

Building a New Product From Scratch

For Developers



Kevin Ziegler

Co-Founder and CTO of Navix.io

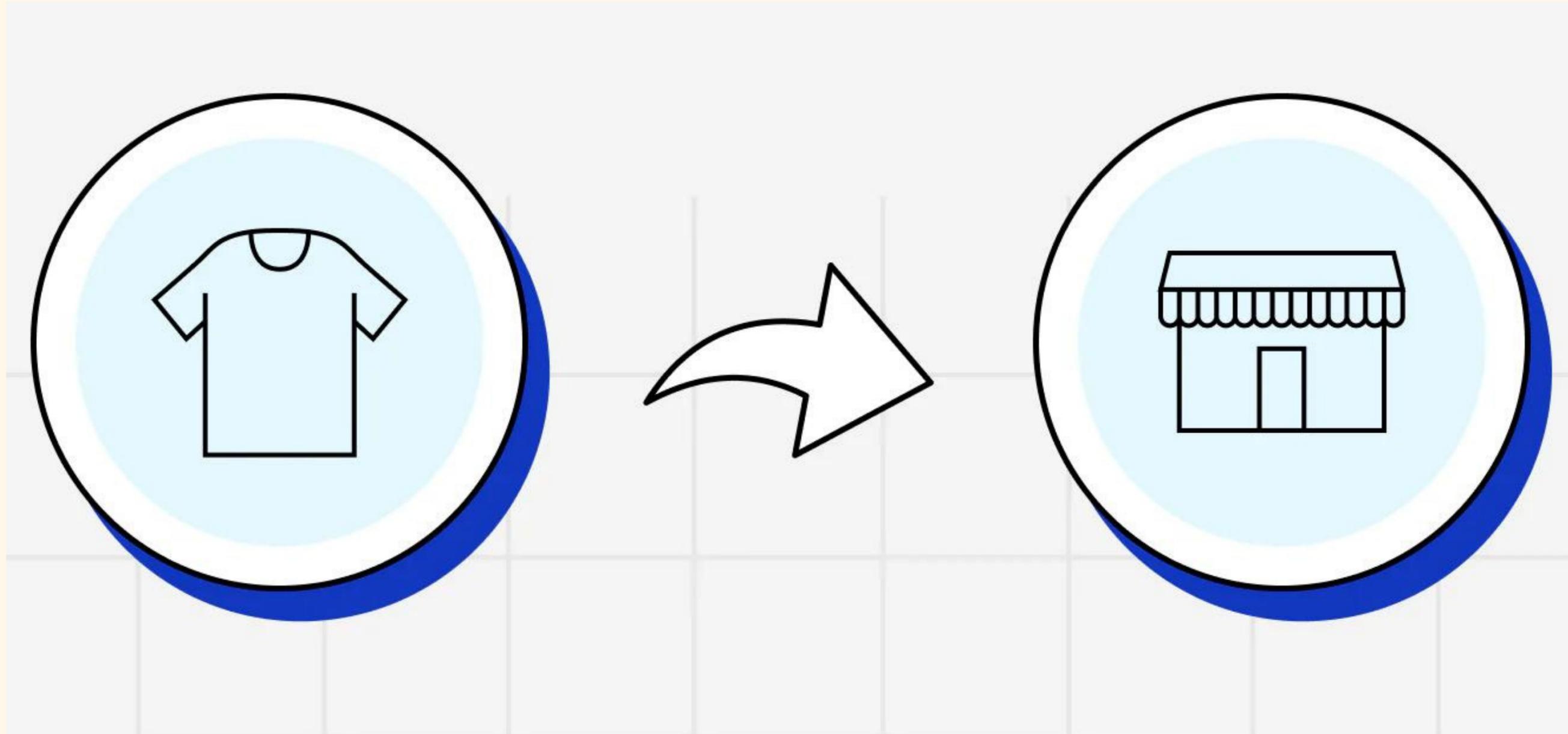
HELP ME!

Please help me make this session interactive!



I Intend to keep this very interactive, please listen and contribute!

WHAT IS PRODUCT-MARKET FIT?



ABOUT ME



Ziegler Family June 2023

I have over 20 years of experience in the s/w product industry.

I have seen products succeed and fail due to how they approached product development.

ABOUT



Navix Founded in 2021

- Over \$3m ARR
- Raised \$5m Seed Round
- Approx 85 people

Co-Founder & Chief Technology Officer since 2021

- Lead Product & Technology team of ~25
- Started as Defacto Product Owner

PREVIOUS EXPERIENCE

- Computer Information Systems Major UW-SP
- COBOL Dev out of College
- Started S/W Dev shop in 1999 (sold in 2012)
- Co-Founder of Paywall Startup
- CTO of Oil/Gas Data Startup
- Consulting/Freelance in S/W Dev/Cloud
- Startup Mentor for many friends & colleagues
- For-M Coach

CONTACT



Ziegler Family June 2023

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Email: kevin@kevinziegler -- kevin@navix.io



Who has been involved with:

Early Stage Product Development?

Success?

What is your role?

- Technical \ Developer
- Designer (Product, Graphic, UX)
- Product Manager \ Owner
- Other

AGENDA

Our agenda this afternnon

- Why do Products fail?
- What is Product Fit?
- Getting Started is Hard
- Very Early Ideation
- Pre-MVP
- Resources

OBJECTIVE

Tips for you to turn an idea into a product

Without wasting too much capital



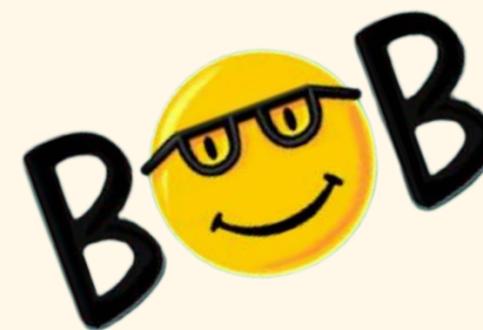


***of all new products
created each year
fail***

Source: Professional Programs



Windows Vista™



JUICÉRO

Google+

WHY?



Reason #1: No Product-Market Fit

Reason #2: Solving the Wrong Problem

Reason #3: Aiming for “Perfect” Instead of “Done”

Reason #4: Not Gathering Regular Feedback from Customers

Reason #5: Iterating too Slowly

Reason #6: Using Incorrect Assumptions About Your Customers

Reason #7: Pricing Your Product Wrong

Reason #8: Not Enough Market or Industry Research

Reason #9: Investing in the Wrong Areas of Your Business

Reason #10: Problems with Your Competition

Reason #11: Poor Execution

Understand Why Your Product Is

overestimate that 80% to 95%—the vast majority—of new offerings wind up as failures. While newer research suggests that the number is closer to 40%, the likelihood of product failure still represents a very real risk to fledgling companies. The stakes are high for new startups to launch products that earn enough revenue to sustain the business—but it isn’t an easy feat to achieve.

