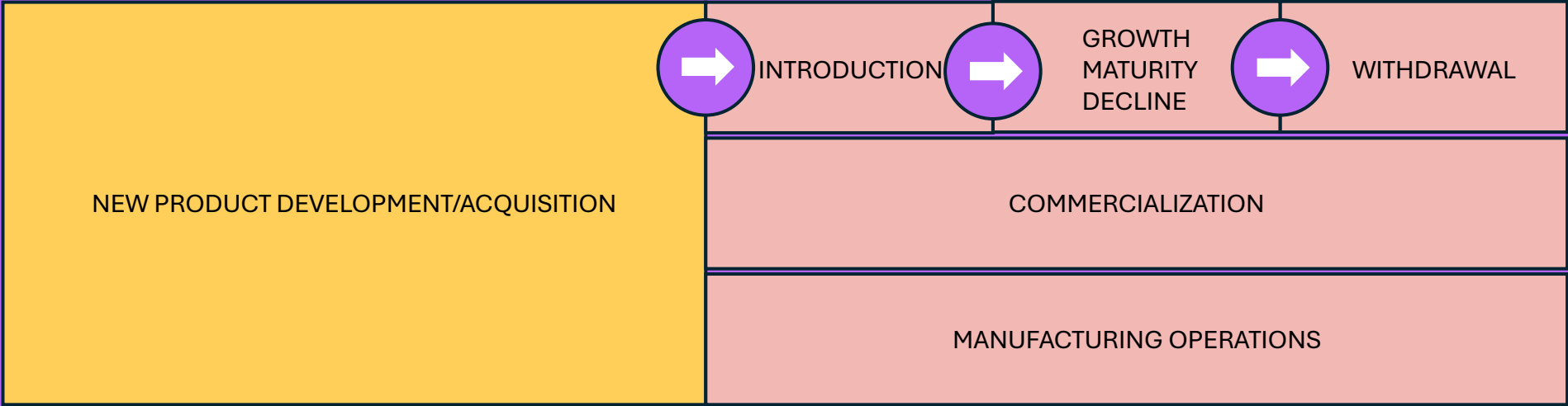


The Product Management Lifecycle Framework

- 1. Conceive:** Identify market opportunities, conduct research, and define the product vision.
 - 2. Plan:** Outline a roadmap, create requirements, and align stakeholders on priorities.
 - 3. Develop:** Design, build, and iterate on the product to ensure it meets defined requirements.
 - 4. Qualify:** Test the product for quality, functionality, and user acceptance.
 - 5. Launch:** Execute the go-to-market strategy, communicate value, and introduce the product to the target audience.
 - 6. Deliver:** Manage the product's lifecycle in-market, support customers, and ensure continuous improvement.
 - 7. Retire:** Phase out the product responsibly, transition customers, and learn from its lifecycle.
- Each stage is iterative, with feedback loops refining the product to ensure alignment with market needs and strategic goals.

The Stages of the Product Management Lifecycle



The Seven Phases of the Product Management Lifecycle



Product Production Process

