



White paper

There's always 50 things to do

There's a lot that goes into shipping products

www.stdtime.com
Scoutwest, Inc.

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Ever wonder what's involved in shipping industry-strength products? How do the big companies do it, and what do they do? Here's a list of 50 basic things that usually need to get done before you get a dime from product sales. Because this list only focuses on the actual product development cycles, being really good at these things only means that your product will be of sufficient quality to sell.

Finding markets and selling into them is another list altogether!

You'll notice that this list has several contrasts with service-based companies where financial reward is linked more closely to hourly work performed. Product-based companies must invest for a longer period of time before realizing revenue.

- 1) Building industry recognized competency
- 2) Identifying potential customers
- 3) Interviewing customers
- 4) Finding the novel idea
- 5) Proposing solutions to customer needs
- 6) Innovating on existing ideas
- 7) Identifying tools and technologies
- 8) Learning how to exploit technologies
- 9) Identifying product stakeholders
- 10) Building a project web site
- 11) Creating a product mission and vision
- 12) Rallying the team
- 13) Identifying a project champion
- 14) Project planning and scheduling
- 15) Tracking time and status
- 16) Writing a development plan
- 17) Gathering customer requirements

- 18) Prioritizing features
- 19) Researching the unknowns
- 20) Sketching the architecture
- 21) Identifying the risks to failure
- 22) Designing prototypes
- 23) Writing product documentation
- 24) Product design focus groups with customers
- 25) Writing a design document
- 26) Estimating work
- 27) Learning percentages of error in estimates
- 28) Identifying resources
- 29) Allocating resources to tasks and schedules
- 30) Learning project anatomy
- 31) Building the product
- 32) Getting accurate status updates
- 33) Tracking defects, enhancements, research, etc.
- 34) Writing a QA and test plan
- 35) Planning for customer usability testing
- 36) Earned-value project status
- 37) Integrating QA with development
- 38) Internal product testing
- 39) Writing a product release plan
- 40) Formal usability testing
- 41) External beta testing
- 42) Getting customer feedback to development
- 43) Rework based on customer usage and testing
- 44) Triage of defects and enhancement requests
- 45) Creating a release candidate
- 46) Creating a gold master
- 47) Web site updates
- 48) Web posting of product
- 49) Testing final user download and usability
- 50) Rewarding the team

About Us

Scoutwest, Inc. develops and publishes project management and time tracking products for consulting, manufacturing, government, and general business applications.

Thousands of small to large businesses, in dozens of countries worldwide, trust their mission critical business processes to Scoutwest products. Standard Time® and Standard Issue® work together to offer well-rounded project management solutions.

We specialize in packaged software for timesheets, project management, time tracking, defect tracking, and issue tracking. Standard Time is a web-based timesheet that also runs on Windows, Palm OS, and Pocket PC. It can be used for client billing and task management. Standard Issue is used for bug tracking and general issue tracking.

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