New products can fail for a variety of reasons—poor product-market fit, unanswered customer needs, or staunch competition, to name a few.

Reason #1: No Product-Market Fit

Achieving product-market fit means you’ve developed a product that offers value to the right market for your business. When you’ve found it, you’ll see signs like:

- Increased sales
- Low churn rates
- Product popularity growing through word of mouth
- High usage among your core customers

Without product-market fit, you’re unlikely to find much success with your product, no matter how well it works.

I’m sure you remember how Microsoft decided to take on the iPod in 2006. The company launched Zune, which promised to do everything that Apple’s device could do too. Yet, in spite of great promises, Zune failed on the market.

Why did Zune fail? Microsoft was just chasing Apple and created a product that offered no reasons for customers to switch. Microsoft’s marketing campaign fell flat compared to Apple’s, and the Zune’s feature set wasn’t as valuable to users as the iPod’s was. What’s the lesson from this mistake? It’s hard to know how the market will react to a product and marketing messaging, hence why it’s crucial to test these things beforehand.

Targeting the wrong market can lead to problems with fit, as can chasing a market that’s too small to sustain your business. Companies that routinely earn and keep product-market fit do so by adapting their product regularly to fit the changing needs of their market (not the other way around).

Reason #2: Solving the Wrong Problem

Every successful product needs to solve a problem for its users, and, going back to the idea of product-market fit, there need to be enough users with that specific problem. Solving a non-existing or rare problem won’t earn the popularity you need to gain traction in the market.

<https://uservoice.com/blog/why-products-fail>

The screenshot shows the website's header with a search icon and navigation links: Training, Locations, For Leaders, Resources, Toolbox, About us, and Contact us. The breadcrumb trail is Home » Blog » 8 Common Reasons Why Products Fail: Examples and Causes. The article title is prominently displayed. The main content area includes an introductory paragraph, a sub-section 'But why do products fail?', and a list of reasons. The first three reasons are highlighted with red boxes. An image of a speedometer with a needle pointing to 'LAUNCH!' is positioned between the text and the sidebar. The sidebar on the right contains a list of related tags and categories.

product
focus

Training Locations For Leaders Resources Toolbox About us Contact us

Home » Blog » 8 Common Reasons Why Products Fail: Examples and Causes

8 Common Reasons Why Products Fail: Examples and Causes

When you launch a new product, it can be complex and costly. Product Managers must consider many aspects to make product launches a success – and to avoid product failure.

But why do products fail?

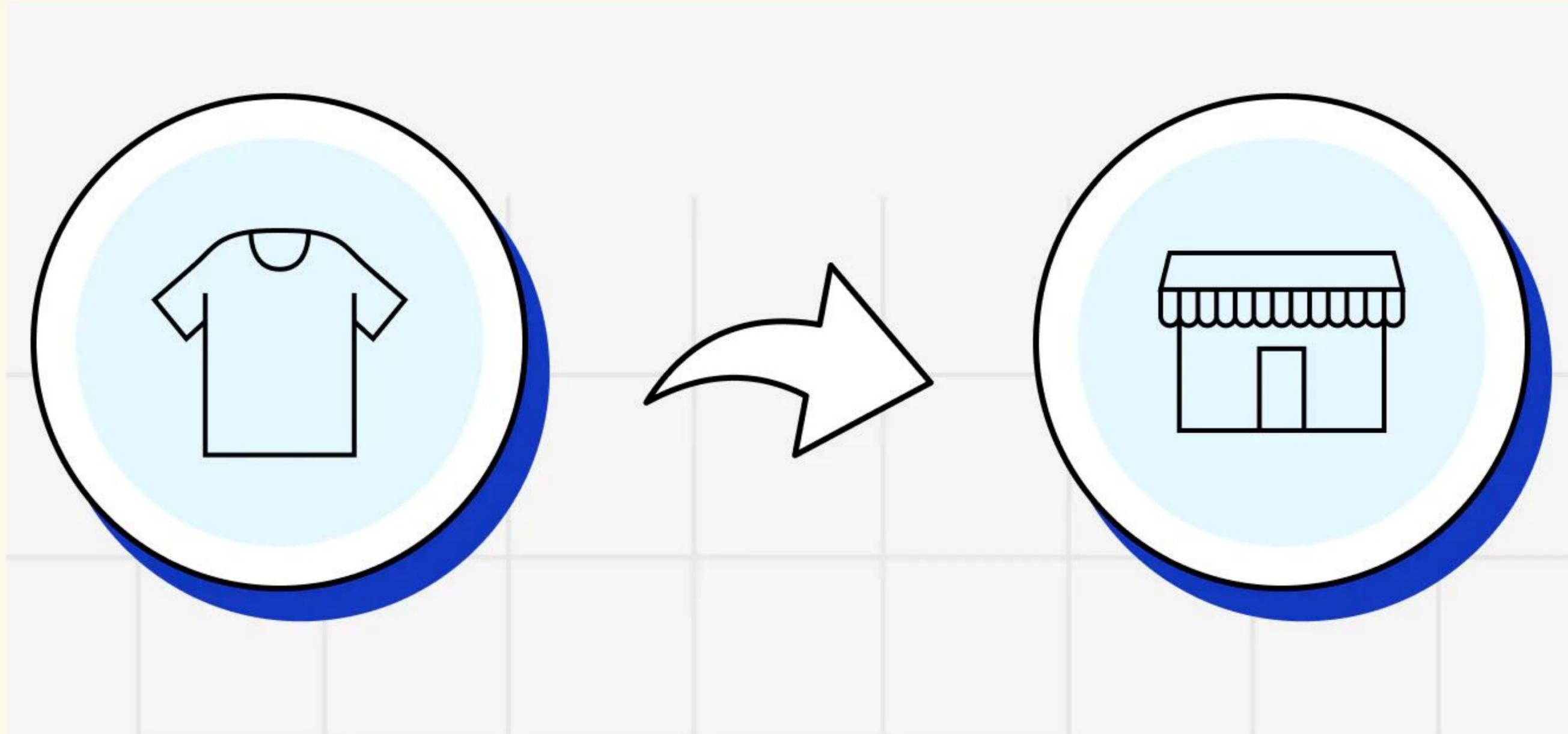
There are often multiple reasons for failure, but here are 8 common reasons:

