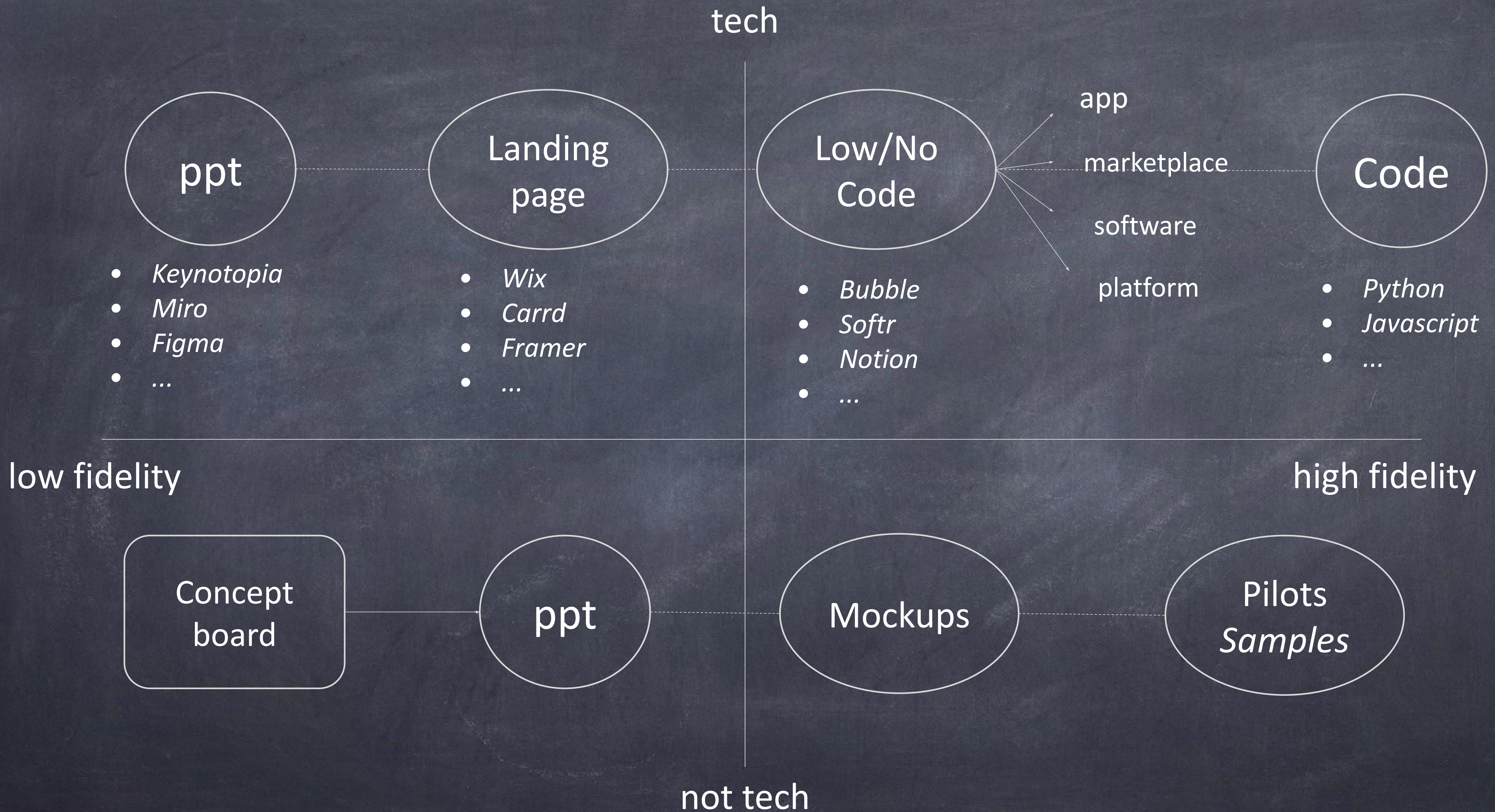


_Prototyping

Abrão Kulaif | Week 12
Principles of Management | 2025



_concept board

- Vision

what's the motivation for creating this product?

which positive change should it bring about?

