

How Lean Product Process may add value to the marketing strategy of a company

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Abstract

The quality control techniques and strategy implementation mechanism have been critical for any organization having marketable product. One of the quality control techniques is the Lean Product Process. This has been applied at the production level but the same can also be applied to the general strategies of the same business. The scope of the Lean Product Process has been worked upon to analyse the very probable impacts on the marketing strategy of any company via this paper.

Keywords- Lean Product Process, Quality control, marketing strategy, strategic management

Issue

Odds are you've known about the Lean Startup development, which plans to enhance how organizations grow new items and administrations. Incline Startup has such wide claim on the grounds that numerous individuals know that it is so hard to fabricate an effective item. Everybody is acquainted with the calming insights about the high rate of new items that come up short. Item market fit is a standout amongst the most essential Lean Startup ideas, yet it is additionally one of the slightest all around characterized. Marc Andreessen instituted the term item market fit in a blog entry where he said, "Item market fit means being in a decent market with an item that can fulfill that market." This clarification assists you with comprehension what item market fit is at an abnormal state, however isn't generally significant. You can discover numerous articles that specify item market fit, yet they don't give nitty gritty direction on the best way to accomplish it.

The Lean Product Playbook by Dan Olsen gives nitty gritty direction on the most proficient method to accomplish item market fit. The book depicts the Product-Market Fit Pyramid: a significant model that characterizes item market fit utilizing five key parts. In this progressive model, each of the segments is a pyramid's layer and is subject to the levels beneath it. From base to beat, the five layers of the Product-Market Fit Pyramid are: your objective client, your client's underserved needs, your quality recommendation, your list of capabilities, and your client experience. During the time spent attempting to characterize and manufacture a fruitful item, you will be shaping and reexamining theories in every one of the five of these territories.

The Lean Product Process

The Lean Product Process—likewise portrayed in The Lean Product Playbook—is an iterative, simple to-take after procedure in view of the Product-Market Fit Pyramid. This procedure guides you successively through every layer of the pyramid from the base to the top. It assists you with articulating and test your key theories for each of the five segments of item market fit.

The Lean Product Process comprises of six stages:

1. Focus your objective client
2. Recognize underserved client needs
3. Characterize your worth suggestion
4. Determine your Minimum Viable Product (MVP) list of capabilities
5. Make your MVP model
6. Test your MVP with clients

Step 1: Determine your objective client

Everything starts with target clients who will at last choose how well your item addresses their issues. You ought to utilize market division to get particular about who your objective client is. Personas are an incredible approach to depict your objective client so that everybody on the item group comprehends for whom they ought to be outlining and building the item. You might not have an exact meaning of your objective client at the start: that is alright. You simply need to begin with an abnormal state speculation and after that change it as you learn and emphasize.

Step 2: Identify underserved client needs

Subsequent to shaping your speculation about your objective clients, the following step is to comprehend their needs. As you attempt to make esteem for clients, you need to distinguish the particular needs that compare to a decent market opportunity. For instance, you likely would prefer not to enter a business sector where clients are to a great degree content with how well the current arrangements address their issues. When you add to another item or enhance a current item, you need to address client needs that aren't satisfactorily met: their "underserved" needs. Clients are going to judge your item in connection to the options, so the relative degree to which your item addresses their issues relies on upon the focused scenario.

Step 3: Define your worth recommendation

Your worth suggestion is your arrangement for how your item will address client issues superior to the choices. Out of all the potential client needs your item could address, which ones will you concentrate on with your item? Steve Jobs said, "Individuals think center means saying yes to the thing you must concentrate on. However, that is not what it implies by any stretch of the imagination. It means saying

no to the hundred other smart thoughts that there are. You need to pick painstakingly. I'm really as glad for the things we haven't done as the things I have done. Development is stating no to 1,000 things."

You have to make sense of how your item will be separated from focused items. By what method will your item outflank the others? What novel elements of your item will amuse clients? This is the quintessence of item procedure.

Step 4: Specify your MVP list of capabilities

When you are sure about your quality suggestion, you have to determine what usefulness your base practical item will incorporate. You would prefer not to invest a lot of energy and exertion drudging ceaselessly just to figure out later that clients don't care for the item you've manufactured. The MVP methodology is gone for building just what you have to make enough esteem according to your objective client to approve that you are heading in the right bearing. Clients may wind up letting you know that your MVP does not have an imperative bit of usefulness. On the other hand they may let you know that they wouldn't utilize a specific component that you chose to incorporate into your MVP. The objective is to emphasize until you have a MVP that clients concur is suitable.