- Lack of understanding of the target market and customer needs.** If you don't know who your product is for and what customers need, your product is unlikely to succeed. For example, the Segway personal transportation device failed because it didn't solve a real problem for consumers. It was a technology innovation – not a value-innovation for customers. ([Read more from Blue Ocean Strategy](#)).
- Poor product design and quality.** If your product is poorly designed or low quality, it's unlikely to attract and retain customers. For example, the Google Glass wearable technology failed because it was bulky, expensive, and lacked practical features. It also raised privacy concerns and led to ridicule of its wearers – but it's not all bad news. ([Learn more on Youtube](#)).
- Inadequate market research and testing.** If you don't thoroughly research and test your product before launching it, you may miss key insights and opportunities. For example, the \$400 Juicero juicing machine failed because consumers found it easier and cheaper to squeeze the juice packets by hand. ([Read more on The Guardian](#)).
- Misaligned pricing and value.** If your product is priced too high or too low, it may not provide the right value to customers. For example, the Amazon Fire Phone failed because it was priced similarly to high-end smartphones, but lacked the same features and app-store capabilities. ([Read more on Time](#)).

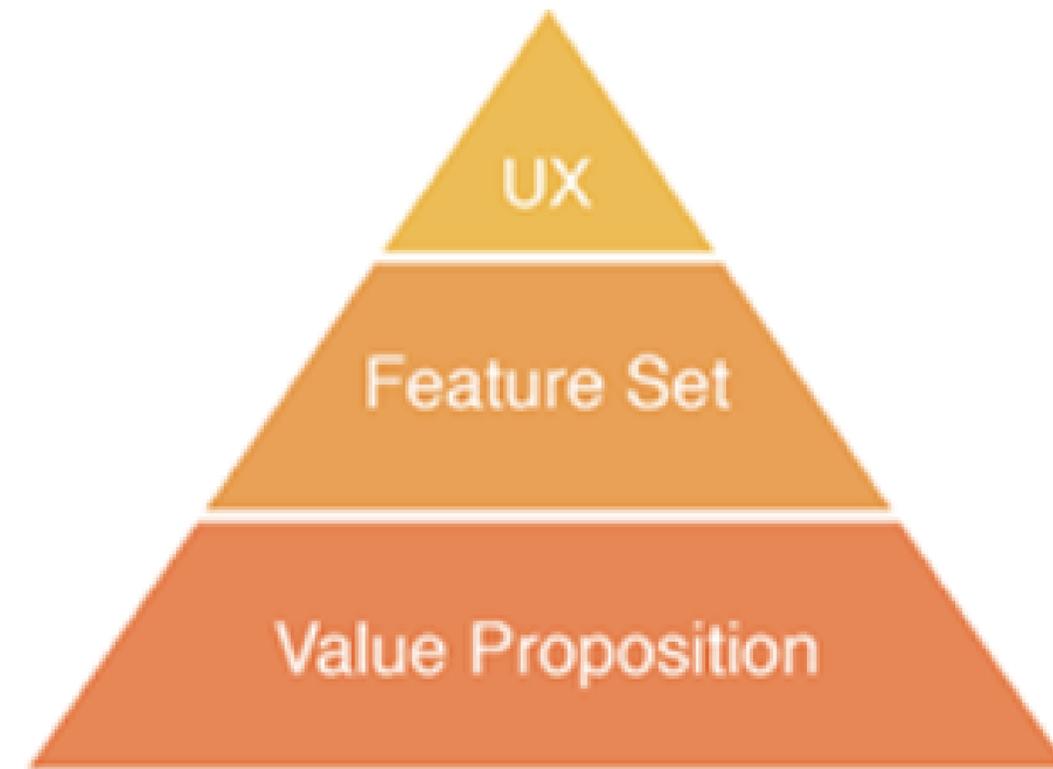
Agile blog Book review Business cases
Communication Dashboard Digital
transformation Discovery domain expert trap
Framework Go-to-market In-life
Innovation Insights Jobs To Be Done (JTBD)
Launching Launching and in-life
Leadership Leading Product
Management Lean Market
analysis Maturity Model MVP
Organization People
Performance Personal
effectiveness Portfolio Pricing
Prioritization Processes Product Activities
Framework Product development
Productivity Product Lifecycle product management
product management leadership Product marketing
Product strategy Propositions
Recruitment Recruitment Requirements Roadmaps
Stakeholders

<https://www.productfocus.com/8-common-reasons-why-products-fail-examples-and-causes/>

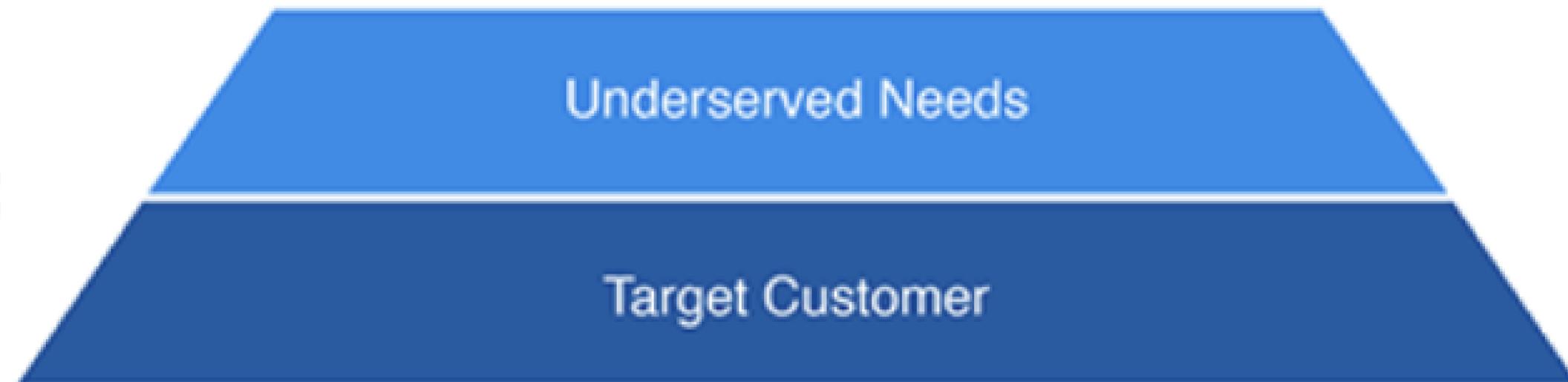
WHAT IS PRODUCT-MARKET FIT?



Product:



Market:



The Product-Market Fit Pyramid framework was created by [Dan Olsen](#).

SOOOO...

HOW DO YOU
GET STARTED?



The hardest thing about getting started, is getting started.

