

Building a New Product From Scratch

For Developers



Kevin Ziegler

Co-Founder and CTO of Navix.io

HELP ME!

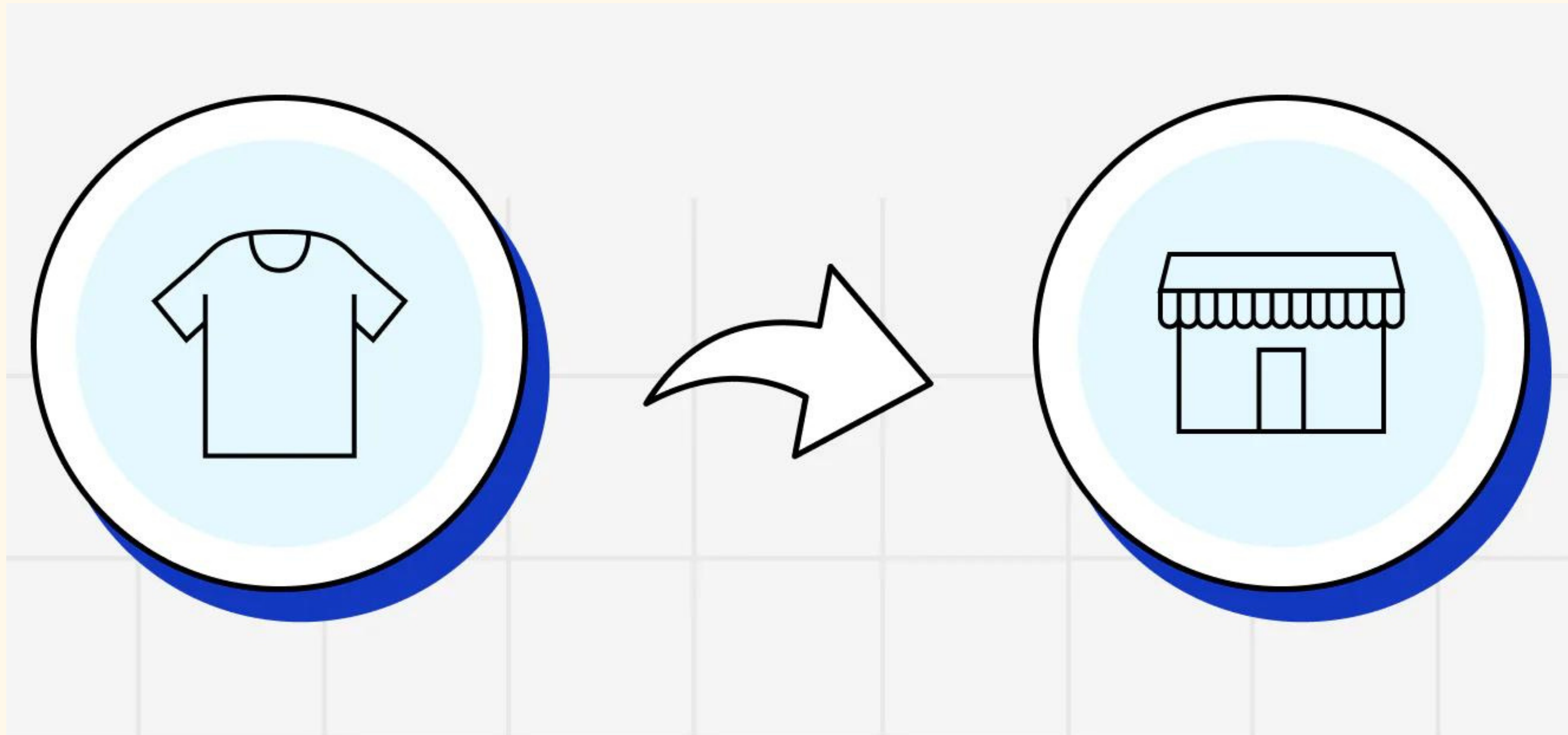
Please help me make this session interactive!



!

I Intend to keep this very
interactive, please listen
and contribute!

WHAT IS PRODUCT-MARKET FIT?



ABOUT ME



Ziegler Family June 2023

I have over 20 years of experience in the s/w product industry.

I have seen products succeed and fail due to how they approached product development.

ABOUT



Navix Founded in 2021

- Over \$3m ARR
- Raised \$5m Seed Round
- Approx 85 people

Co-Founder & Chief Technology Officer since 2021

- Lead Product & Technology team of ~25
- Started as Defacto Product Owner

PREVIOUS EXPERIENCE

- Computer Information Systems Major UW-SP
- COBOL Dev out of College
- Started S/W Dev shop in 1999 (sold in 2012)
- Co-Founder of Paywall Startup
- CTO of Oil/Gas Data Startup
- Consulting/Freelance in S/W Dev/Cloud
- Startup Mentor for many friends & colleagues
- For-M Coach

CONTACT



Ziegler Family June 2023

Twitter: @kziegler

LinkedIn: <https://www.linkedin.com/in/kevinmziegler>

Email: kevin@kevinziegler -- kevin@navix.io



Who has been involved with:

Early Stage Product Development?

Success?

What is your role?

- Technical \ Developer
- Designer (Product, Graphic, UX)
- Product Manager \ Owner
- Other

AGENDA

Our agenda this afternnon

- Why do Products fail?
- What is Product Fit?
- Getting Started is Hard
- Very Early Ideation
- Pre-MVP
- Resources

OBJECTIVE

Tips for you to turn an idea into a product

Without wasting too much capital





***of all new products
created each year
fail***

Source: Professional Programs



Windows Vista™



JUICERO

Google+

WHY?



Reason #1: No Product-Market Fit

Reason #2: Solving the Wrong Problem

Reason #3: Aiming for “Perfect” Instead of “Done”

Reason #4: Not Gathering Regular Feedback from Customers

Reason #5: Iterating too Slowly

Reason #6: Using Incorrect Assumptions About Your Customers

Reason #7: Pricing Your Product Wrong

Reason #8: Not Enough Market or Industry Research

Reason #9: Investing in the Wrong Areas of Your Business

Reason #10: Problems with Your Competition

Reason #11: Poor Execution

Understand Why Your Product Is

overestimate that 80% to 95%—the vast majority—of new offerings wind up as failures. While newer research suggests that the number is closer to 40%, the likelihood of product failure still represents a very real risk to fledgling companies. The stakes are high for new startups to launch products that earn enough revenue to sustain the business—but it isn’t an easy feat to achieve.

New products can fail for a variety of reasons—poor product-market fit, unanswered customer needs, or staunch competition, to name a few.

Reason #1: No Product-Market Fit

Achieving product-market fit means you’ve developed a product that offers value to the right market for your business. When you’ve found it, you’ll see signs like:

- Increased sales
- Low churn rates
- Product popularity growing through word of mouth
- High usage among your core customers

Without product-market fit, you’re unlikely to find much success with your product, no matter how well it works.

I’m sure you remember how Microsoft decided to take on the iPod in 2006. The company launched Zune, which promised to do everything that Apple’s device could do too. Yet, in spite of great promises, Zune failed on the market.

