



Product Stages Intro Game

In this game, we aim to open various discussions around the matter so the student could clearly understand the purpose of each product stage mentioned in UXCG, and the key differences between each one of those. Thinking in these dimensions allows the student to set up a more modular mindset. The easier you categorize the questions being discussed around you, the easier it is for you to outline the problem scope. This makes the overall thinking process around the question highly efficient and lowers the time waste.

Question: Ask a student to name the product stages mentioned in UXCG.

Answer: Team, Development, Pre-SignUp, Post-SignUp, Analytics.

Question: Ask a student to explain the differences between each stage and tell their opinion about the presented stage sequence. This question aims to understand if the student sees the clear difference between the stages and has all those coherently one after another in their mind.

Answer: The team goes first since it is the most vital thing when building an excellent product. The acceptable error margin in Team-related issues is lower than in any other stage of the product.

The development stage starts from the idea, often when the team is more or less formed. The stage continues to the moment of the first public release of the product. Most of the startups close during this stage. Thus, completing this stage is extremely important as it shows that the proof of concept of the team was successful, because they could build up and release something. Ideally, this stage completion is something that any startup should thrive for. Nobody really cares about the number of ideas you had until you haven't released something.

The Pre-SignUp stage is about the product packaging that you created. It includes marketing materials, sales strategies, communication with potential users, leads support, etc. In broader terms, this stage is something that is being executed by the Growth teams. The scope of this stage starts from the released product and ends at the moment when the potential user has become an actual user of your product (signed up/enrolled/etc.). Even if your product has a fantastic set of features, nobody cares about it if you didn't do homework and come up with a decent "wrapper".

The Post-SignUp stage is all about user interaction with the actual product. This means that your product and the actions you performed on the Pre-SignUp stage were efficient enough to make the user choose it. From this very moment, you have to maintain their expectations, their comfort, and concerns. This stage begins with the user's successful sign-up/enrolment process and ends when you email them about their account deactivation. For most product types, the Post-SignUp stage could be easier than Dev and PreSignUp if the goal is to maintain the existing userbase. However, if we want not only to keep the userbase but also to become #1 on the market, this stage becomes the hardest one.

The analytics stage begins on the development stage because you should create appropriate event tracking mechanisms and have ready-made theories and the metrics to check those. The analytics never ends. You should always have data. You should always make product changes based on your hypothesis and validate those with the data.