



## 5 Tips for Streamlining your Product Development Process

*Is your product development process slower than you would like?*

*Is your technical staff so busy that they don't have time to think creatively, to develop innovative products?*

*Is their focus divided among too many competing priorities?*

*Does your company have too many Bill of Material (BOM) items resulting in too much complexity?*

*Do you have unprofitable products that you need to get rid of?*

If you've answered "yes" to any of these questions, then you've come to the right place!

Here are **5 tips to streamline your product development process**. These are tested and proven **to work**—these "aha" moments were discovered during a client's Scrum implementations.

These can work for you, whether you use Scrum or not!

### *1. Create Two Separate Technical Teams*

Prior to their Scrum implementation, my client's engineers were bouncing between competing priorities of developing new products and improving current products.

Talk about divided focus! This resulted in high-levels of frustration and longer timelines in both areas.

Once senior leaders learned that Scrum advocates FOCUS, they realized a change was needed, so they created two separate teams. The results have been great—the engineers are now more focused, productive and engaged.

### *2. Allow for Technical Employee Excess Capacity*

My client's engineers were also overloaded with work and didn't have a lot of time for creative thinking. Once leadership realized this, they hired additional engineers to help shoulder the load.



## 5 Tips for Streamlining your Product Development Process

The outcome has likewise been great. Their engineers now have the necessary downtime to creatively think and develop more innovative products.

### *3. Periodically Review Product Offerings*

My client routinely takes a hard look at their product offerings. What isn't selling well? What doesn't make sense to keep in their product line? By removing unprofitable items, and in some instances, lowering the price on some models, they now have more margin so they can carry and sell more profitable products.

### *4. Reduce Number of BOM Items*

The number of Bill of Material (BOM) items often shows product complexity. By reducing the number of BOM items, they've simplified many aspects of their manufacturing processes, which has simplified downstream processes as well.

### *5. Embrace the Value of Minimally Viable Product (MVP) Getting to Market ASAP*

Prior to my client's Scrum implementation, they spent long periods of time perfecting new products.

Now they produce MVPs with just essential features a customer would want. By doing so, they are able to release products much sooner to market. Their goal is to continue to perfect a product through getting customer feedback AFTER it's been launched in the market, which has been wildly successful:

- My client is getting PAID to receive customer feedback! How cool is that!
- They often have to redo things, but the increased revenue offsets any incurred cost.

It's a win-win situation for both parties!

Want to learn more? Shoot us an email at: [kathy@kent.solutions](mailto:kathy@kent.solutions). We'd love to hear from you!