Why did Zune fail? Microsoft was just chasing Apple and created a product that offered no reasons for customers to switch. Microsoft’s marketing campaign fell flat compared to Apple’s, and the Zune’s feature set wasn’t as valuable to users as the iPod’s was. What’s the lesson from this mistake? It’s hard to know how the market will react to a product and marketing messaging, hence why it’s crucial to test these things beforehand.

Targeting the wrong market can lead to problems with fit, as can chasing a market that’s too small to sustain your business. Companies that routinely earn and keep product-market fit do so by adapting their product regularly to fit the changing needs of their market (not the other way around).

Reason #2: Solving the Wrong Problem

Every successful product needs to solve a problem for its users, and, going back to the idea of product-market fit, there need to be enough users with that specific problem. Solving a non-existing or rare problem won’t earn the popularity you need to gain traction in the market.

<https://uservoice.com/blog/why-products-fail>

productfocus

TrainingLocationsFor LeadersResourcesToolboxAbout usContact us

Home » Blog » 8 Common Reasons Why Products Fail: Examples and Causes

8 Common Reasons Why Products Fail: Examples and Causes

When you launch a new product, it can be complex and costly. Product Managers must consider many aspects to make product launches a success – and to avoid product failure.

But why do products fail?

There are often multiple reasons for failure, but here are 8 common reasons:

1. Lack of understanding of the target market and customer needs.

If you don't know who your product is for and what customers need, your product is unlikely to succeed. For example, the Segway personal transportation device failed because it didn't solve a real problem for consumers. It was a technology innovation – not a value-innovation for customers. (Read more from Blue Ocean Strategy).

2. Poor product design and quality.

If your product is poorly designed or low quality, it's unlikely to attract and retain customers. For example, the Google Glass wearable technology failed because it was bulky, expensive, and lacked practical features. It also raised privacy concerns and led to ridicule of its wearers – but it's not all bad news. (Learn more on Youtube).

3. Inadequate market research and testing.

If you don't thoroughly research and test your product before launching it, you may miss key insights and opportunities. For example, the \$400 Juicero juicing machine failed because consumers found it easier and cheaper to squeeze the juice packets by hand. (Read more on The Guardian).

4. Misaligned pricing and value.

If your product is priced too high or too low, it may not provide the right value to customers. For example, the Amazon Fire Phone failed because it was priced similarly to high-end smartphones, but lacked the same features and app-store capabilities. (Read more on Time).

Agile blog Book review Business cases

Communication Dashboard Digital

transformation Discovery domain expert trap

Framework Go-to-market In-life

Innovation Insights Jobs To Be Done (JTBD)

