

Product Development

A DIGITAL DISCOVERY LESSON

Six Stages of Product Development Lesson

**Editable
Interactive Slides
Prompts Critical
Thinking**

**A Google Slides file
that easily converts
to Microsoft
PowerPoint**

**NO PREP!
SAVES YOU TIME!**



BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP Intro Digital Activity

What's included?

- ✓ **11-slides** Google Slides lesson
- ✓ Interactive Student Response Slides
- ✓ Critical-Thinking Discussion Prompts
- ✓ Scenario-Based Business Applications
- ✓ Product Launch and Entrepreneurship Activities



Great for In Person, Sub Day, or Virtual

Students learn about Product Development

Six Stages of Product Development



IDEATION

Think of ideas.

VALIDATION

Test the idea.

DESIGN

Plan the product.

MESSAGING

Promote the product.

PRODUCTION

Make the product.

LAUNCH

Sell the product.

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8 Slides on the SIX STAGES of Product Development

Step #1

Ideation = Coming Up With

Ideas

This is the brainstorming stage.

Businesses ask:

- What problems do people have?
- What products are missing?
- How can we improve something?

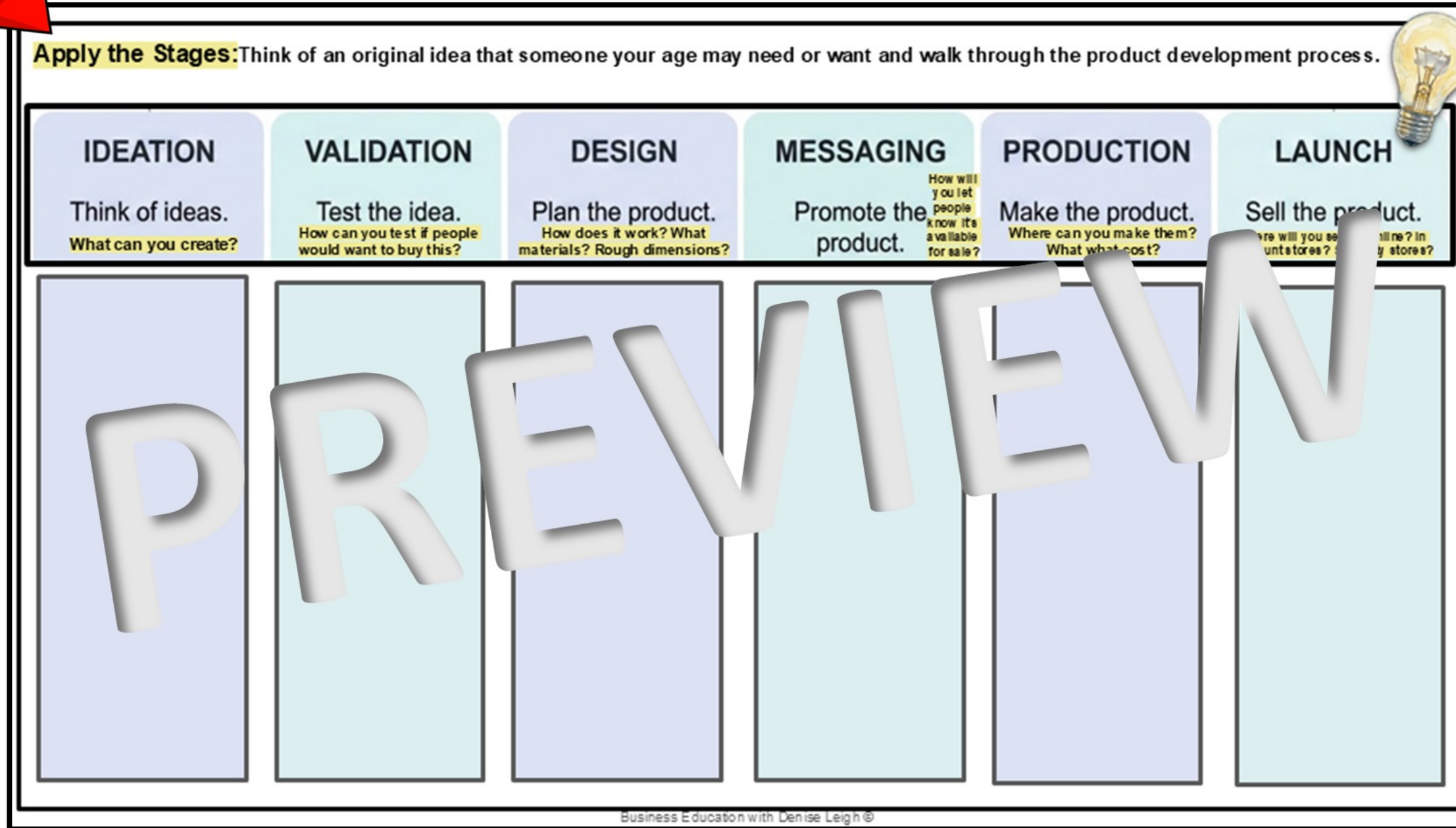
"Think of ideation" Shark Tank brainstorming.



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NO PREP!
PLUG & PLAY!

