

# Product Development



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## Introduction

- Over 10 years of experience
- Worked for 3, Started 4 startups
- Launched over 1500 Mobiles Apps
- Recently launched Bakeware.pk - Pakistan's first online baking marketplace

# Tools & Technologies

- Mindmap
- Wireframing (Balsamiq vs. FlairBuilder vs. MockingBird)
- To Develop vs. To Outsource
- Technology Platforms ( PHP vs. Java vs. xJS)

# Tools & Technologies

- Infrastructure ( Cloud vs. Shared Hosting )
- Codebase ( SVN vs. GIT )
- Mobile vs. Web vs. Both
  - Native vs. Hybrid

# Tools & Technologies

- Magento vs Wordpress vs. Other Platforms
- SendGrid
- Google Analytics vs. Flurry
- Code Security

# Project Management

- Work Breakdown Structures
- Project Plan ( Open Project )
  - Milestones
  - Resources
  - Cost
  - Risks
  - Monitoring

# Project Management

- Features to lock for MVP ( 2 months project )
- Kanban ( Agile, helpful in product development cycles )
  - You can choose your own methodology

## Things to consider

- Viral Hooks
- Reminder Strategy ( Push vs. Email vs. Text )
- App Store / Play Store Policies
- Quality first, Revenue Model later



## Things to consider

- User Interface Guidelines
- Importance of UI and UX
- Measure ( Analytics )

## Assignment for the day :)

- Make a feature document ( If not already made )
- Answer ALL questions in Tools & Technologies Section that apply to your idea
- Create WBS
- Make a project plan with Milestones while considering all variables discussed previously