Common Roadblocks in Product Development

In today's business world, new companies seem to sprout up all the time—and fade into obscurity just as quickly. While there isn't a set roadmap that leads to success, it's certainly helpful for companies to spend an appropriate amount of time conceptualizing their products.

You've probably heard the saying "work smarter, not harder," and that's exactly what successful companies do; they avoid poor production practices and use informed decision-making for better results. Success is never a guarantee, but if you learn to work smarter, your company can avoid common problems that inhibit product development.

Choosing the Wrong Manufacturer

It's easy to be enticed by low-cost production solutions (usually found overseas), but you need to invest in a quality manufacturer. If you entrust your product to a company that can't handle high-production volumes, or can't fully understand the design or specs of your product, find someone else to work with.

When you find a reliable manufacturer, provide them with every detail possible (metrics, tolerances, etc.) so you can both be on the same page during the development stage. Also, be sure to provide manufacturers with functional tests to ensure the correct operation of your product.

Continuously Adding Features

At some point during the development process, you or a member of your team might have ideas about features to add to the product. Though that seems like a perfectly normal practice,

you must learn to avoid it and exercise the proper resistant. By continuing to add more features, you might change the intended use of the product or make it too complex for many consumers to understand.

Launching a simpler product is many times a smarter play. Don't alienate potential customers with your overloaded product; launch something simple that solves a particular problem, then learn how you can improve the product with customer feedback. You should be careful about adding excessive features to your products as it comes paired with additional complexity and expense.

Poor Balancing Between Pre- and Post-launch Learnings

You should be learning more about your product before it hits the market, but the product launch also has a lot to teach you. Once your product gets into the hands of consumers, the experience will give you greater insight on what works, and what can be improved upon.

For example, maybe after the product's launch, you realized that a certain packaging material would have suited your needs better, or perhaps the package design isn't attracting as many

people as it could be. Details such as these can help you develop an outstanding product; conduct rigorous user research to discover how to improve your existing product, and how to improve your future products.

Let Us Help You

Sierra Coating Technologies LLC can assist you with the coating or lamination portion of your product development needs. We incorporate a proven development process and share our expert ideas with you, helping you develop your intellectual property. If you require a coated or laminated product manufactured to defined quality specifications in a repeatable and economically viable process, [contact us today to get started.](#)