Launching Launching and in-life

Leadership Leading Product

Management Lean Market

analysis Maturity Model MVP

Organization People

Performance Personal

effectiveness Portfolio Pricing

Prioritization Processes Product Activities

Framework Product development

Productivity Product Lifecycle product management

product management leadership Product marketing

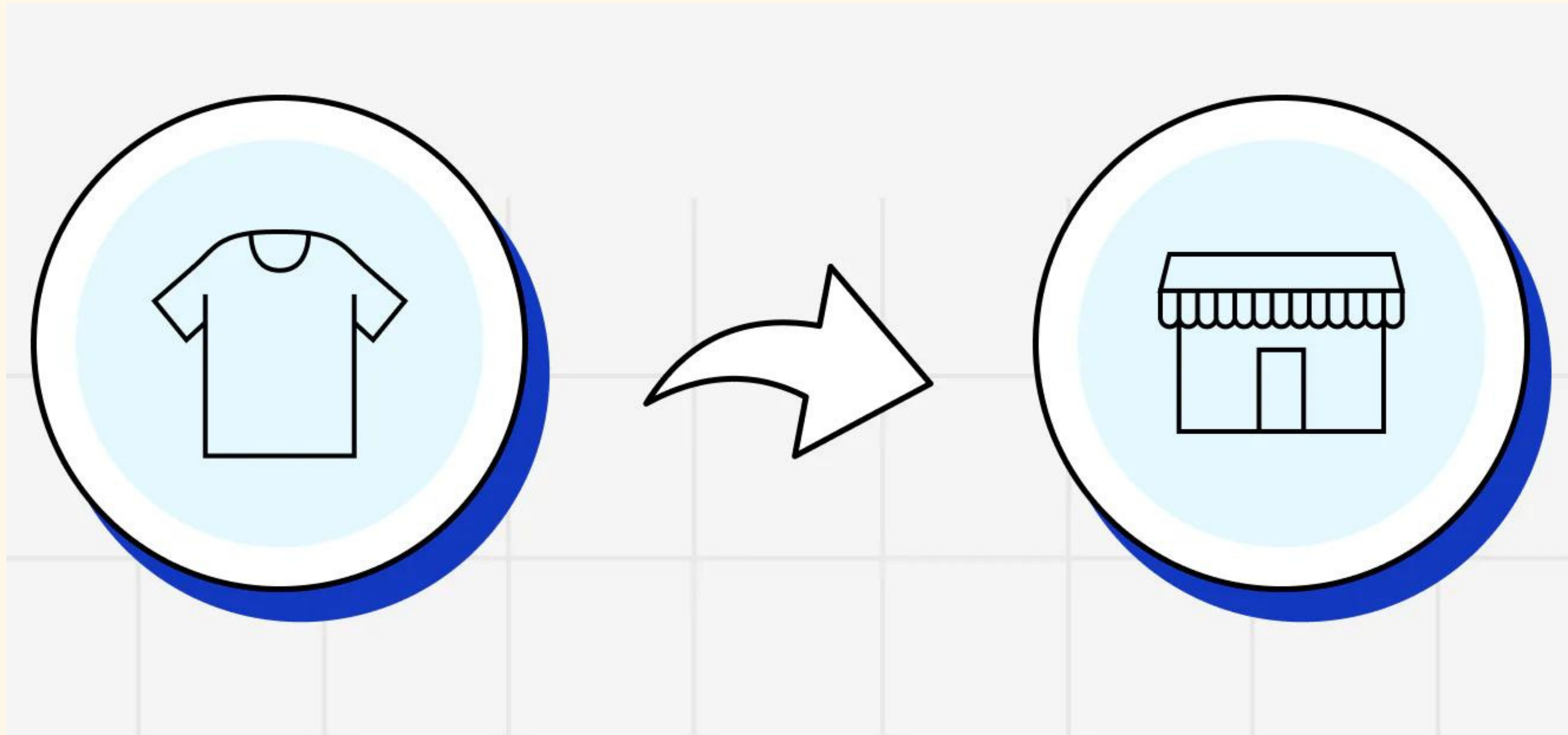
Product strategy Propositions

Recruitment Recruitment Requirements Roadmaps

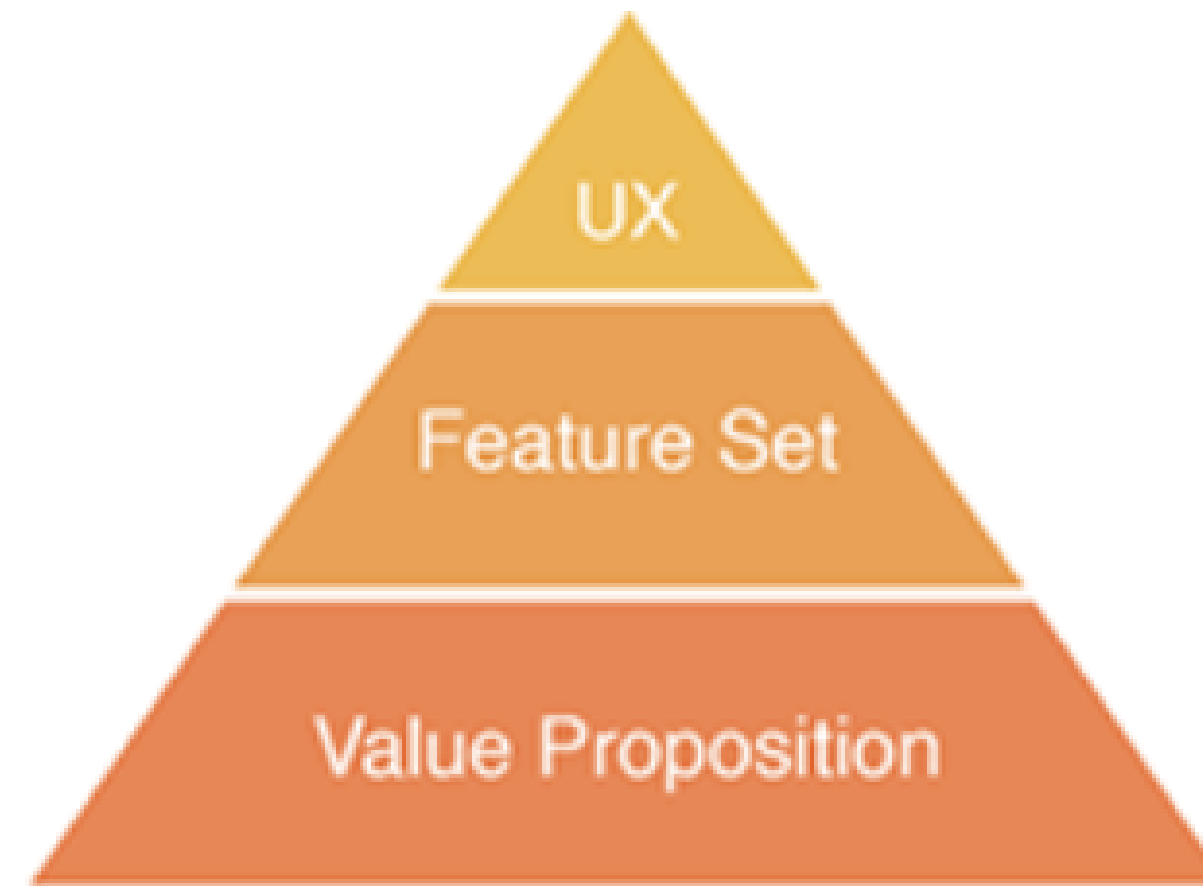
Stakeholders

https://www.productfocus.com/8-common-reasons-why-products-fail-examples-and-causes/

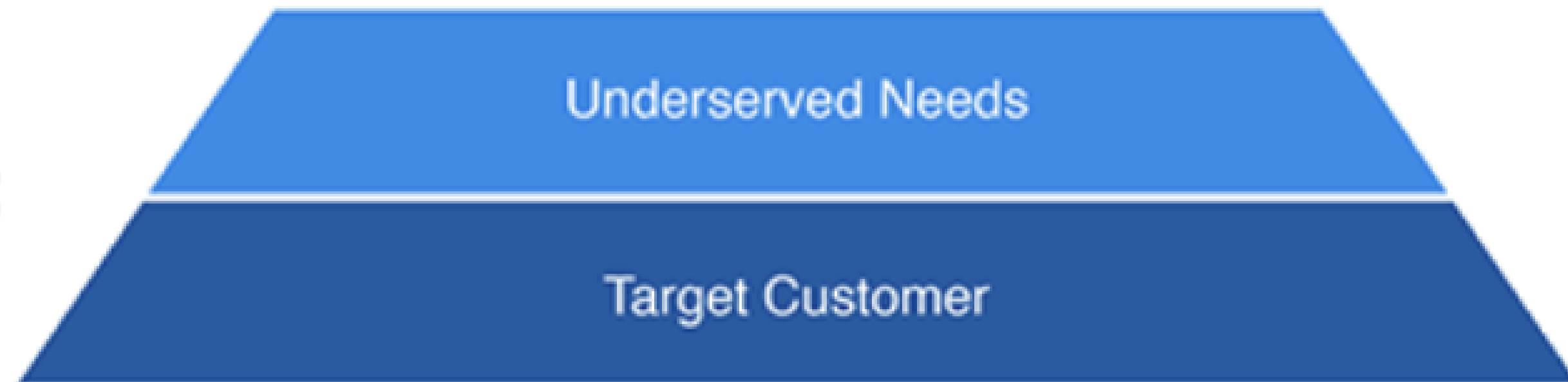
WHAT IS PRODUCT-MARKET FIT?



Product:



Market:



The Product-Market Fit Pyramid framework was created by [Dan Olsen](#).

SOOOO...

HOW DO YOU
GET STARTED?



The hardest thing about getting started, is getting started.

— Guy Kawasaki —

AZ QUOTES

MY PERSONAL EXPERIENCES



DEFINE YOUR USERS OR MARKET



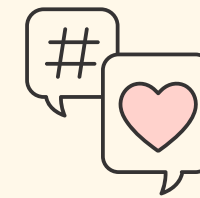
We'll need to chat with these people

EVANGELIZE YOUR PRODUCT IDEA



Talk about your idea with people in your network

Conferences, Trade groups, network, network network



Keep those with valuable feedback close to you

Early conversations, you'll learn a lot - use these people.



