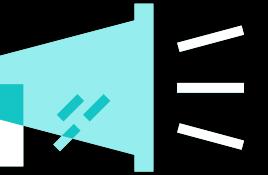
Summary



Analysis your problem statement.



Researching, planning and empathizing.



Designing to communicate your vision.



Be proactive in taking feedbacks.



Launch your product to market.

LET'S CONNECT:



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