— *Guy Kawasaki* —

AZ QUOTES

MY PERSONAL EXPERIENCES



DEFINE YOUR USERS OR MARKET



We'll need to chat with these people

EVANGELIZE YOUR PRODUCT IDEA



Talk about your idea with people in your network

Conferences, Trade groups, network, network network



Keep those with valuable feedback close to you

Early conversations, you'll learn a lot - use these people.



Listen

Pitch your idea, and listen

FIND A MENTOR



**A mentor in your
market, or knowledgeable
in Product Development**

Early stage incubators, use your
network



@newperspectivemarketing

PIVOT

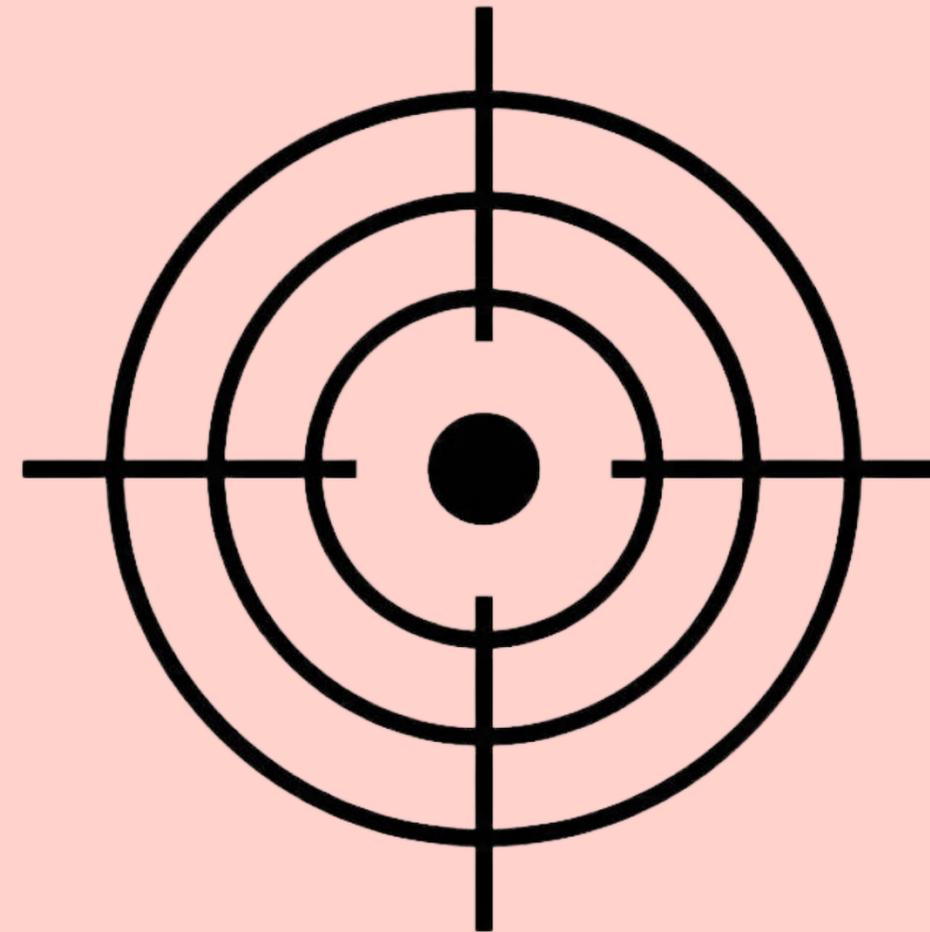
Open your mind to a Pivot – early

Early stage pivots occur often

Now or later, you may need to pivot, re-evaluate often

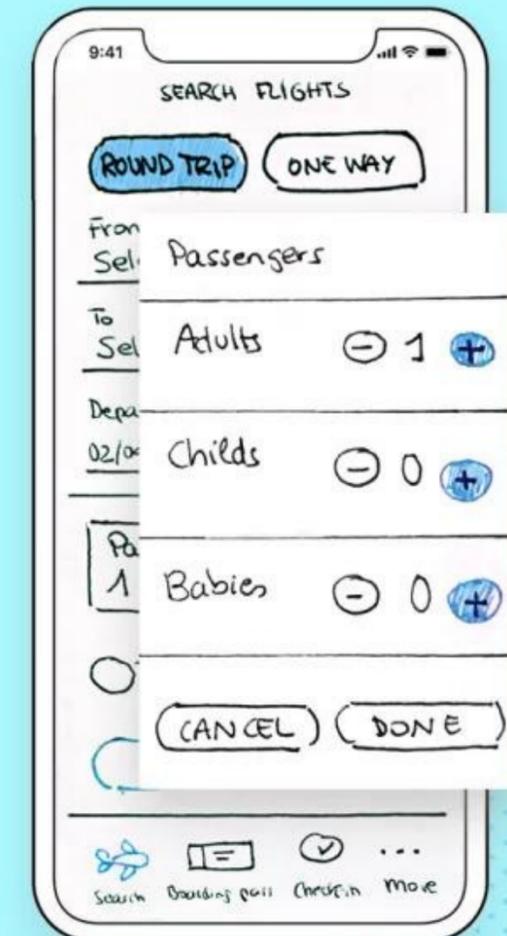
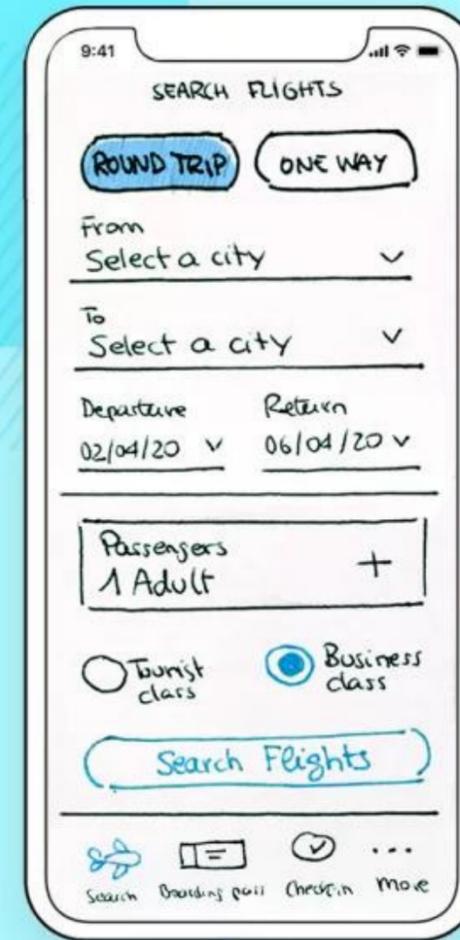
LIMIT SCOPE