_concept board

_concept board

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- Needs

which problem does the product solve?

what benefit does it provide?

_concept board

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_concept board

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_concept board

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- Features

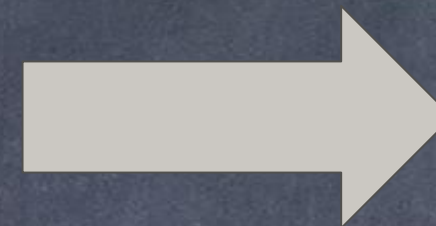
what are the full list of features? What's imperative to kick-off development?

Concept Board

- What it is? What is the vision?
- What problem it addresses?
- Who is it for?
- What are the features? How does this product solve the problem? What are the success factors?

Concept Board

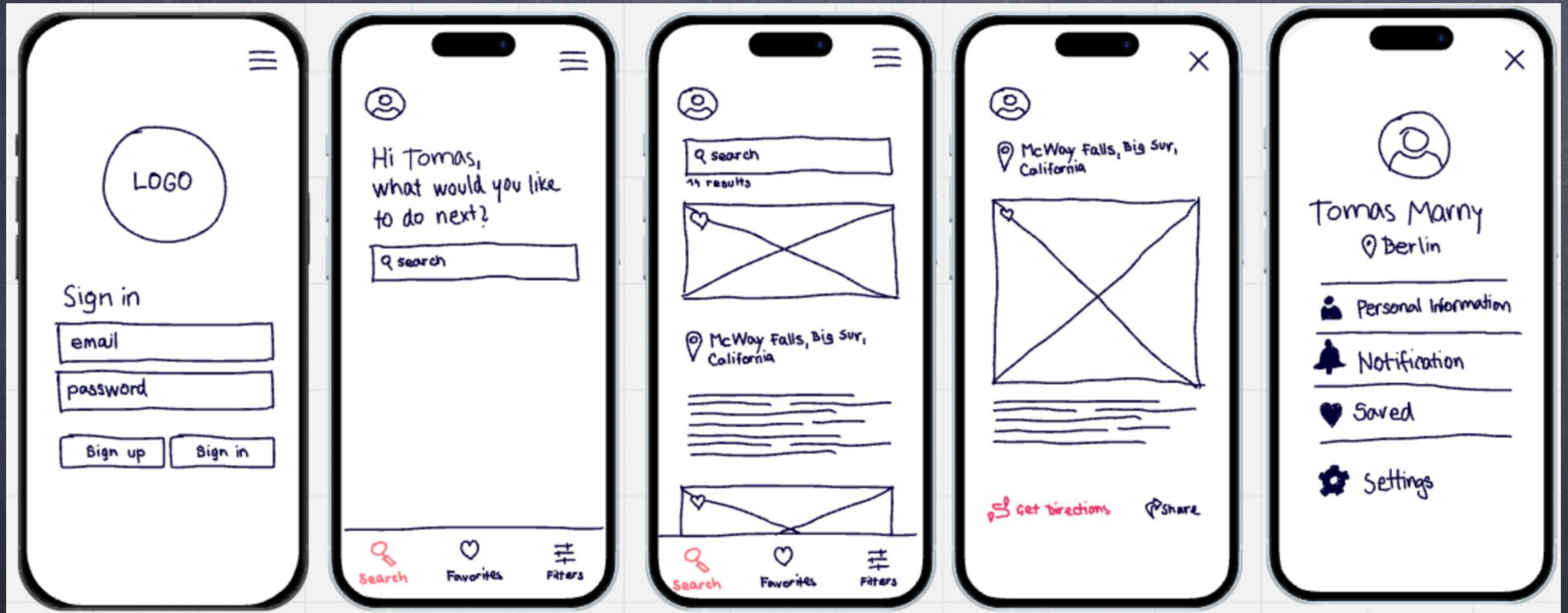
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PRODUCT BACKLOG!



low-fidelity prototype



To come:

✓ Hybrids

See you on next session :)