PRODUCT DEVELOPMENT VS CUSTOMER DEVELOPMENT

TRADITIONAL WATERFALL

- Conception
- Initiation
- Requirements
- Design
- Implementation
- Verification
- Maintenance

TRADITIONAL MARKETING FUNNEL

- Awareness
- Interest
- Consideration
- Intent
- Evaluation
- Purchase
- Loyalty

AGILE METHOD

SPRINT

Define · Analyse · Deploy · Test · Backlog · Design

ROUNDMAP™ METHOD

ROUND

Attract · Extend · Nudge · Persuade · Satisfy · Expand

AGILE PRODUCT DEVELOPMENT AND ROUNDMAP™ CUSTOMER DEVELOPMENT

PRODUCT DEVELOPMENT

SPRINT 1 — Define · Analyse · Deploy · Test · Backlog · Design
SPRINT 2 — Define · Analyse · Deploy · Test · Backlog · Design
SPRINT 3 — Define · Analyse · Deploy · Test · Backlog · Design

INTERSECTION   FEEDBACK   FEEDBACK

CUSTOMER DEVELOPMENT

ROUND 1 — Attract · Extend · Nudge · Persuade · Satisfy · Expand
ROUND 2 — Attract · Extend · Nudge · Persuade · Satisfy · Expand
ROUND 3 — Attract · Extend · Nudge · Persuade · Satisfy · Expand