

# Product Development Cheat Sheet

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## Idea Generation Your "Aha!" Moment

Not every idea is a good idea. But every good idea starts here.



- Find a real problem worth solving
- Define who needs it (target market)
- Study what's already out there (competitors & gaps)

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## Validation Prove It Before You Build It

Nobody wants to waste months on a dud



- Survey real customers, not just your team.
- Ask: Would you pay for this? Not Would you use this?
- Run a pilot prototype test (landing pages, pre-orders, fake door tests)

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## Product Definition Map Out the Master Plan

Before you start building, Plan, Plan, Plan. "We'll figure it out later" is not a strategy



- Why does this exist? (Unique Selling Proposition)
- How will we know it's successful? (OKRs & KPIs)
- How will we sell it? (Basic marketing strategy)

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## Prototyping Sketch, Wireframe, Experiment

Make it real-ish, before making it real. Does it answer "Would someone use this?"



- Draft wireframes, sketches, storyboards.
- Build a clickable mockup or rough prototype
- Identify what works & flops before full scale development

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## Initial Design Build the MVP (Minimal Viable Product)

Your first version isn't perfect—it's a test. Refine your process



- Focus on core functionality only
- Ignore bells & whistles (for now)
- Get something usable in front of real users ASAP

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## Testing & Development Break It Before They Do

Perfection is the enemy of progress—launch, learn, and iterate



- Run user testing—watch how people use it,
- Test marketing: Do people it? Want it? Need it?
- Debug, iterate, improve. Repeat.

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## Commercialization Market, Launch, Sell!

Keep listening & iterating—post-launch is just the beginning



- Final tweaks (polish UX, optimize pricing & branding)
- Launch strategy: Teasers Beta Full release.
- Train sales & customer support to handle demand