Getting Ideas from Your Head to Your Hand

A Practical Framework for Product Realisation

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Product Realisation Framework

A practical guide for turning ideas into products that can be developed, tested, commercialised and brought to market.

Phase	Stages		
P1 - Ideation	1 - Discover	2 - Define	3 - Prioritise
P2 - Creation	4 - Design	5 - Develop	6 - Validate
P3 - Realisation	7 - Prepare	8 - Launch	9 - Embed

Purpose

Inond uses this framework to move product ideas through a structured pathway. Each phase reduces uncertainty, builds evidence and makes the next investment decision clearer. The framework is not only about design or prototyping. It connects customer value, technical feasibility, commercialisation, compliance, manufacturing, launch and post-launch improvement.

Core principle

A product is not ready for market just because it works. It is ready when the right people understand its value, trust the evidence, and have a clear reason to adopt it.

How to use this guide

Use the stages as a checklist when reviewing an idea, planning a development project, preparing for funding, briefing a partner, or deciding what evidence is needed before moving forward.

Framework at a glance

Phase	Summary	Key question
Ideation	Turns an initial idea into a clearer, evidence-led opportunity.	Is this the right opportunity to develop?
Creation	Turns the defined opportunity into a tangible product through design, development & validation.	Can we design, build & prove the right product?
Realisation	Prepares the product for market, supports launch and improves it through real-world learning.	Can this product be delivered, adopted & scaled?

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Phase 1: Ideation

Discover, Define and Prioritise

Ideation turns an initial idea into a clearer, evidence-led opportunity by understanding the problem, defining the direction and deciding what matters most before deeper investment.

Stage 1 - Discover

Understand the problem, the people involved, the market context and the technical possibilities before deciding whether the idea is a real opportunity.

- Clarify the problem, need or gap being addressed.
- Identify the user, buyer, decision-maker, influencer and beneficiary.
- Review alternatives, competitors, market behaviours and existing evidence.
- Test whether the idea has customer value, technical feasibility and commercial potential.

Decision question: What must be true for this idea to deserve further development?

Stage 2 - Define

Turn early insight into a clear product direction, including what the product needs to do, who it needs to serve and what requirements should guide development.

- Define the product purpose, core function and intended use.
- Separate the direct user from the buyer, approver and wider beneficiary.
- Set functional, user, technical, commercial and compliance requirements.
- Capture constraints, assumptions, evidence gaps and success criteria.

Decision question: What exactly are we developing, for whom, and why?

Stage 3 - Prioritise

Decide what matters most, rank the biggest risks and choose the right next steps so the project moves forward with focus and control.

- Identify the assumptions that could make or break the project.
- Prioritise technical, customer, commercial, compliance and manufacturing risks.
- Decide what needs to be prototyped, tested or evidenced first.
- Shape the development pathway, budget, milestones and go or no-go decisions.

Decision question: What is the most valuable next step, and what should wait?

Phase 2: Creation

Design, Develop and Validate

Creation turns the defined opportunity into a tangible product through design, development, prototyping, testing and validation.

Stage 4 - Design

Turn requirements into product concepts by connecting user need, function, form, engineering, manufacturability and commercial intent.

- Explore concept options and compare them against requirements.
- Consider usability, ergonomics, accessibility, styling and product experience.
- Develop mechanisms, structure, electronics, materials, interfaces or system architecture.
- Design with manufacturing, assembly, cost and compliance in mind from the start.

Decision question: Which concept gives the best route to value, feasibility and adoption?

Stage 5 - Develop

Turn concepts into working prototypes, refine technical solutions and make the product increasingly buildable, testable and costable.

- Plan the right prototype sequence, from proof of concept through to validation prototypes.
- Resolve technical challenges through build, test, learn and refine cycles.
- Engage suppliers, manufacturers or technical partners at the right points.
- Develop cost assumptions, bill of materials, manufacturing route and project plan.

Decision question: What do we need to build or prove to move from concept to confidence?

Stage 6 - Validate

Test whether the product works, whether customers value it and whether the technical, commercial, compliance and manufacturing assumptions hold up.

- Test performance, usability, durability, safety and expected use conditions.
- Gather user, buyer and stakeholder feedback.
- Check relevant standards, regulation, documentation and testing needs.
- Build an evidence pack for customers, funders, partners, investors or internal decisions.

Decision question: What evidence proves this product is ready for the next level of investment?

Phase 3: Realisation

Prepare, Launch and Embed

Realisation prepares the product for market, supports launch and uses real-world feedback to improve, scale and strengthen long-term commercial value.

Stage 7 - Prepare

Bring together product, supply chain, compliance, manufacturing, pricing, messaging and launch requirements so the product is ready for market.

- Finalise specifications, drawings, bill of materials and technical documentation.
- Prepare compliance work, risk assessments, instructions and testing plans.
- Confirm suppliers, tooling, quality processes, packaging, logistics & production readiness.
- Prepare pricing, margins, channels, positioning, sales materials and customer onboarding.

Decision question: Is this product ready to be made, sold, supplied and supported?

Stage 8 - Launch

Introduce the product to market with the right evidence, positioning, sales activity, customer support and adoption plan.

- Choose the right launch approach: pilot, soft launch, controlled launch or full launch.
- Activate sales channels, demos, trials, partners, distributors or early customers.
- Use evidence-led messaging for users, buyers, specifiers and beneficiaries.
- Track adoption, feedback, quality, support issues, sales performance and risk.

Decision question: How will the right people discover, trust, buy and adopt the product?

Stage 9 - Embed

Use post-launch feedback, customer behaviour and commercial performance to improve the product, strengthen adoption and shape future development.

- Review what customers actually do, not just what was planned.
- Improve product design, usability, packaging, manufacturing, fulfilment and support.
- Refine pricing, messaging, channels, partnerships and customer success activity.
- Feed learning into scaling, new markets, version 2 or adjacent product opportunities.

Decision question: How do we turn launch learning into long-term product & commercial value?

Commercialisation lens

Across every phase and stage, keep returning to the stakeholder value chain. Product success depends on more than the immediate user. It depends on the buyer, decision-maker, influencer, delivery partner, beneficiary and the wider chain of value around the product.

Role	Question to answer
User	Who uses or interacts with the product, and what must it help them do?
Buyer	Who pays for it, and what makes the purchase worthwhile?
Decision-maker	Who approves, specifies or signs off adoption?
Influencer	Who shapes trust, credibility or demand?
Customer's customer	Who benefits from your customer using, selling or adopting the product?
Blocker	Who could stop or slow adoption, and what evidence would reduce their concern?

Simple stage-gate questions

- Do we understand the problem and who it matters to?
- Have we defined the product direction clearly enough?
- Have we prioritised the biggest risks and next decisions?
- Can the product be designed, built and tested?
- Have we validated the technical, customer and commercial assumptions?
- Can the product be manufactured, launched, adopted and supported?

Closing principle

Making products happen is not one big leap from idea to launch. It is a structured process of reducing uncertainty, building evidence and turning customer value into something real, usable, viable and ready for market.

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