ITU-TRCSL Training on
ICTs for promoting Innovation & Entrepreneurship

IT product development Process

12-15 September, 2017
Colombo, Sri Lanka
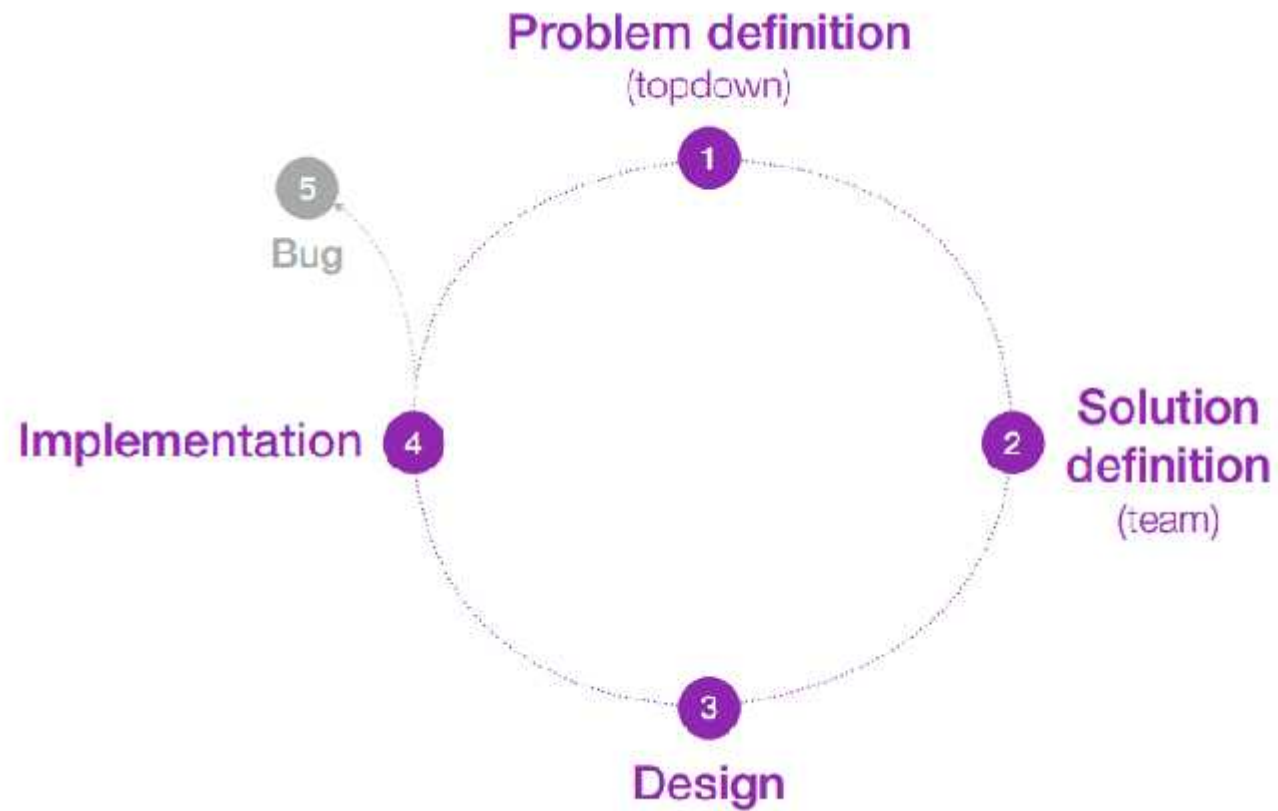
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Agenda

- IT product development Process

    - New product development is the complete process of bringing a new product to the market till its consumption

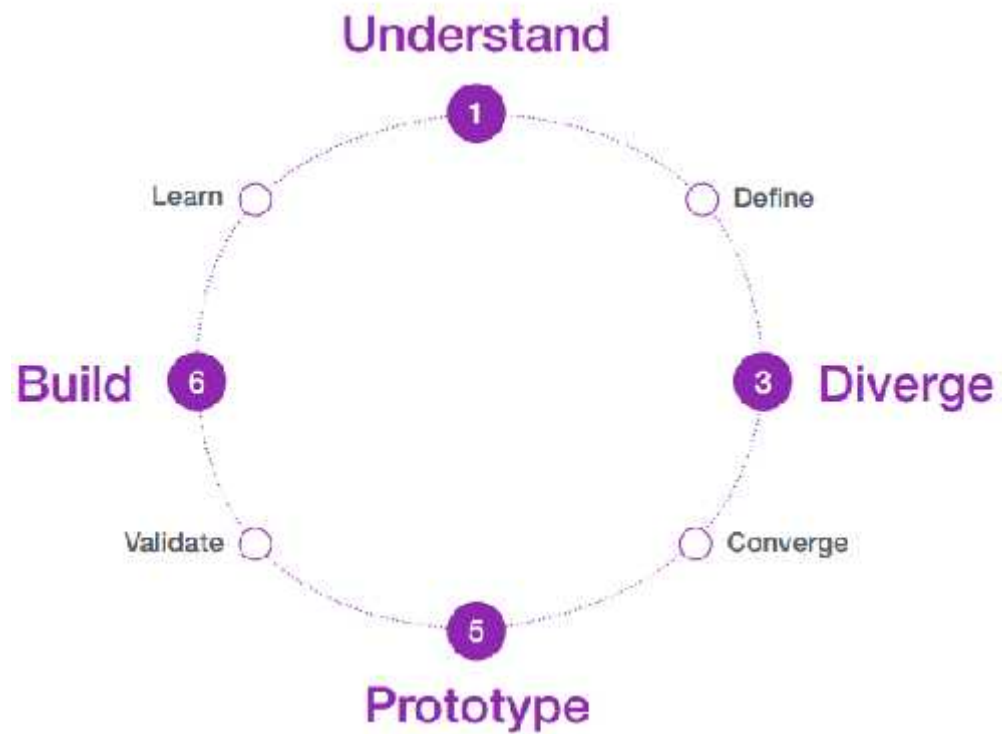   - Feedback from the end user of the business chain through the systematic procedure & parameter

Current Product Sprint

Product Sprint

Understand Methods

user needs, business need and technology capacities

Methods

- User Interviews
- Competitive overview
- Stakeholder map
- Lightning talks
- Quantitative survey
- Metrics analysis
- Revenue model Analysis

Outcomes

Definition the strategy and focus

Diverge Methods

explore all ideas the team

Methods

- Sketch (individually then all together)
- Storyboard

Outcomes

Select an idea or part of some

Prototype Methods

Prototype Methods

Create an artifact that allows to test the idea

Methods

- Mockups
- Paper prototype
- Functional

Outcomes

Validation the idea prototyped

Validate Methods
How to test the idea

Methods

- User test
- Stakeholder feedback
- Technical validation

Outcomes

Validation the idea prototyped

Build Methods

Build Methods
developing the idea for launch

Methods

· Visual design
· Code

Outcomes

Launch and keep learning about what was developed

Learn
Methods
Keep learning

Methods

- Metrics Analysis
- Heatmap
- Scrollmap
- Quantitative Survey
- Reviews

Outcomes

Launch and keep learning about what was developed

Product Sprint

Where we want to go?

Consumer Journey

Story mapping

Roadmap Product

How do we get?

Analyze user workflow

Roadmap AB testing

I Thank U (ITU)