Product Development Checklist

Launching a new product can be a challenging endeavor if not properly planned from the very beginning. This product development checklist was designed for startup teams who are launching new products or updating existing products.

It can be used throughout the product development process to:

1. Improve product quality and predictability.
2. Quickly and simply communicate product development status.
3. Ensure that no product deliverables/steps are missed.

At Greenshaw Consulting, we use this checklist to help our clients implement product delivery methods to optimize business performance, build confidence and reduce risk in product launches.

We do this by combining our experience in large-scale project management and product development discipline with a flexible, proven approach of applying these techniques to the unique needs of smaller firms and teams.

We hope you find this template helpful. For additional product development guidance, please also see our Product Development Plan Template.

Contact Greenshaw Consulting today for a free consultation about how to take your product to the next level.

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Product Development Phases

This checklist divides product development deliverables and steps into the following product phases:

- ***Research & Development (R&D)***: *Perform any required proof of concept efforts to prove out product features. Start to think about how product would be positioned in the market; draft product requirements. Make a financial case for the product development effort. This phase may be combined with Alpha as needed (for example, for updates to existing products).*

- ***Alpha***: *Take proof of concept results and build the first prototype products to confirm a majority (but not necessarily all) of the product requirements. Continue to refine Sales and Marketing plans.*

- ***Beta***: *Use Alpha results to improve product design and confirm all product requirements. Develop manufacturing plans and finalize suppliers. Make any required final preparations for full product launch.*

- ***Production***: *Implement Sales and Marketing plans to launch the product. Finalize any required Production documentation. Manufacture and sell Production units. This phase may be divided into Pilot/Pre-Production and Production phases as needed (for example, to separate activities required to be performed prior to the first Production build, and those that can be performed after).*

Research & Development

Perform any required proof of concept efforts to prove out product features. Start to think about how product would be positioned in the market; draft product requirements. Make a financial case for the product development effort. This phase may be combined with Alpha as needed (for example, for updates to existing products).

- ☐ Product charter

- ☐ Draft product requirements / feature list

- ☐ Positioning statement

- ☐ Draft project plan

- ☐ Proof of concept(s)

- ☐ Draft product financial forecast

- ☐ Risk register

- ☐ Alpha supplier selections

- ☐ Intellectual property review

Alpha

Take proof of concept results and build the first prototype products to confirm a majority (but not necessarily all) of the product requirements. Continue to refine Sales and Marketing plans.

- ☐ Part numbers
- ☐ Alpha software release
- ☐ Alpha drawings and assembly instructions
- ☐ Design review
- ☐ Alpha units
- ☐ Test plan
- ☐ Test results

- ☐ Draft technical specifications
- ☐ Updated project plan
- ☐ Updated product requirements / feature list
- ☐ Beta supplier selections
- ☐ Alpha phase gate review

Beta

Use Alpha results to improve product design and confirm all product requirements. Develop manufacturing plans and finalize suppliers. Make any required final preparations for full product launch.

- ☐ Beta software release
- ☐ Beta drawings and assembly instructions
- ☐ Design review
- ☐ Beta units
- ☐ Draft compliance documentation
- ☐ Draft shipping configuration
- ☐ Test plan
- ☐ Test results
- ☐ Draft user manual
- ☐ Updated technical specifications
- ☐ Product naming
- ☐ On product labeling/screening/pad printing/etching
- ☐ Web copy

- ☐ Product photography
- ☐ Screen shots/recordings
- ☐ Technical illustrations
- ☐ Spec sheet
- ☐ Accessories list
- ☐ Competitive comparisons
- ☐ Updated project plan
- ☐ Updated product requirements / feature list
- ☐ Production supplier selection
- ☐ Beta customer testing
- ☐ Final bill of materials costing
- ☐ Beta phase gate review

Production

Implement Sales and Marketing plans to launch the product. Finalize any required Production documentation. Manufacture and sell Production units. This phase may be divided into Pilot/Pre-Production and Production phases as needed (for example, to separate activities required to be performed prior to the first Production build, and those that can be performed after).

☐ Product pricing

☐ Final user manual

☐ Production drawings and assembly instructions

☐ Production units

☐ Production test plan

☐ Production test results

☐ Final compliance documentation

☐ Final shipping configuration

☐ Part numbers and pricing in sales tool

☐ Sales training

☐ Final product financial forecast

☐ Sales demo units

☐ Final supplier agreements

☐ Maintenance and service plan

☐ Production phase gate review

☐ Add to price list

☐ Publish to web

☐ Press release & testimonials

About Greenshaw Consulting

Greenshaw Consulting empowers clients, ranging from startups to mid-size businesses, to get their products to market with confidence and speed -- instead of panic and delays. You provide the vision; we'll work with you to develop the best plan that delivers it and conserves your resources. Make your business more credible to investors, more satisfying to employees, and more responsive to your users. Don't wait until your products are late and over-budget; contact us today to see how we can help.

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