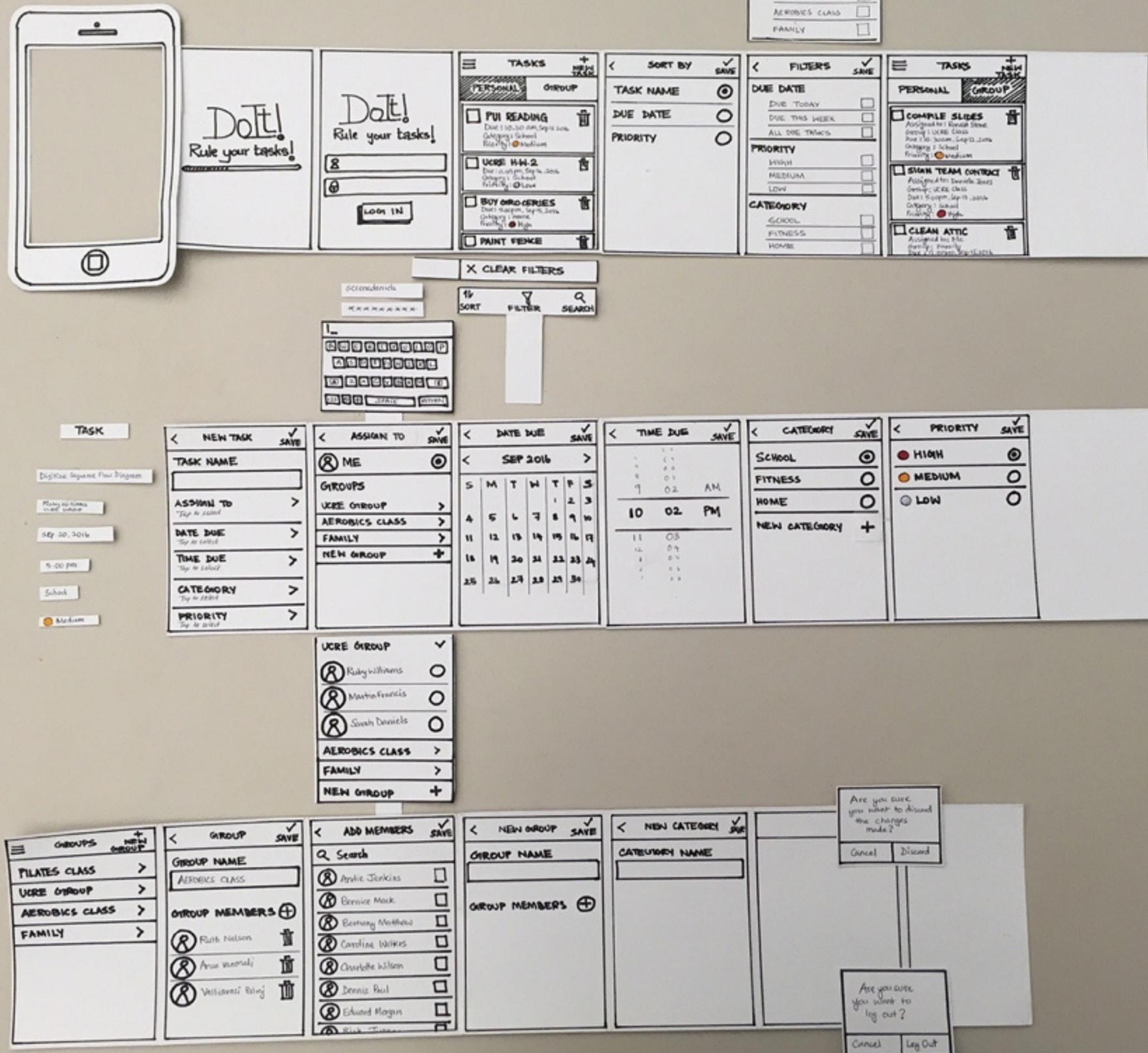
START
SMALL



EARLY PROTOTYPING

START
SMALL





Create a user group

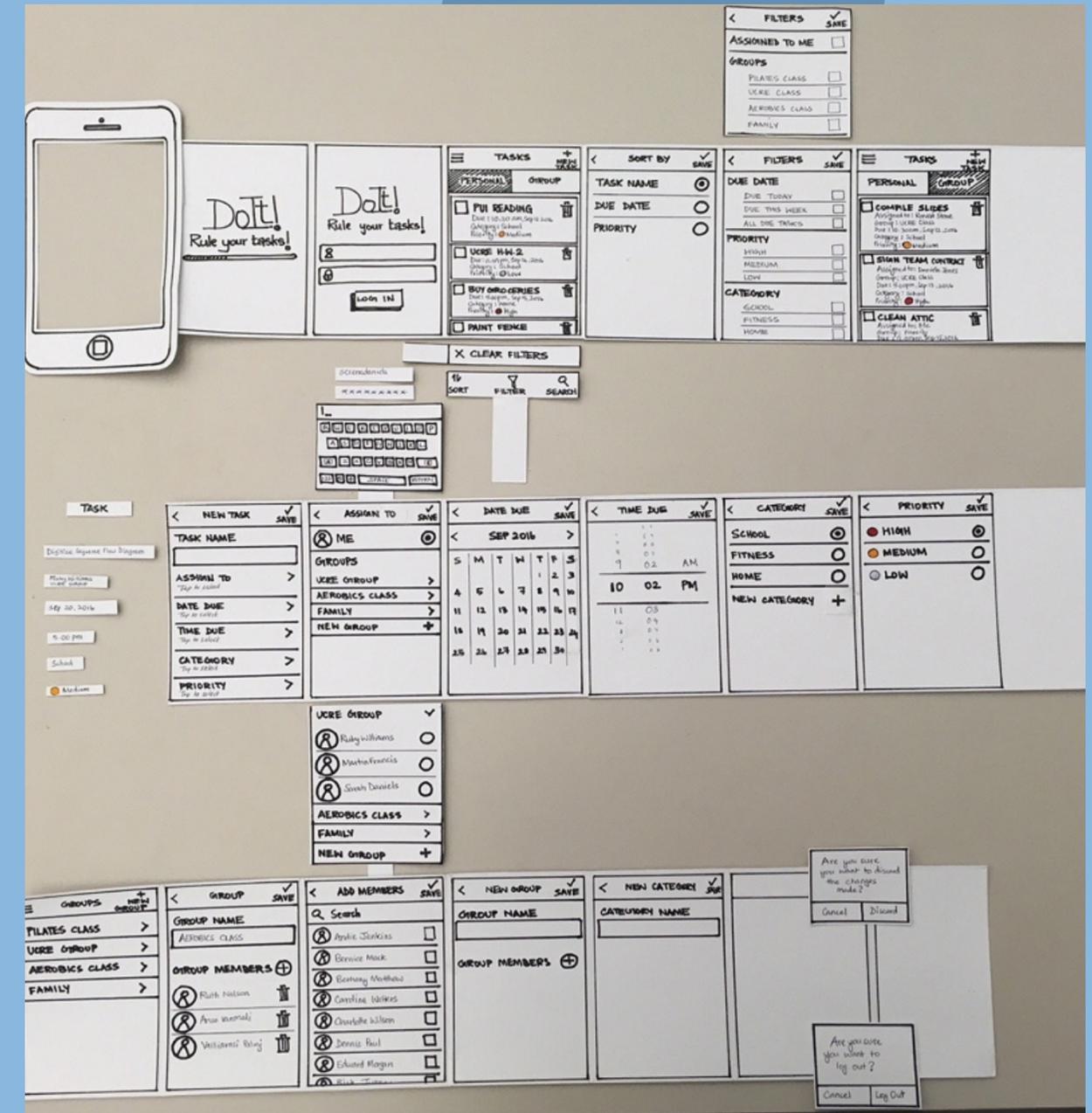
Small Group/Market
Liked minded or similar users
People you trust
Frank Conversations
Thank them (again and again)

