This module complements the 'Industrial Software Design' and 'User Experience Design' modules. It provides students with the tools to ensure a software product lives up to and exceeds customer expectations. Teams will focus on creating a minimum viable product (MVP) for a given problem. Students will learn the skills to develop early stage prototypes from existing libraries and services, find interested early adopters and follow a systematic development methodology. This module will further develop professional skills such as planning and achieving objectives.