

PRODUCT DEVELOPMENT PROCESS

ResTech elevates ideas to commercial reality through **Design Thinking**. Our user-centric approach is constantly aiming at the balance of the feasibility, viability and desirability of the new solution, the **Innovation Trifecta** (originated from IDEO in the early 00's)



To develop our solution, we use a stage gate process, **D4P** – Discover, Prove, Prototype, Pilot and Product, which is underpinned by the **Technology Readiness Level** scale created by NASA in the 70s. This process enables the **control** of the development of new solutions while promoting **creativity**.



**Is it Real?
Is it Worth Doing?
Can it Win?**

The Discover Phase (TRL0) is aiming at answer three simple questions about the proposed product: Is it real? Is it worth doing? Can it win in the market? This is the preliminary assessment of the innovation trifecta: feasibility, desirability and viability.



The first pancakes...

The Pilot phase (TRL6 & 7) marks the shift from development to production environment: Production engineering. In this phase, it is all about setting up and testing the production of the product: supply chain, fabrication and assembly lines, testing facility, channel to markets... Everything is trialled, tested and smoothed ready for production



**Fail fast!
Fail early!
Fail cheap!**

The Prove Phase (TRL1-3) is focused on de-risking innovation trifecta by testing the big assumption and potential show-stoppers that may impact the product development or its commerciality. Interview of potential users and consumers, model prototyping, experiments and physical demonstration... The key motto of this phase is: Fail fast! Fail early! Fail cheap!



Put it in a box and sell it

The Produce Phase (TRL8 & 9) is leading to the end of the development process. The product is in the market and is flying off the shelves. The work now consists of maintaining, upgrading and iterating the product based on customer and user feedback. New features or attributes can and will be implemented until the product is retired



From idea to design freeze

Now that we know that we can do it and that it will be a commercial success, the Prototype Phase (TRL4 & 5) is about making the first iteration (α-Proto) of the product to test in a controlled environment, then the second iteration (β-Proto) to test in the field with the users. This phase finishes with the design freeze of the product.