

## Building the right software product

Process	Actor	Benefits of choosing right person	Consequences of choosing the wrong
<b>Thinking</b>			
<b>Define Search Alter Explore &amp; Evaluate</b> <i>iterative process for finding the business idea from arbitrary problem.</i>	Domain Expert.	Prevent from solving the non essential and non valuable problem.	Team might end up wasting time in solving wrong problems and burn out all resources
<b>Suggest Select Transact Combine &amp; Cluster</b> <i>process of conversion of various lists in the system to navigation routes of the websites.</i>	Product Manager.	Ease the decision making process of the product user.	If website features are not properly defined according to it's user than user will not use the product.
<b>Doing</b>			
<b>Software achitecture</b>	Software Engineer & Architect.	Ease the work of engineer	Complex software architecture might result in state management problems if developed with functional programming apporach and in tight coupling problem if developed using object oriented approach. Working on such software could be a nightmare for engineers. Complexity reduces the speed of updates very significantly.
<b>UI/UX Designing</b>	UI UX Designer.	Ease the work of user and make it more engaging	Complex UI designs might confuse the user and end up in loss of userbase. Better UI design will keep user engaged with your product

***“My observation is that the doers are the major thinkers. The people that really create the things that change this industry are both the 'thinker-doer' in one person. And if we really go back and we examine, did Leonardo [da Vinci] have a guy off to the side that was thinking five years out in the future what he would paint or the technology he would use to paint it? Of course not. Leonardo was the artist but he also mixed all his own paints. He also was a fairly good chemist. He knew about pigments, knew about human anatomy. And combining all of those skills together, the art and the science, the thinking and the doing, was the exceptional result. And there is no difference in our industry. It's very easy to say, 'oh I thought of this three years ago.' But usually when you dig a little deeper, you find that the people that really did it were also the people that really worked through the hard intellectual problems as well.” - Steve Jobs***