Step 5: Create your MVP model

Keeping in mind the end goal to test your MVP speculations with clients, you have to demonstrate to them a form of your item so they can give you input on it. You should apply client experience (UX) configuration to breathe life into your list of capabilities for your clients. While you could manufacture a live, working rendition of your MVP, it's generally speedier and more judicious to make a MVP model. A model is a representation of your item that you make without needing to construct your genuine item.

Models can change in constancy—the level of subtle element to which they take after the last item—and intelligence—the extent to which the client can collaborate with the model contrasted with the last item. A hand portrayal of your item (on paper or a whiteboard) would be low loyalty and low intuitiveness. For web and portable items, medium-loyalty wireframes and high-constancy mockups are as often as possible utilized.

You can utilize an arrangement of high-loyalty mockups of your item's pages/screens to make a clickable/tappable model. Prototyping apparatuses, (for example, InVision) make it simple to indicate clickable/tappable problem areas and connection them to different pages/screens. Such models can for the most part reenact the client experience of the last item with enough loyalty and intuitiveness to get significant criticism from clients. Models are a capable approach to look before you jump.

Step 6: Test your MVP with clients

When you have your MVP model prepared, it's a great opportunity to test it with clients. It's imperative in this progression to guarantee the general population from whom you are requesting input are in your objective business sector. On the off chance that you don't, you hazard accepting client input that can send you emphasizing in the wrong course. A screener—a short review to guarantee research members

have the properties of your objective client—accomplishes this objective. You then calendar time to talk with every client one-on-one.

Amid the client test you need to deliberately watch what the client says and does as they utilize the model. You ought to additionally ask elucidating inquiries when proper to increase more profound learning. Making inquiries is an essential aptitude to pick up the most esteem from client tests. A decent mediator will abstain from asking driving inquiries, for example, "That was simple, wasn't it?" Compared to a non-driving question, a main inquiry inclinations the reaction from the client. A decent questioner will likewise abstain from asking shut inquiries, for example, "Treat you so harshly as that element?" Such inquiries order a yes or no reaction from the client, which doesn't give much learning. Rather, you ought to ask open-finished inquiries, for example, "Would you be able to please let me know what you thought about that element?" Non-driving, open-finished inquiries give clients scope in their answers furthermore urge them to let you know more.

It's helpful to lead client tests in clumps or waves. An influx of five to eight clients strikes a decent harmony between excessively few (where you hazard not recognizing a few issues) and too much (where there is reiteration and low incremental estimation of extra tests). Toward the wave's end, you need to look over all the criticism you've gotten, both positive and negative. You need to distinguish examples of comparative input from different clients and organize any client worries that you've revealed so you can address the same.

Repeat to Product-Market Fit

The Lean Product Process is an iterative procedure. In the wake of examining the client input in step 6, you need to reconsider your speculations in view of what you realized and circle back to a prior stride all the while. The input will figure out which step you ought to come back to next. On the off chance that you just need to enhance your UX outline, then you can simply retreat to step 5. In any case, if your speculations about list of capabilities, worth suggestion, underserved client needs, or target client need to change, then you would come back to the soonest step that requires amendment and continue from that point.

Conclusion

In every emphasis through the procedure, you will wind up updating your MVP model, which you test again with another flood of target clients. Starting with one cycle then onto the next, you would like to see an increment in positive input from clients and a reduction in negative criticism. You may observe that you just can't gain much ground in spite of attempting a few cycles. On the off chance that that happens, you ought to step back and return to your speculations. You may presume that with a specific end goal to accomplish more elevated amounts of item market fit you have to turn (change one or a greater amount of your real speculations). In a perfect world, subsequent to rehashing the Lean Product Process for extra waves, you repeat to a MVP model that clients have no negative criticism on, consider simple to utilize, and find exceptionally profitable. By then, you have accepted your key theories and have outlined an item with item market fit. You ought to then continue with contributing the assets

required to manufacture the item. Taking after this procedure ought to give you a high level of certainty that when you dispatch your item, clients will utilize it and think that it's important.

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