

GETTING STARTED



PRODUCTS: Creation



PRODUCT

1

Define your products

2

Create Prototypes/
MVP*

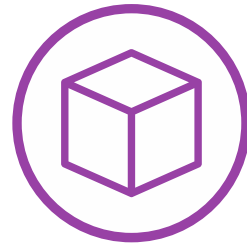
3

Testing

4

Naming

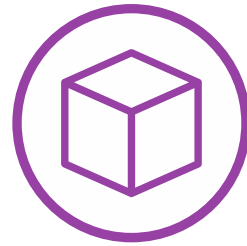
*Minimal Viable Product



PRODUCTS

1. Define your products:

Based on your customer research, decide what products you will offer. Create products that your customers will be happy to pay for.

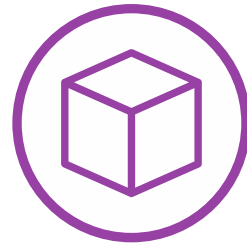


PRODUCTS

2. Create prototyping:

A prototype is a way to decrease risk and increase chances of success. Create them from cheap materials like paper, cardboard and clay or make a small sample of your products. If you're creating a tech tool, consider creating an early version. This is your MVP.

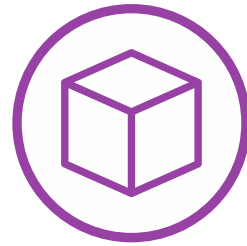
TIP: Don't spend too much time and money on prototypes.  **Cashtivity**



PRODUCTS

3. Test and refine:

Internally test your prototype with your team first. When you're ready, test it with a few friendly customers for their feedback. Did they sound excited? Take careful note of their recommendations. Make appropriate changes and test again if needed.



PRODUCTS

4. Naming:

Come up with a catchy name for your product lines that will encourage customers to buy. You can create logos, flyers and packaging material.