

Product Life Cycle With Methods and Tools

| New Product Idea | | | | Existing Product | | | |
|--|----------------|-------------|-------------|------------------|-------------|-------------|-------------|
| | Rapid Ideation | Refinement | Development | Introduction | Growth | Maturity | Decline |
| Strategy and Business Model | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| Initial Product Discovery (Product Innovation) | <div></div> | <div></div> | <div></div> | | | | |
| Continuous Product Discovery | | | | <div></div> | <div></div> | <div></div> | <div></div> |
| XYZ Hypothesis | <div></div> | <div></div> | | <div></div> | <div></div> | <div></div> | |
| Pretotypes | <div></div> | <div></div> | | <div></div> | <div></div> | | |
| User Prototypes | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| Feasibility Prototypes | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| Minimal Products | | | <div></div> | <div></div> | <div></div> | | |
| Jobs-to-be-Done Analysis | <div></div> | <div></div> | | <div></div> | <div></div> | <div></div> | |
| Kano Model | | <div></div> | | <div></div> | <div></div> | <div></div> | |
| Crossing the Chasm Framework | | | | <div></div> | <div></div> | | |
| Experiments in Production | | | | <div></div> | <div></div> | <div></div> | <div></div> |
| Opportunity Solution Tree | | | | <div></div> | <div></div> | <div></div> | <div></div> |
| Extended Opportunity Solution Tree | | | | <div></div> | <div></div> | <div></div> | <div></div> |
| Product-Market Fit Test | | | | <div></div> | <div></div> | <div></div> | <div></div> |
| Product-Led Growth | | | | | <div></div> | <div></div> | <div></div> |
| North Star Framework | | | | <div></div> | <div></div> | <div></div> | <div></div> |
| Objectives and Key Results (OKRs) | | | | <div></div> | <div></div> | <div></div> | <div></div> |