Listen

Pitch your idea, and listen

FIND A MENTOR



**A mentor in your
market, or knowledgeable
in Product Development**

Early stage incubators, use your
network



@newperspectivemarketing

PIVOT

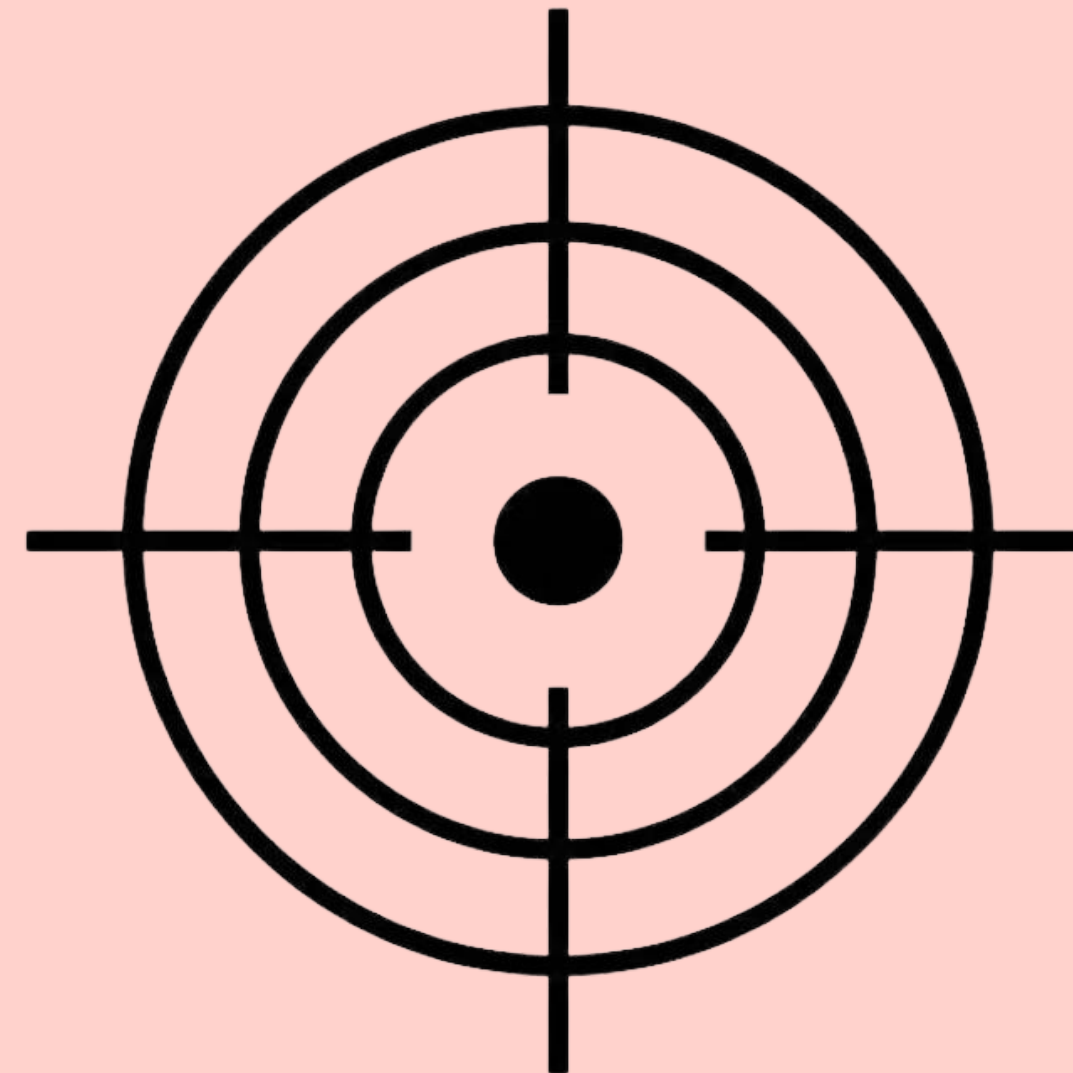
Open your mind to a Pivot – early

Early stage pivots occur often

Now or later, you may need to pivot, re-evaluate often

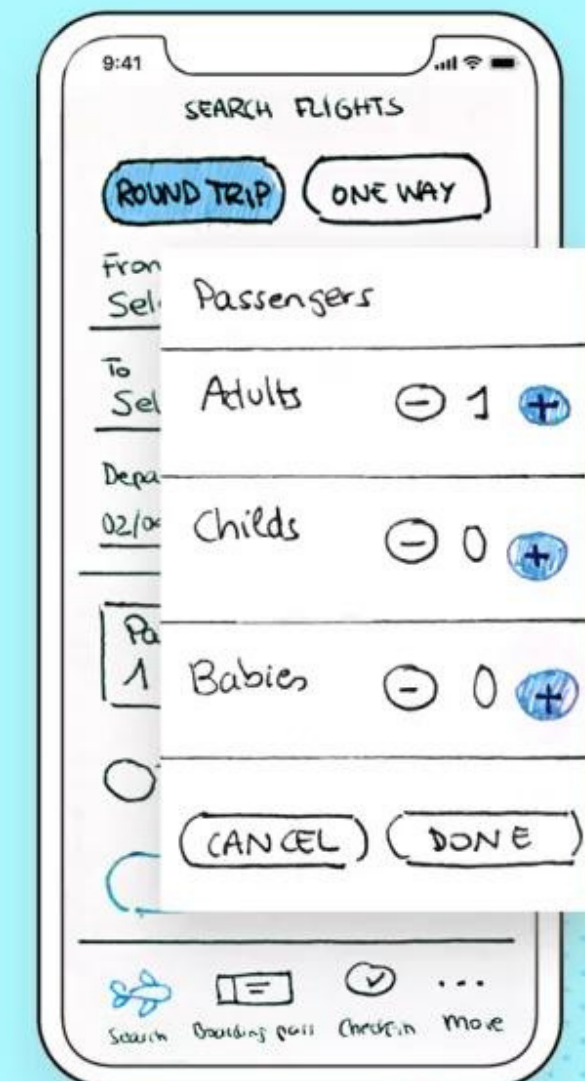
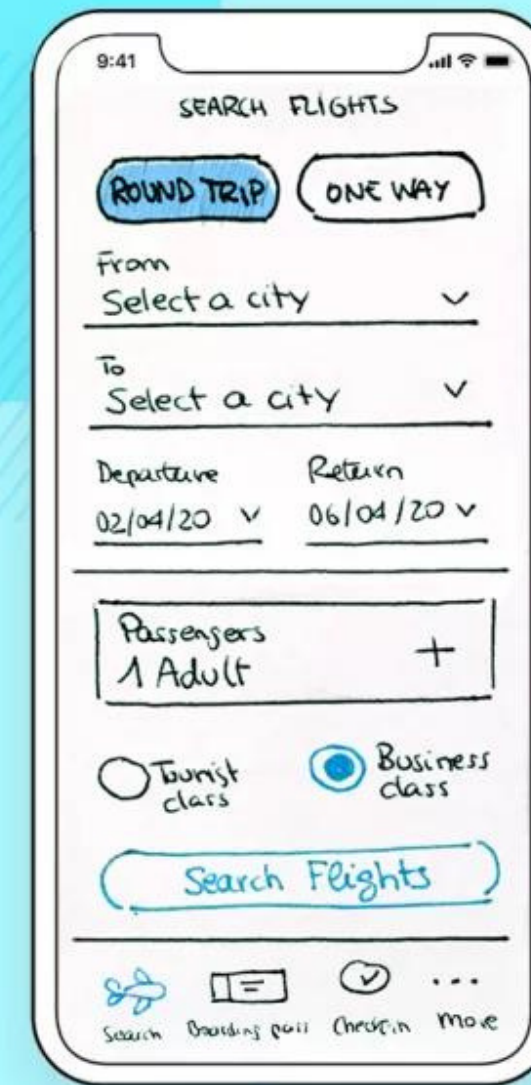
LIMIT SCOPE