Have individual/small group feedback sessions

Take detailed notes/recordings
Note emotions
Be prepared for raw feedback
Challenge, but not Defensive
Listen for consistencies
Repeat, Repeat, Repeat

Early Prototype Benefits

- Easy to Build
- Easy to Destroy
- Easy to Manage
- Enough to convey a concept for feedback



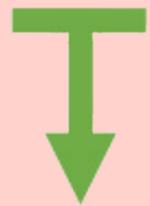
1.0.0-beta



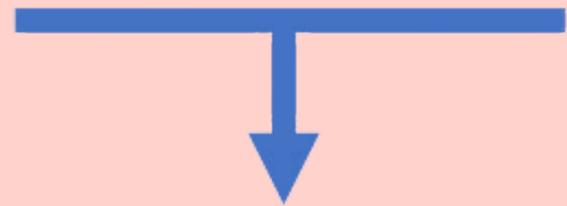
Major



Minor



Patch



Optional
pre-release label

VERSIONING

keep all your prototypes

keep notes with prototype versions

HIGH(ER) FIDELITY PROTOTYPING



10/27/2017	Lemman concert	-\$54.00	\$1742.66	▼
10/21/2017	For party dress	-\$157.70	\$1796.66	▼
10/18/2017	Loan payment	+\$210.90	\$1954.36	▲

HOME BANKING My Accounts ▾ Notifications Conversations


Welcome back, Jane! 04/05/2018

Savings Account **\$3,070.00**

Current Account **\$1,292.66**

My Accounts New Transfer

Current Account
4422 2156 0567 9000 \$1,292.66 Available \$6396.32

Savings Account
4422 2156 0567 9113 \$3,070.00 Available \$6396.32

Christopher Account
4422 2156 0567 9256 \$2,033.66 Available \$6396.32

Credit cards associated with this account ▾



Credit card
4422 2156 0567 9000



Jane Doe
San Francisco - USA
[User Settings](#)

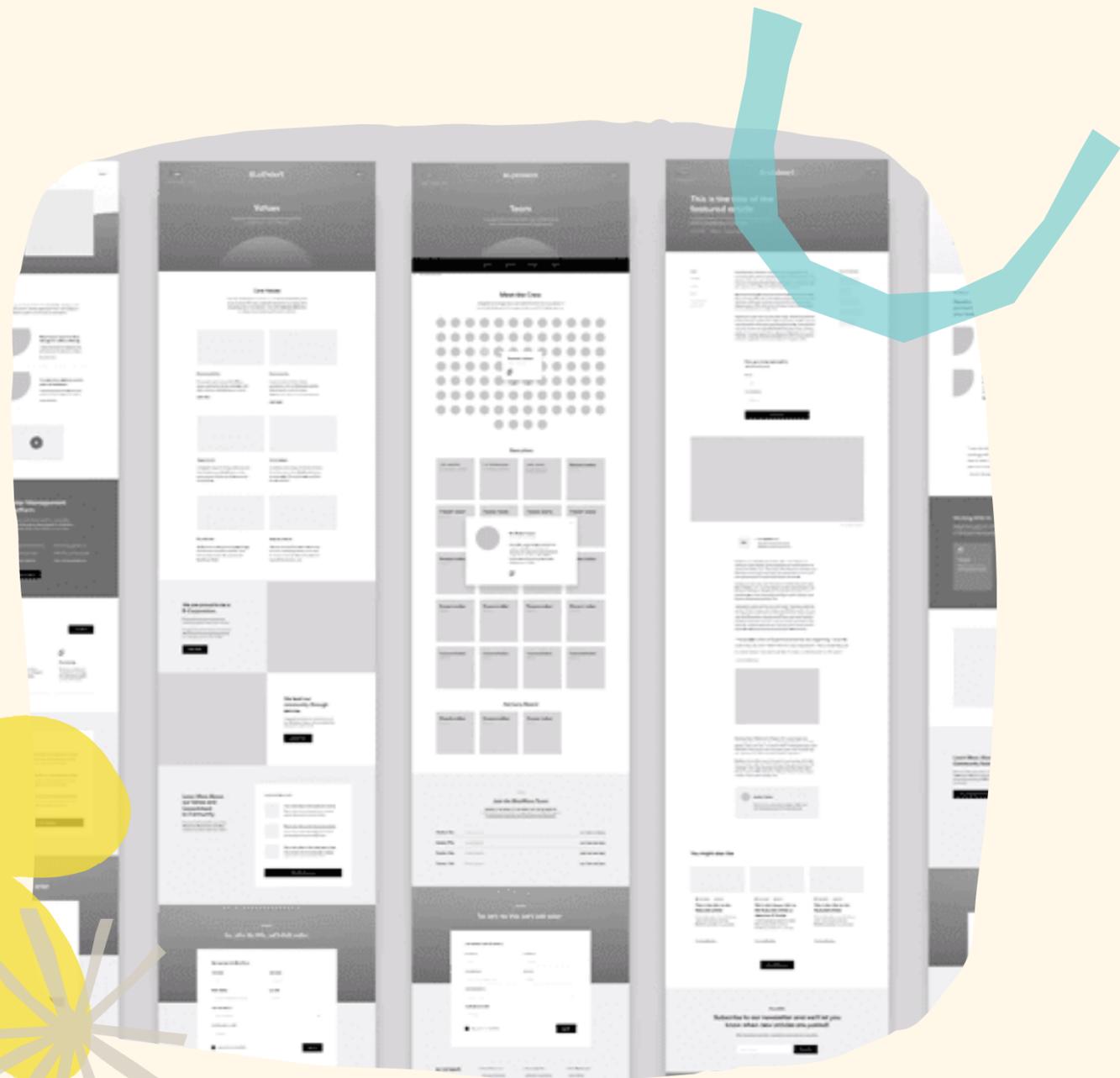
56
Operations

+\$5,000.10
Amount

Expenses report

DAY
WEEK
MONTH
YEAR





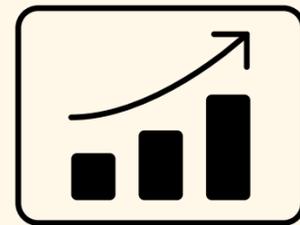
High Fidelity Benefits

- Start to illustrate a user journey
- Show how the application works
- Give the look of a true app
- Can have some smoke and mirrors ability

TOOLS



Paper & Pen/Pencil
Whiteboard (Take lots
of pics!)



