SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

Accredited by NAAC-UGC with 'A' Grade

Approved by AICTE, Recognized by UGC & Affiliated to Anna University, Chennai
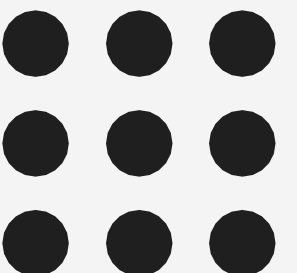
DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

COURSE NAME: 19OE116 - PRODUCT DESIGN AND DEVELOPMENT
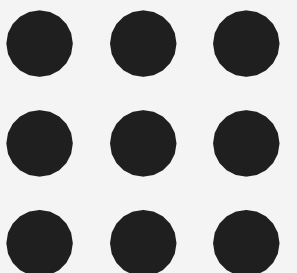
III YEAR / VI SEMESTER

Unit 1 - INTRODUCTION

Topic 10 – Planning for products

Product planning is a critical process in product development that ensures the product aligns with customer needs, market opportunities, and organizational goals.
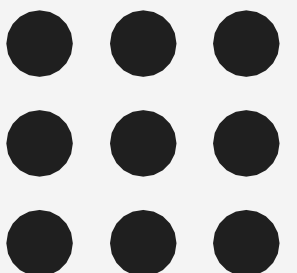
Defining the Product Vision
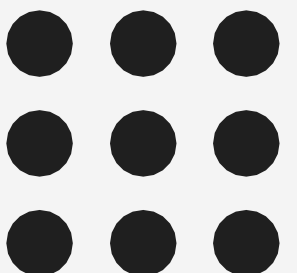
Market Research & Analysis

Setting Product Goals

Product Roadmap Development

Resource Planning

Risk Assessment & Mitigation

Stakeholder Alignment

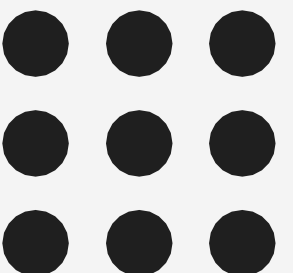**Execution & Monitoring**

Launch Planning

Post-Launch Review

Thank You…