A blueprint for modern product development

Hyperact

Step	CAPTURE	DISCOVERY		DELIVERY		ROLLOUT	
Roadmap priority	LATER	NEXT		NOW			
Objectives	Identify, capture, and prioritise opportunities	Understand and frame the problem more clearly	Test the value, viability, and feasibility of an opportunity	Build and release working software and test the usability of a solution	Gather feedback from a selected cohort of users and address issues	Roll out and refine any issues at scale	Maximise the return on investment
Status	Triage Backlog Ready for discovery	Discovery		Review Elaboration Ready for dev Development	Pull request	Ready for release Private beta Public beta	General availability
Focus	Opportunity	Problem research Problem definition	Solution ideation Solution validation	Solution design Solution engineering		Viable solution	Rollout & continuous improvement
Timescales	Continuous	Feature: 0-2 weeks Complex product: 2-4 months		Feature: 1-4 weeks Complex product: 3-6 months		Feature: 1-2 weeks Complex product: 2-4 months	
Activities	Exploratory research and analysis Capturing feedback Triage Backlog refinement Roadmap prioritisation Product strategy formation	Explanatory market and user research, and data analysis Problem framing Documenting the 'as-is' Hypothesis development	Evaluative user research User story mapping Product design and prototyping Technical solution design Technical prototyping and spiking User testing Proposition development Product canvas development	Detailed user story elaboration Product design and prototyping	Trunk-based, test-driven development QA CI/CD Sales, support, and marketing enablement Release planning	Collecting user feedback Refinement and iteration Performance analysis Monitoring and reporting	Performance analysis Optimisation Support and maintenance Customer success Sales and marketing
Inputs	Customer feedback Bugs and technical debt Product analytics and observability Leadership directives Sales and customer success requests Competitor moves and market trends	A prioritised idea or problem to solve.	Framed problem / opportunity Research and insights Product canvas	Prioritised and validated ideas Prototypes User story map High-level architecture diagrams	User stories Acceptance criteria Non-functional requirements Definitions of 'done' and 'ready'	Working software Release plan Feature flag configuration Monitoring setup	Working software with no known P1 or P2 bugs Training material Documentation
Outputs	A prioritised roadmap and backlog of opportunities worth exploring in more depth	Problem statements User needs/jobs to be done Service blueprints User journey maps Personas Hypotheses	High-level architecture diagrams Agreement to move into delivery Business case (if needed) Prototypes User story map Value proposition statement Product canvas	Detailed, sequenced user stories Detailed prototypes	Working software Deployment pipelines Automated tests Lightweight documentation Monitoring tools Instrumented analytics	Release notes Documentation Training materials Marketing and sales collateral Product analytics Customer feedback Performance metrics	Working software with no known bugs that meets performance standards Comprehensive documentation Full enablement to support, sell, and market the product Full enablement of product analytics and observability Regular cadence of performance review