



Module 3

Product Development & Planning

Exercises from Lesson 2

1 - In the online materials you saw an example of the trade show BodyPower related to the fitness industry. What are the advantages of these types of trade show opportunities?

Advantages:

2 - Testing is a vital part before releasing your idea or product. What is a prototype?

3 - What are these different types of prototype used for and why?

Physical Prototype:

Paper Prototype

Digital Prototype

4 - What is your understanding of the following resources, how would you use them?

Human Resources

Physical Resources

Emotional Resources

Educational Resources

Financial Resources