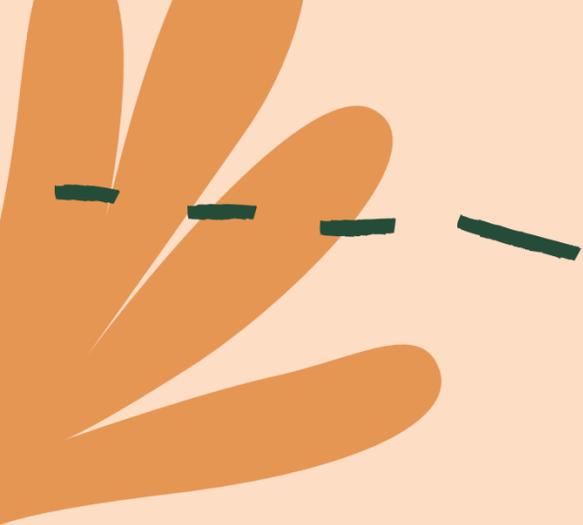
Excel \ Sheets
Docs \ Word
Powerpoint \ etc.



Low Fidelity Design
Tools
Balsamiq \ Miro \ Sketch



UX Design Tools
Figma / XD / Invision / Sketch



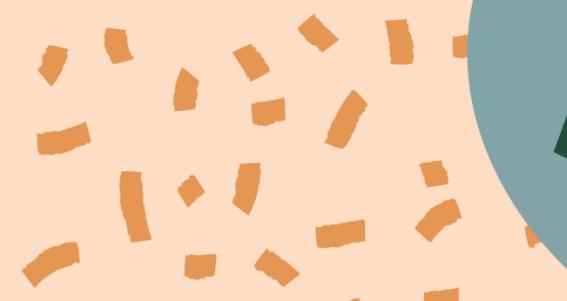
Don't be discouraged

If you're not hearing negative feedback, you may be asking the wrong questions or people

Listen

Failure has eliminated one possibility

Reduce the feedback cycle



WORKING PROTOTYPES

~~BEST
PRACTICES~~



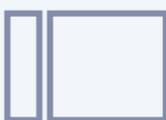
Plan to throw it away

No-Code/Low Code Tools
Smoke and Mirrors

WORKING PROTOTYPE



SPLIT SCREEN



SIDEBAR



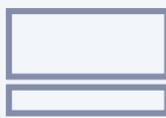
FULLSCREEN



COLUMNS



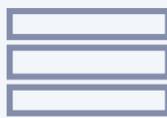
FLEX SPLIT



FOOTERS



GRIDS



LISTS



Benefits

Working Prototype
Rich functionality to illustrate UX
Easy to build

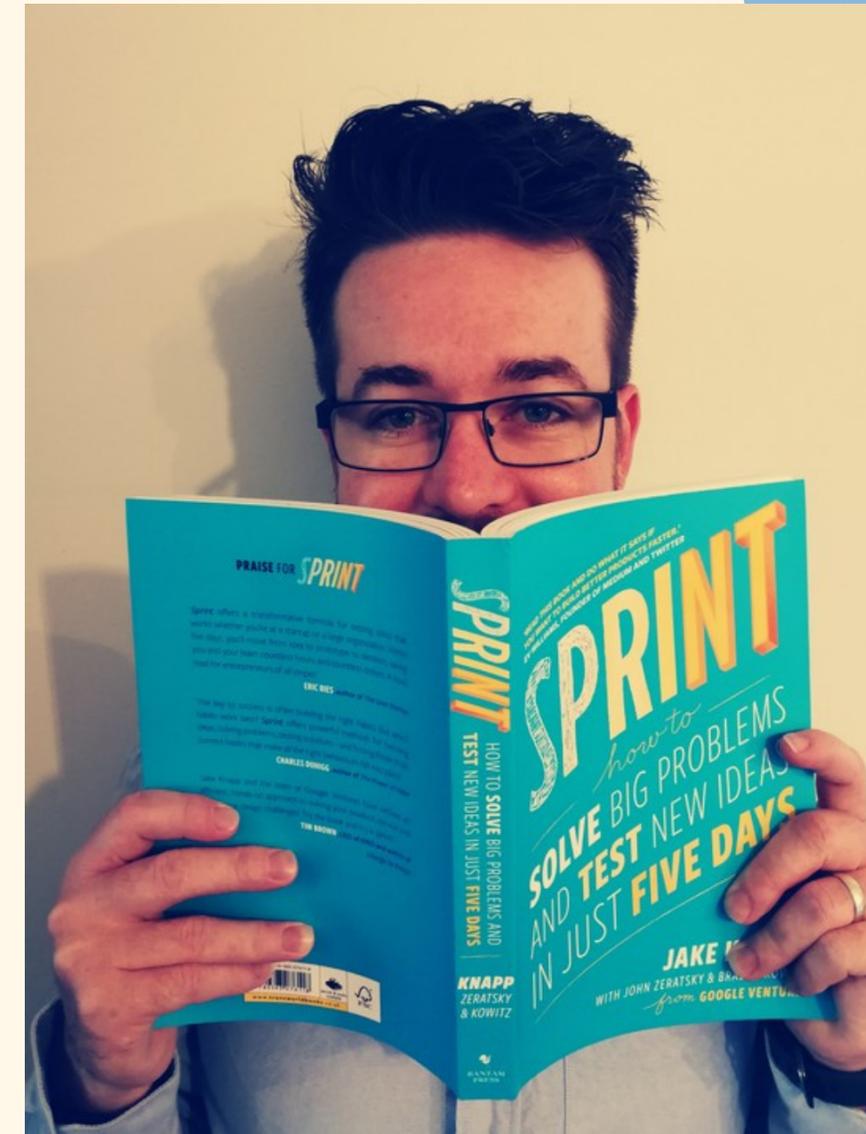
Drawbacks

You'll eventually get stuck
May be hard to build certain functionality

OTHER APPROACHES

?