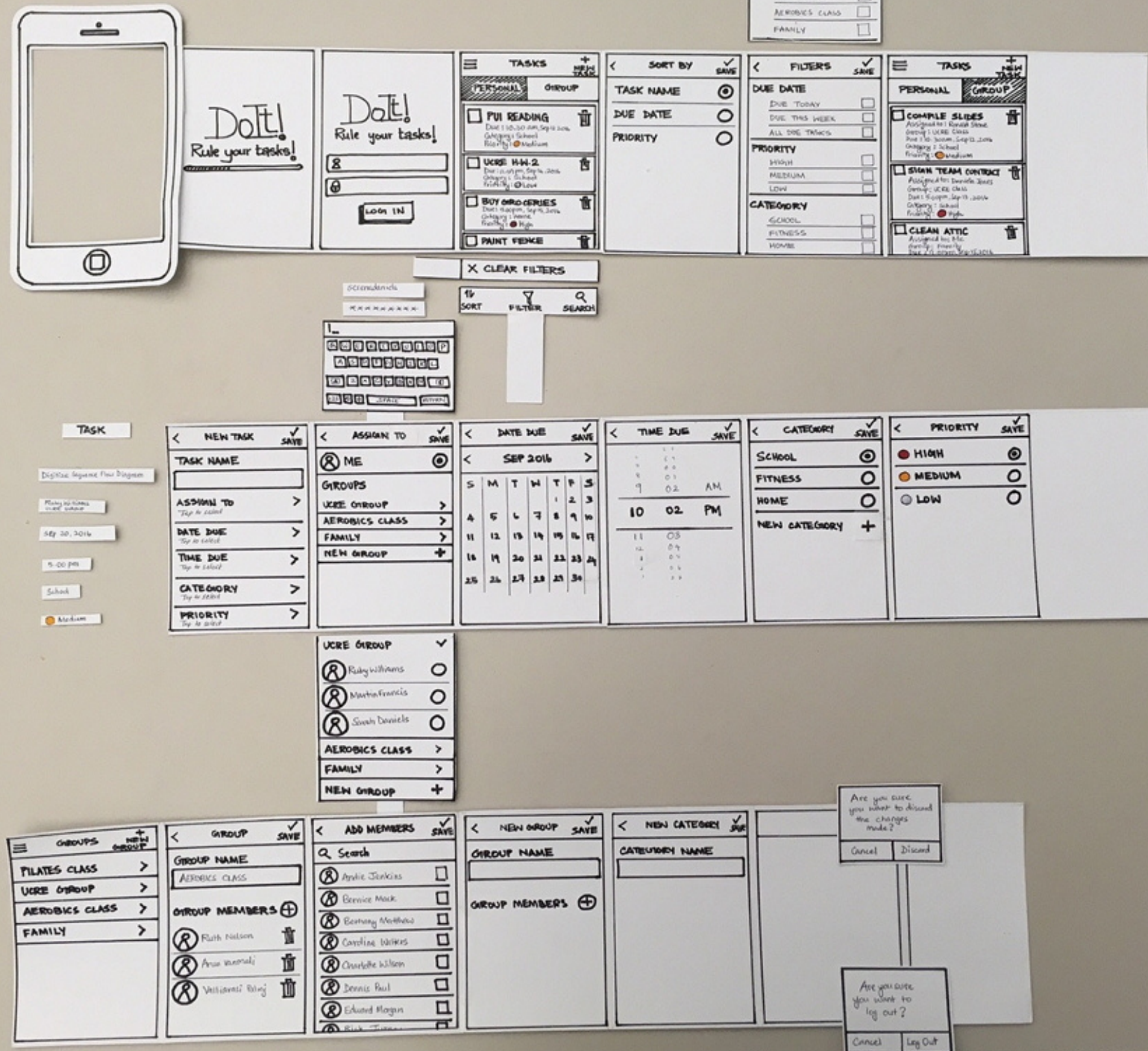
START
SMALL



EARLY PROTOTYPING

START
SMALL





Create a user group

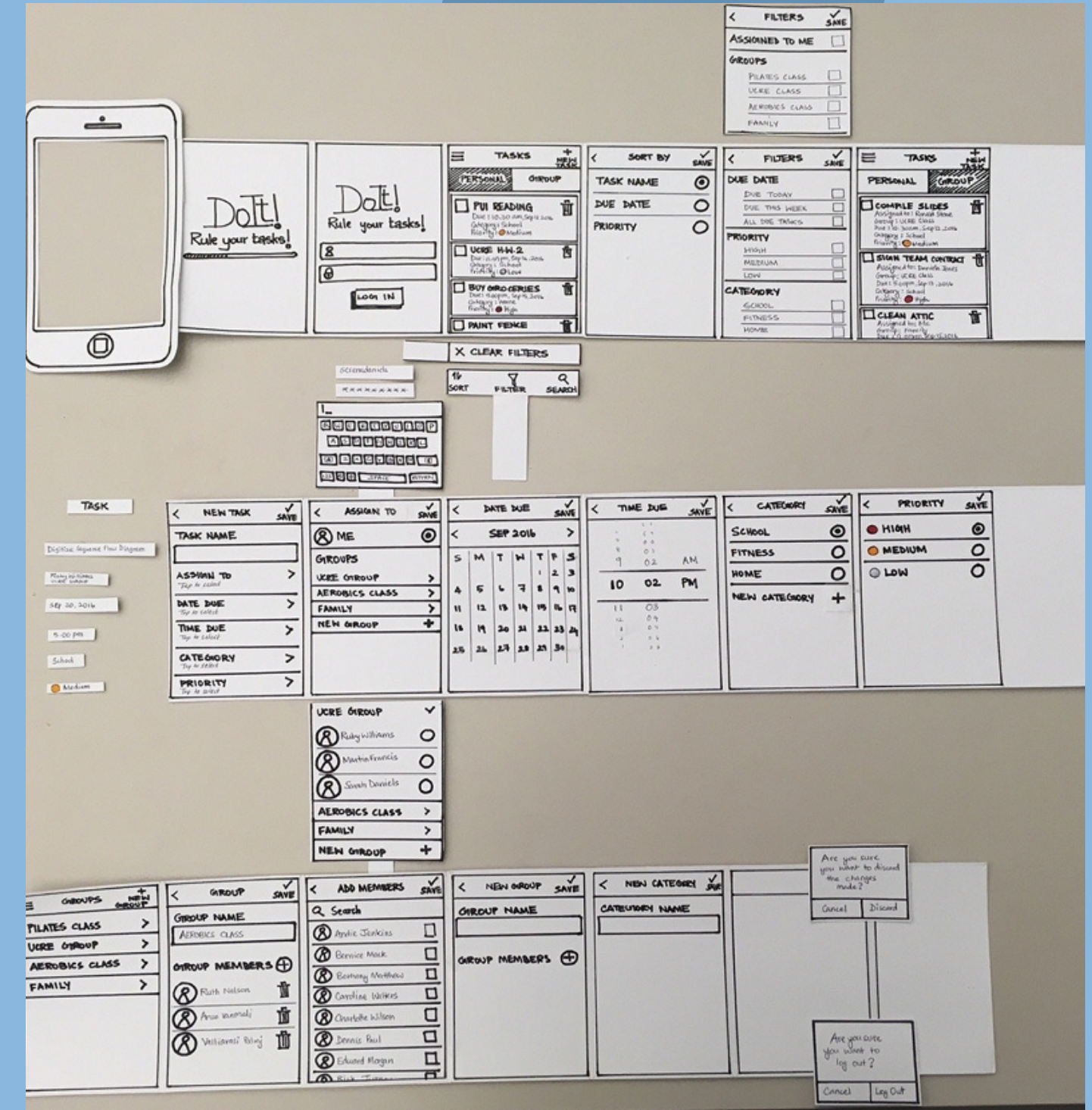
- Small Group/Market
- Liked minded or similar users
- People you trust
- Frank Conversations
- Thank them (again and again)