Apply Knowledge - Critical Thinking Activity



**APPLY the
SIX STAGES to
an
original idea
through the
product
development
process**

Teaching Duration: 45 minutes + Discussions

Scenario-Based Critical Thinking Questions

Use your critical thinking skills to answer the following questions...

Which stage do you think is the most important, and why? Defend your answer using a real product or idea.

Where do most new products fail in the six stages, and what could be done to fix that stage?

If you had to remove a stage from the process, which one would you remove? What problems would that cause?

How does customer feedback change a product as it moves through the stages of product development?

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**APPLY the
SIX STAGES to an
existing product.**

How do you think they did it?

Pick a product you use every day. How do you think it went through each of the six stages before you ever saw it?

IDEATION

Think of ideas.

VALIDATION

Test the idea.

DESIGN

Plan the product.

MESSAGING

Promote the product.

PRODUCTION

Make the product.

LAUNCH

Sell the product.

**NO PREP
FOR YOU!**

Real-World Product Examples

11 Slides included

Six Stages of Product Development



IDEATION	VALIDATION	DESIGN	MESSAGING	PRODUCTION	LAUNCH
Think of ideas.	Test the idea.	Plan the product.	Promote the product.	Make the product.	Sell the product.

Step #1

Ideation = Coming Up With Ideas

Ideas

This is the brainstorming stage.

Businesses ask:

- What problems do people have?
- What products are missing?
- How can we improve something?

"Think of ideas, mark them down, and then choose the best one."



Step #2

Validation = Testing the

Businesses check if people would actually buy the product. This helps companies avoid wasting money on bad ideas.

MVP = Minimum Viable Product

A simple version of the product used for testing. Not perfect.

Just enough to see if customers like it. Instead of building an expensive prototype.

- Create a basic version of the product.
- Make improvements based on customer feedback.
- Product market fit.



Step #5

Production = Making the

Product

The company actually manufactures the product.

Businesses figure out:

- Where to make it
- How much it costs
- How fast it can be produced

Important factors:

- Order materials
- Hire workers
- Package items
- Ship products



Step #3

Design = Planning the Product

Simple Explanation

Businesses decide:

- What it looks like
- How it works
- What materials to use
- How much it costs to make

Companies think about:

- Size
- Color
- Features
- Cost
- or experience

Example

- If we are making a water bottle, we need to think about the design, materials, and cost.
- Design: What does it look like? Is it functional? Is it attractive?
- Materials: What materials are we using? Are they durable? Are they safe?
- Cost: How much does it cost to make? Is it affordable?



Step #4

Messaging = Advertising the Product

Businesses decide how to explain the product to customers.

This stage answers:

- Why should people care?
- What makes this product special?

Hydration Water Bottle messaging:

- Smart tracking — time markers or app connectivity that reminds you to drink.
- Temperature retention — keeps cold for 24 hrs, hot for 12 hrs.
- Design — sleek, modern, and functional.
- Sustainability — made from recycled plastic.
- Personalization — custom engravings, color options, interchangeable lids.



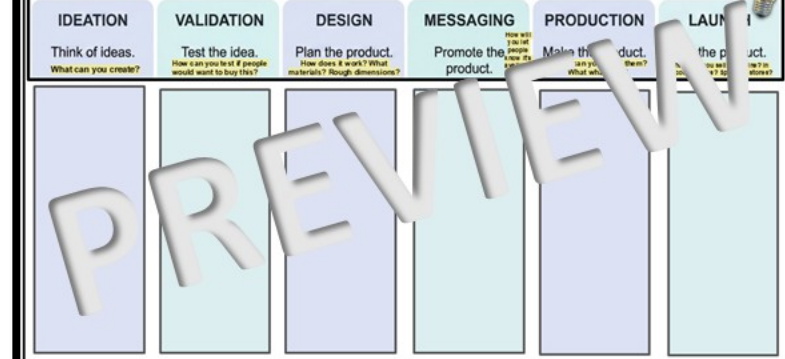
Step #6

Launch = Releasing the Product

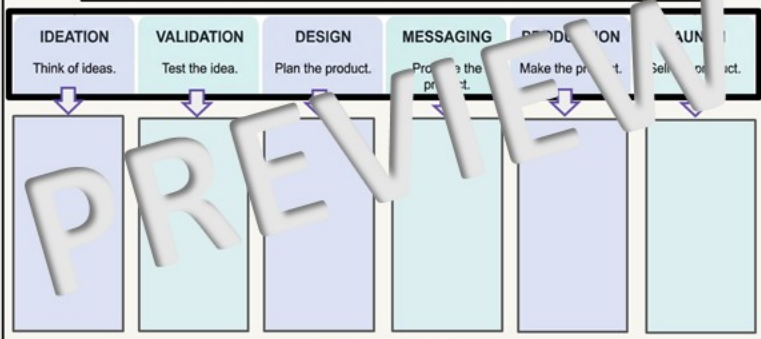
The product officially goes on sale.

Businesses May:

- Advertise online
- Use influencers
- Run promotions
- Hold launch events



Pick a product you use every day. How do you think it went through each of the six stages before you ever saw it?



Google Slides that **easily** converts to PowerPoint

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

