

Product vs Delivery

The difference between product design and software delivery

Context: Direct to consumer, mass market, mobile first

Product

Define the 'what'



vs

Delivery

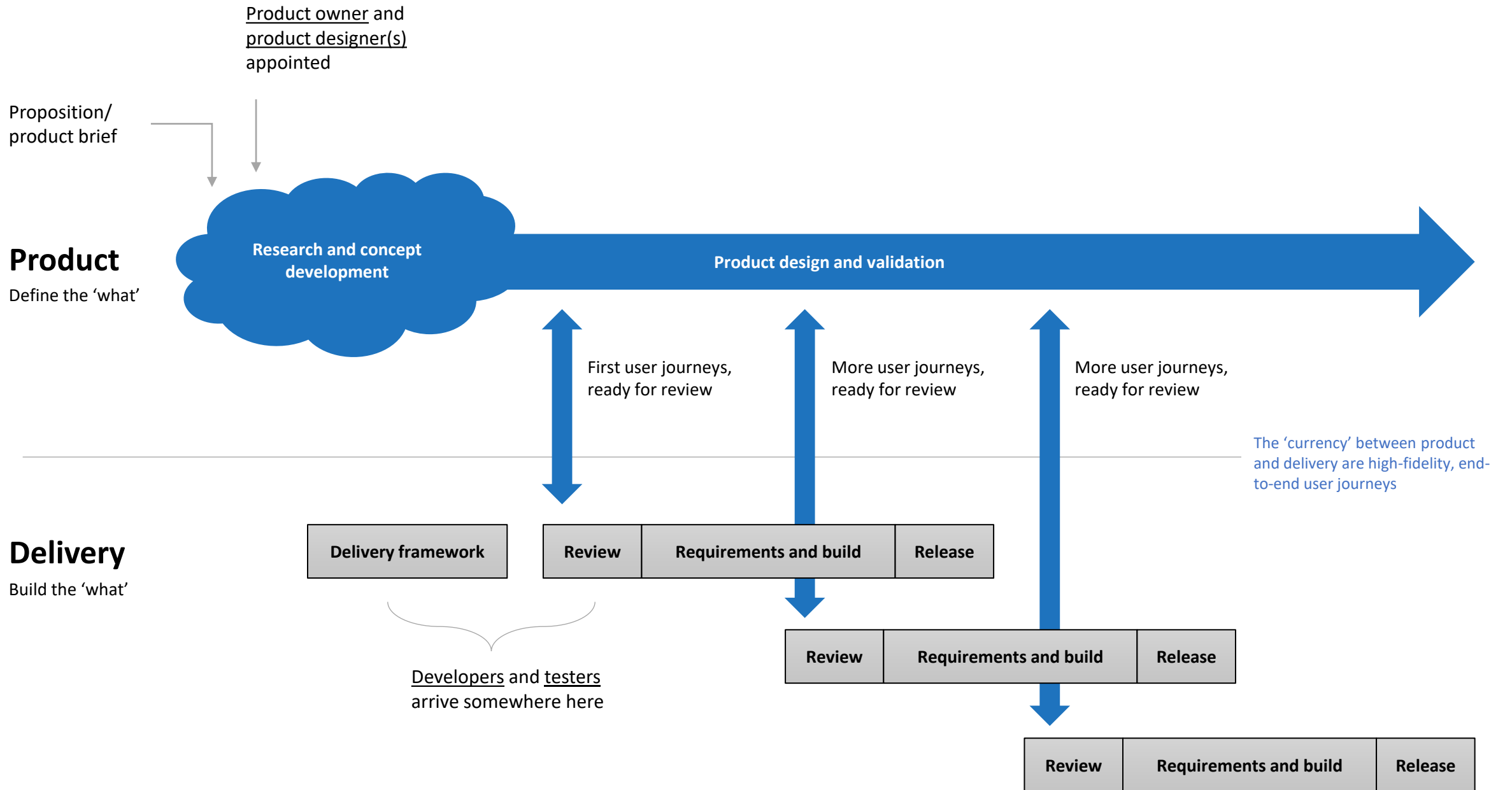
Build the 'what'

Checklist for delivery

- Product owner in place
- Product design function in place
- User journeys for review
- Delivery framework in place
- Developers in place
- Testers in place

As individual user journeys reach design maturity, they are presented to the delivery team for collaborative review to assess implementation readiness.

Product design (in the first instance) and the product owner (if necessary) will field questions from design reviews and plans to address outstanding items are devised collaboratively.



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