DESIGN SPRINTS



Structured 5 day sprint

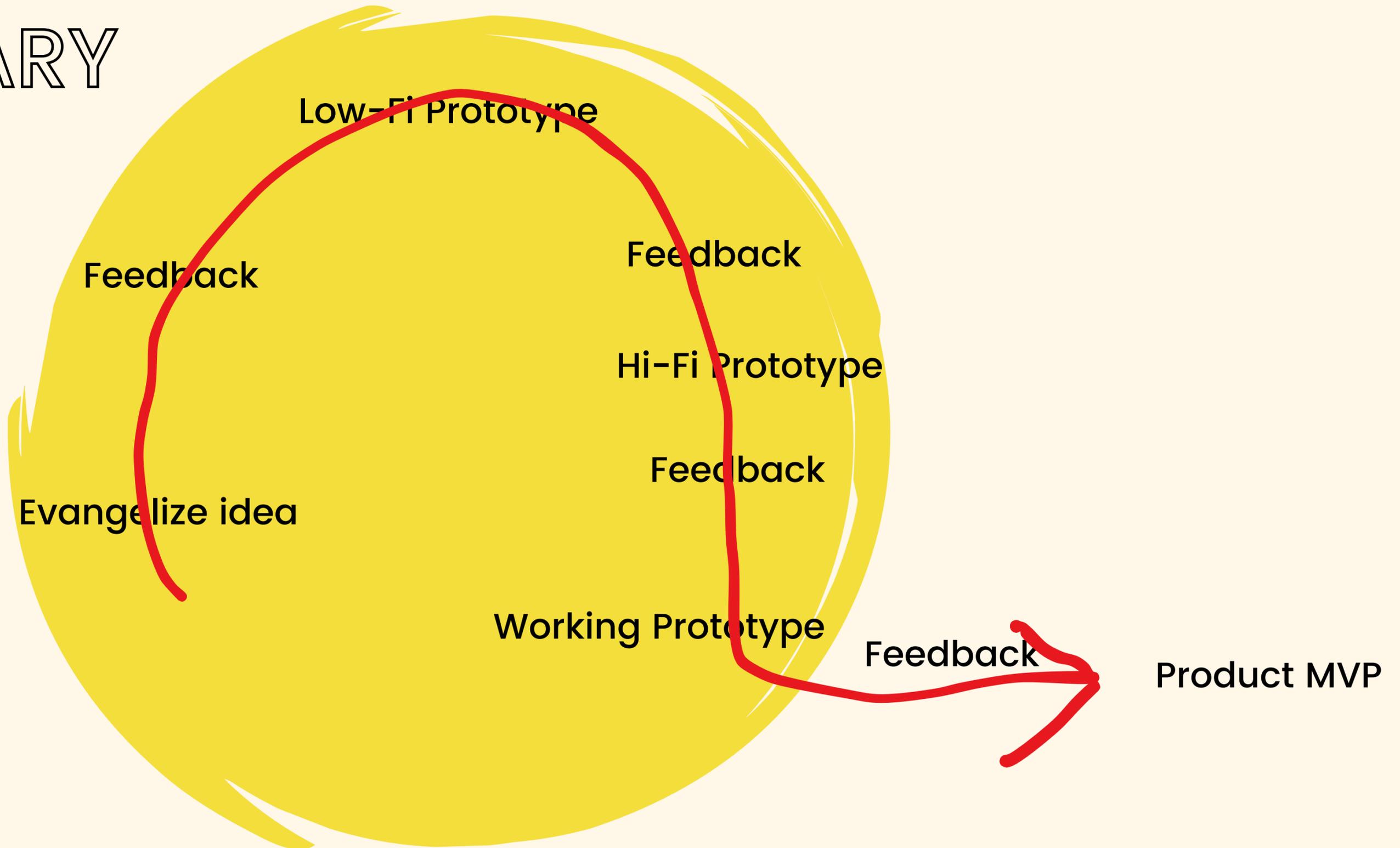
It's excellent for capturing audiences beyond a one-time event.

The image features the letters 'MVP' in a bold, stylized font. The letters are filled with red, outlined in white, and have a thick blue border. They are set against a light pink background. A large yellow circle is partially visible on the left side, and a blue, cloud-like shape is at the bottom. The text 'MVP' is the central focus.

MVP

What does it mean?
How do you limit scope?

SUMMARY

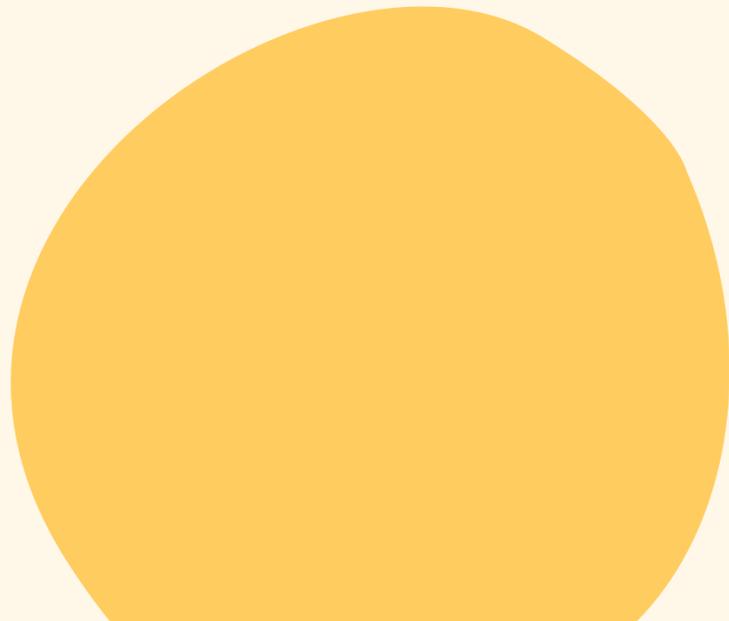


HOW DO
YOU
KNOW IF
YOU HAVE
PRODUCT
FIT?



OTHER CONSIDERATIONS

Fresh perspectives help in problem solving, decision making, and productivity.



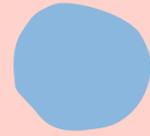
RESOURCE PAGE



Design Sprint



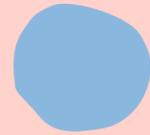
The Lean Startup



Museum of Failures



Early Stage Incubators



Conferences



Start-up Groups

**MAKE YOUR
OWN LUCK**