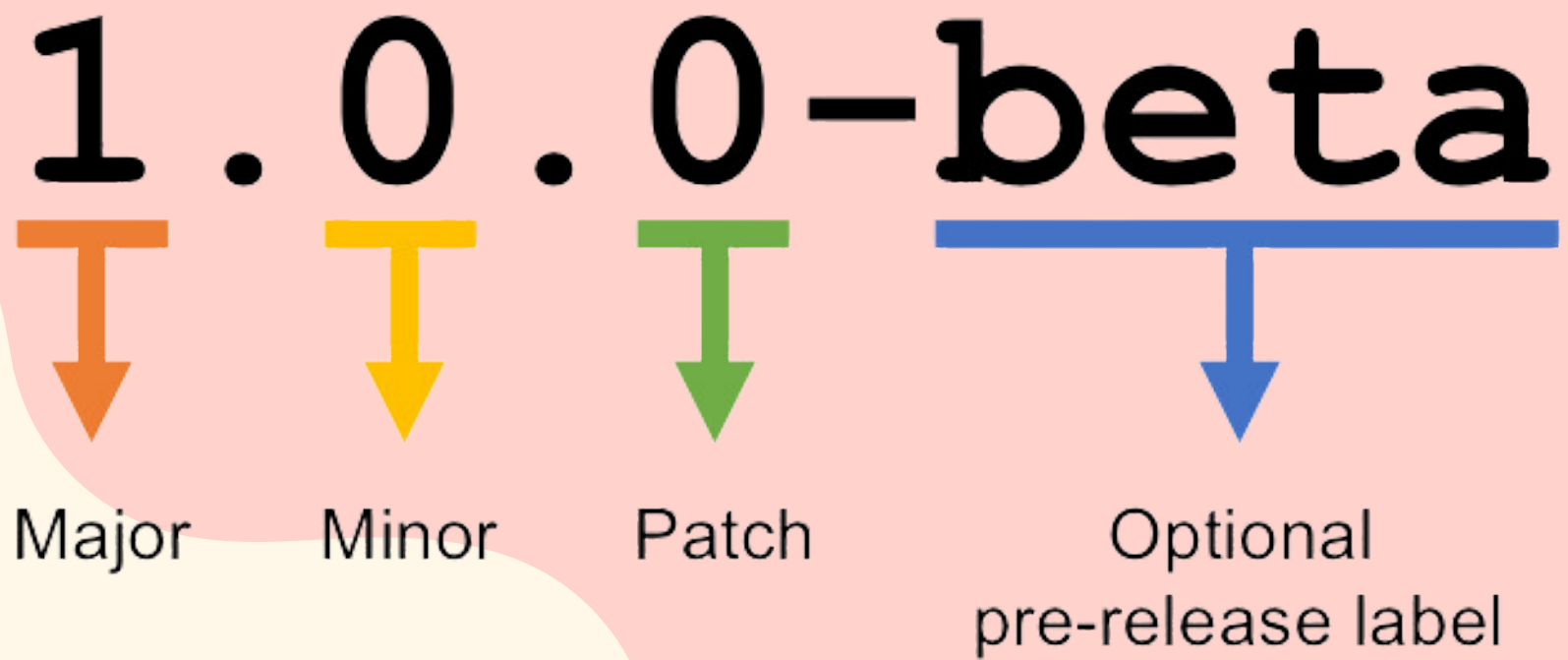
Have individual/small group feedback sessions

- Take detailed notes/recordings
- Note emotions
- Be prepared for raw feedback
- Challenge, but not Defensive
- Listen for consistencies
- Repeat, Repeat, Repeat

Early Prototype Benefits

- Easy to Build
- Easy to Destroy
- Easy to Manage
- Enough to convey a concept for feedback





VERSIONING

keep all your prototypes

keep notes with prototype versions


HIGH(ER) FIDELITY PROTOTYPING



10/27/2017	Lemman concert	-\$54.00	\$1742.66	▼
10/21/2017	For party dress	-\$157.70	\$1796.66	▼
10/18/2017	Loan payment	+\$210.90	\$1954.36	▲

