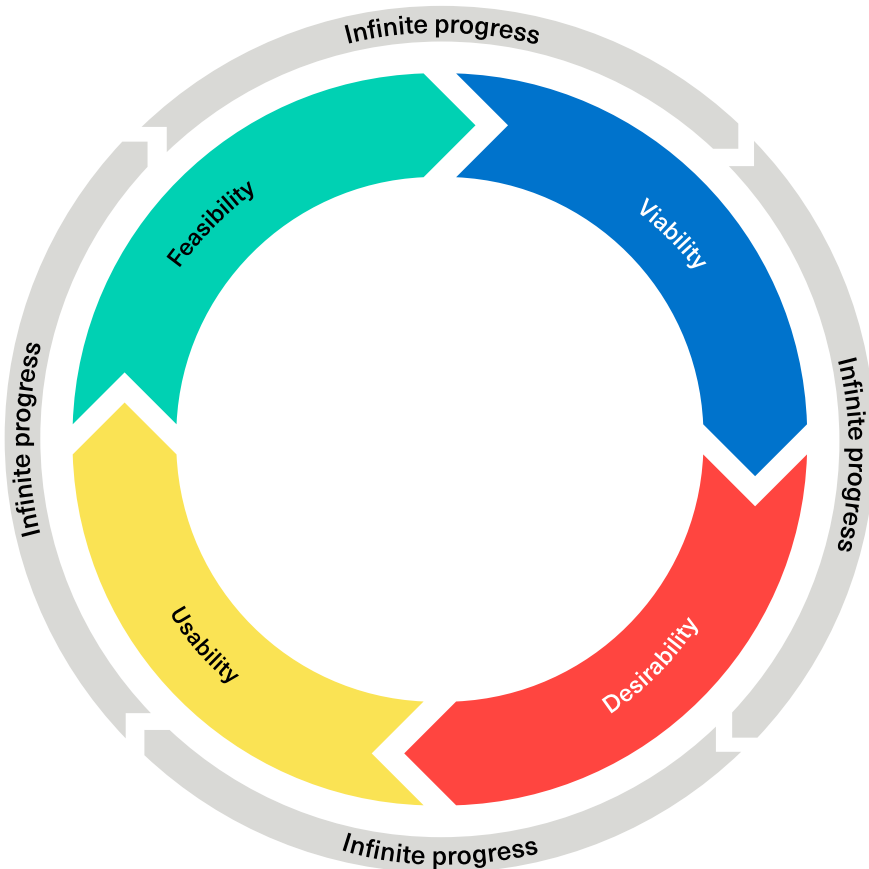


Product-Thinking Risk Wheel

A continuous testing and validation framework for building the *right* product to be applied throughout the product development lifecycle from earliest discovery to launch, release, and evolution.



Feasibility

Thinking about feasibility means understanding what is technologically feasible based on the resources that a team has available and of the current and future capabilities of specific technologies.



Viability

Also known as business viability, this assessment requires an in-depth understanding of the industry including nascent, emerging, or untapped opportunities in order to deliver products that are commercially sustainable.



Usability

Testing for usability ensures that a great idea and 95% great execution aren't wasted by an end product that is difficult to use. Usability is table stakes for capturing the attention, interest, and imagination of users.



Desirability

Desirability validation can be summed up in one simple question: Do users want this product? It is essential to constantly assess whether the product being built addresses the needs, desires, and jobs to be done of its target users.

To learn how to test and validate products using the Risk Wheel from one of our Product Thinkers, email productthinking@connected.io