It's been a pleasure walking through this course and I hope you've come out of it with strategies to create sustainable and useful news products. Before you leave I want to remind you of five takeaways from this course:

Top 5 Takeaways
1. In order to create a great product, you need a clear product vision to guide the way
   a. A vision is defined as the act of thinking about or planning the future with imagination or wisdom. If you recall from previous modules, you've heard me say that the best products are the ones that are collaborative and feature various stakeholders throughout your organization. Your product vision and goals need the same type of collaboration. Remember that all product visions should Be customer-focused, Be a bit of a stretch, but not unrealistic, Show differentiation and They should also look years down the road.
2. Stakeholder buy-in is vital to the success of your product.
   a. Stakeholders, also known as those collaborators from across the company, can either make or break product development. Remember to think of your stakeholders' motive for the product, make sure that they understand their contribution to the product and reaffirm stakeholder goals throughout the life of your product and offer updates.
3. The product roadmap is your master outline
   a. It outlines the direction, priority and progress of your product over time. You can think of it as a plan of action that combines both the short and long term goals for the product and the plan to achieve them. The roadmap is always a work in progress, and can be adjusted as needed. Remember, It's important that your roadmap feature at least these four things: a timeline, features, goals and owners.
4. Audience testing makes your product better.
   a. Audience testing is vital to the success of your products because it allows you to see what performs best with your target audience. Refer to the last video for the various types of user research you can use: secondary research, surveys, interviews and focus groups.
5. Always have a constant product feedback loop
   a. The product feedback loop works in three components: number one, Build the product, 2 test the product and 3, improve the product. Using Feedback Loops has a few benefits. It can be a foundation of a user engagement process. Thanks to gathering feedback, you will be up to date with all the needs and complaints your users have.

Thank you again for taking this course and I can't wait to learn how you all applying product thinking to your day-to-day lives.