HOME BANKING

My Accounts ▼NotificationsConversations

Welcome back, Jane!
04/05/2018

Savings Account
\$3,070.00

Current Account
\$1,292.66

My Accounts


New Transfer


Current Account
4422 2156 0567 9000\$1,292.66Available
\$6396.32

Savings Account
4422 2156 0567 9113\$3,070.00Available
\$6396.32

Christopher Account
4422 2156 0567 9256\$2,033.66Available
\$6396.32

Credit cards associated with this account ▲

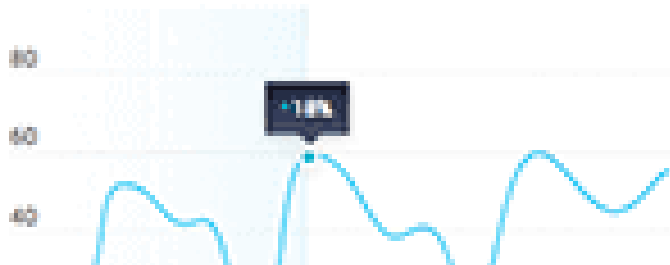
Credit card
4422 2156 0567 9000

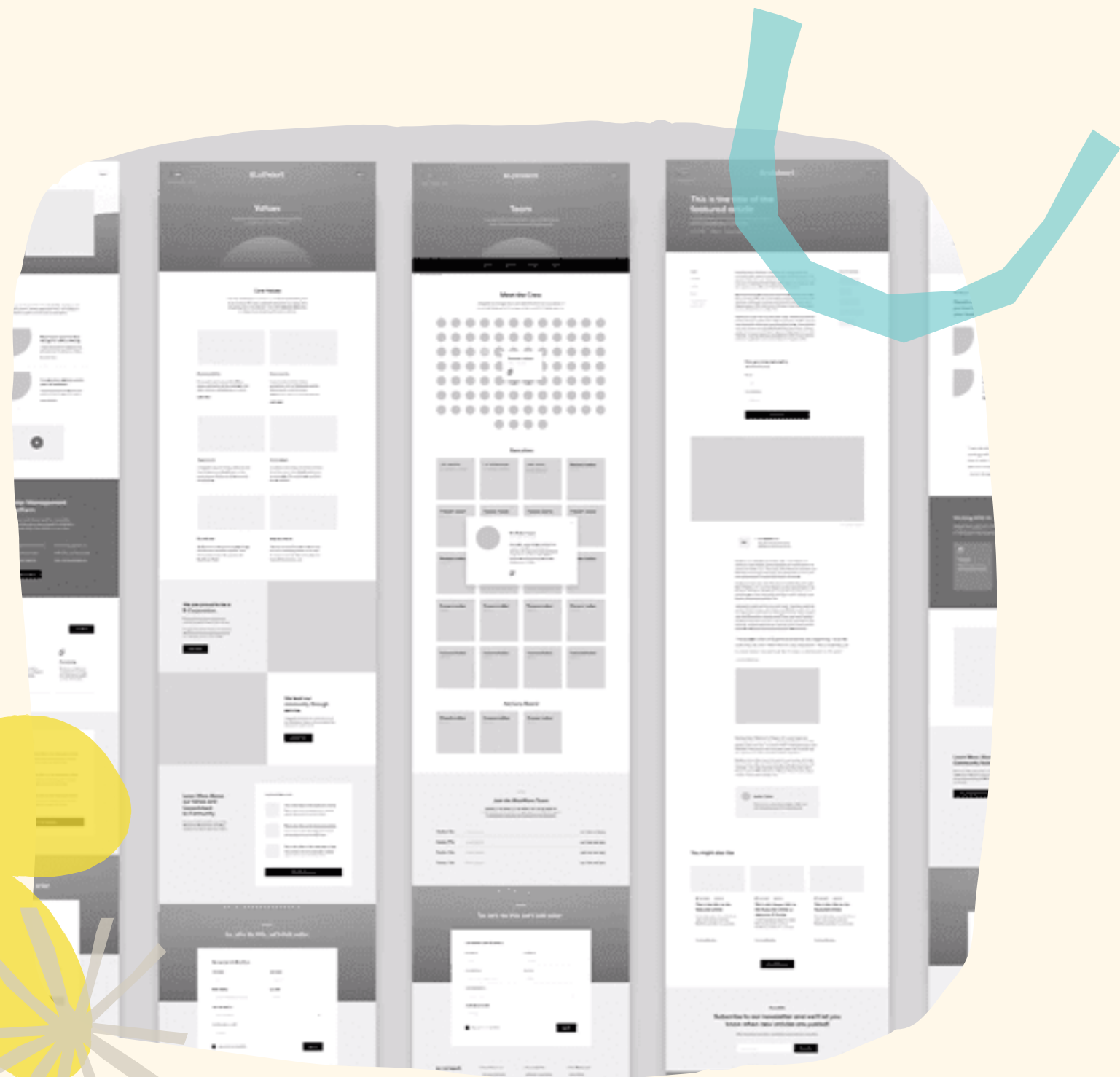
Jane Doe
San Francisco - USA
[User Settings](#)

56
Operations+\$5,000.10
Amount

Expenses report

DAYWEEKMONTHYEAR





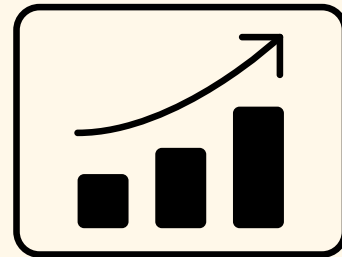
High Fidelity Benefits

- Start to illustrate a user journey
- Show how the application works
- Give the look of a true app
- Can have some smoke and mirrors ability

TOOLS



Paper & Pen/Pencil
Whiteboard (Take lots
of pics!)



Excel\Sheets
Docs\Word
Powerpoint\etc.



Low Fidelity Design
Tools
Balsamiq\Miro\Sketch



UX Design Tools
Figma/XD/Invision/Sketch



Don't be discouraged

If you're not hearing negative feedback, you
may be asking the wrong questions or people

Listen

Failure has eliminated one possibility

Reduce the feedback cycle



WORKING PROTOTYPES

**BEST
PRACTICES**



Plan to throw it away

No-Code/Low Code Tools
Smoke and Mirrors

WORKING PROTOTYPE



SPLIT SCREEN



SIDEBAR



FULLSCREEN



COLUMNS



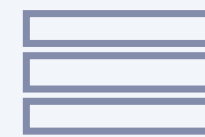
FLEX SPLIT



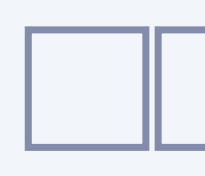
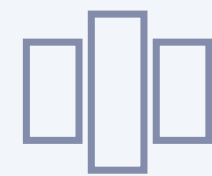
FOOTERS



