

WHAT IS IT?

- 1. **RESEARCH**
- 2. **DESIGN**
- 3. **PROTOTYPING**
- 4. **TESTING**
- 5. **DEVELOPMENT**
- 6. **DEPLOYMENT**



Product development is a process that involves creating a new product or improving an existing one. It typically involves several stages, including research, design, prototyping, testing, development, and deployment. The process is iterative, meaning that it often involves going back and forth between stages as needed. The goal of product development is to create a product that meets the needs of the market and is profitable for the company.