GRIDS



LISTS



Benefits

Working Prototype
Rich functionality to illustrate UX
Easy to build

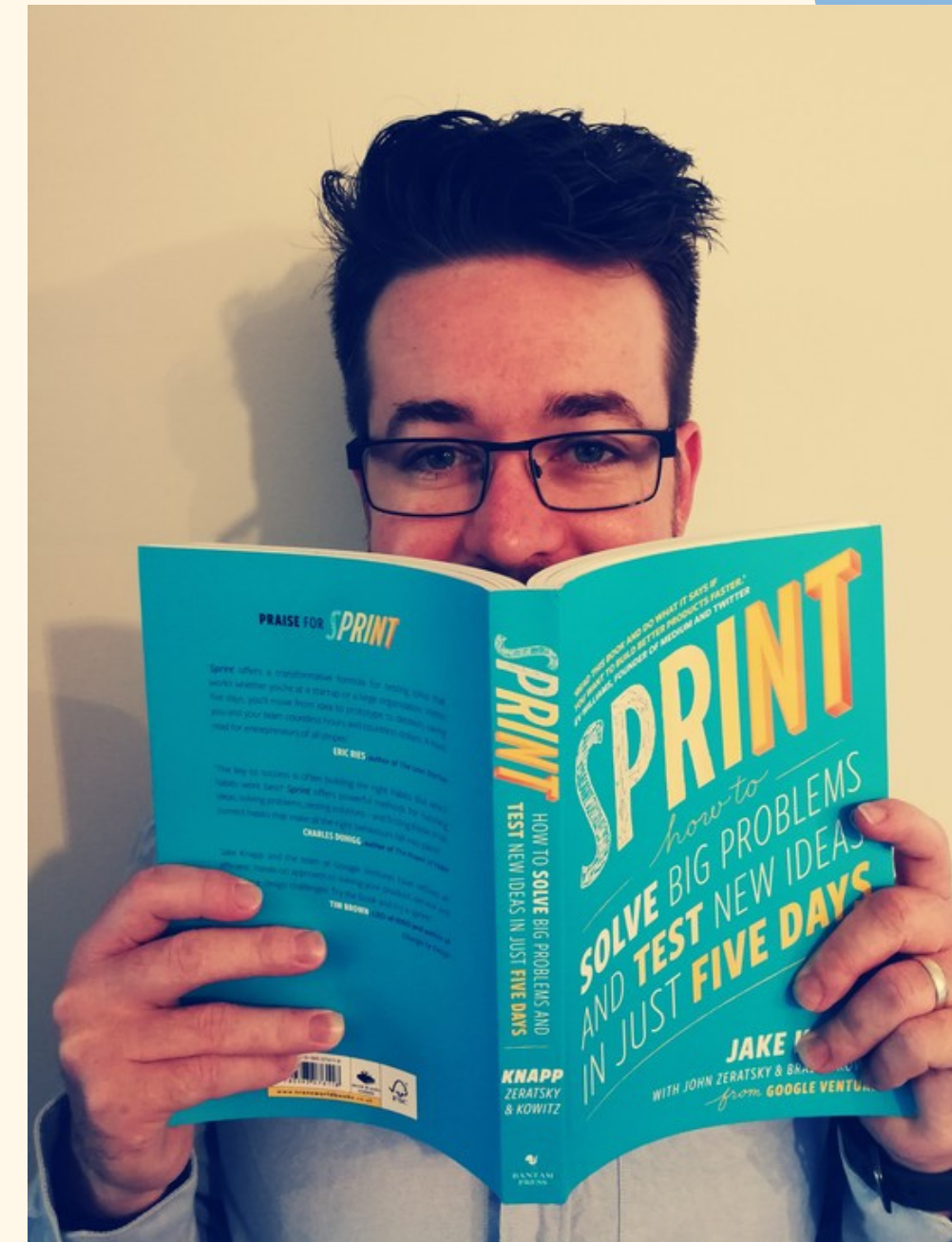
Drawbacks

You'll eventually get stuck
May be hard to build certain functionality



OTHER
APPROACHES
?

DESIGN SPRINTS



Structured 5 day sprint

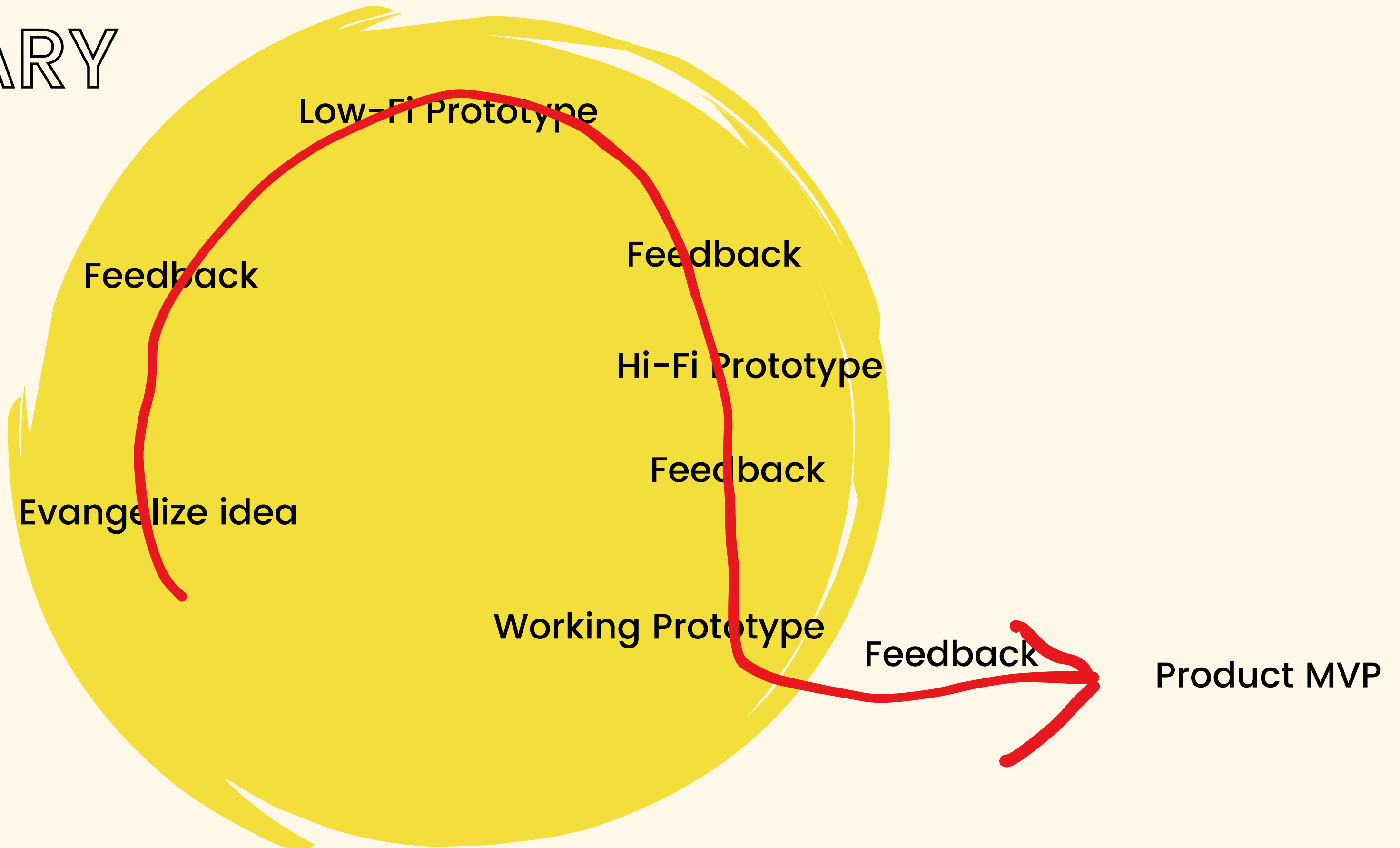
It's excellent for capturing audiences beyond a one-time event.



MVP

What does it mean?
How do you limit scope?

SUMMARY



HOW DO
YOU
KNOW IF
YOU HAVE
PRODUCT
FIT?

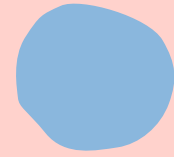


OTHER CONSIDERATIONS

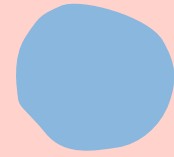
Fresh perspectives help in problem solving, decision making, and productivity.



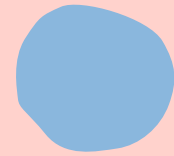
RESOURCE PAGE



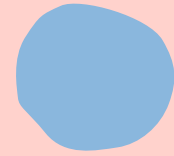
Design Sprint



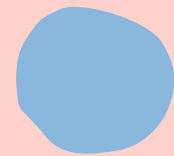
The Lean Startup



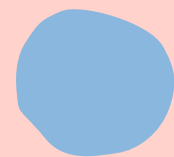
Museum of Failures



Early Stage Incubators



Conferences



Start-up Groups

**MAKE YOUR
OWN LUCK**