



Product Discovery

Welcome to your product. We collaborate to take the brief, create the product requirements and future roadmap, prototyping and testing along the way.

softvision



Why Product Discovery

Build the Right Product, Build it Right.

- Involve your customers in the product process
- Ensure business stakeholders have a say
- Bring engineering, design and data together in your product
- Validate and de-risk your investments
- Prioritize the highest impact features



Discovery

Solving Meaningful Problems For Your Business and Users

The technology industry is fast-paced—and software design and development projects can be ambiguous and complex. Working with large mission-critical software and hardware projects has shown us how to create scalable products that people understand and align with—so that projects ship reliably, on-time, and serve real roles within your user's lives.

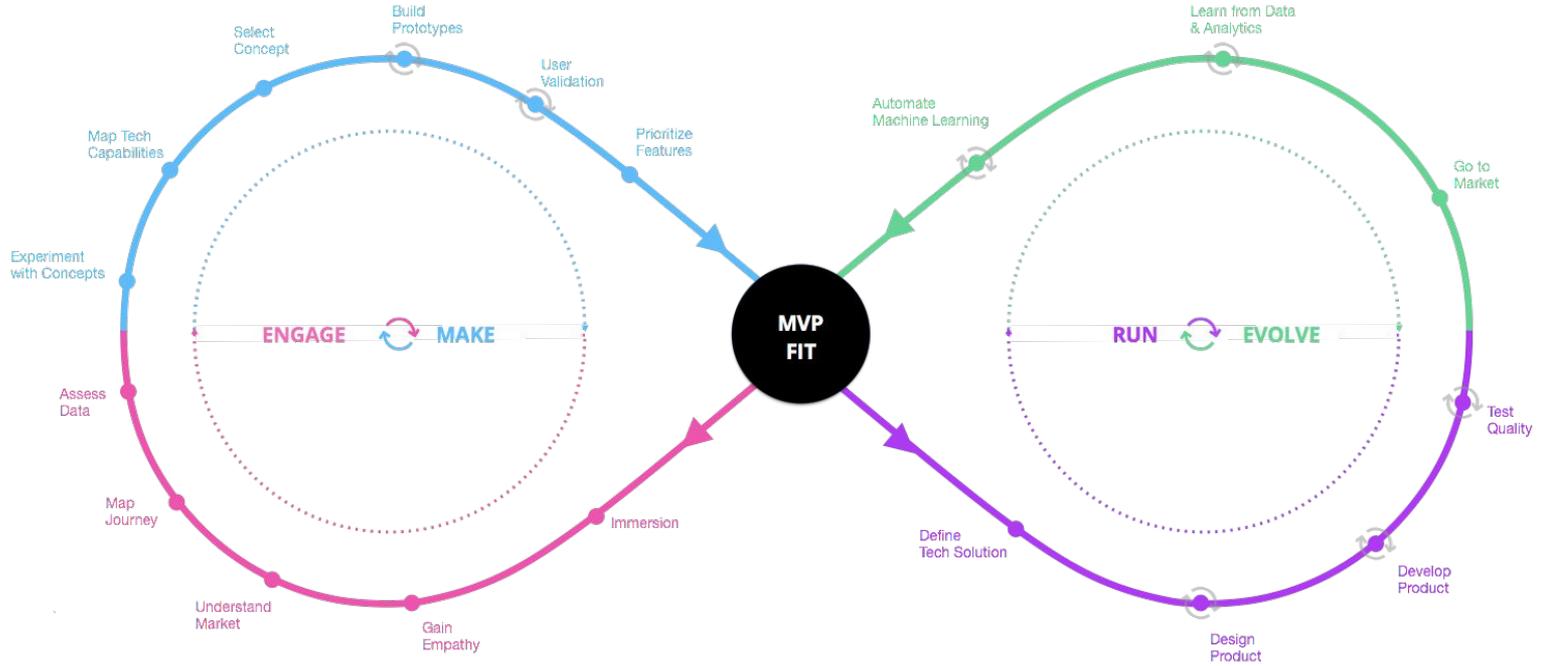
Our first goal is understanding your ideas and goals for the product, how the product will be used by people, and what role it plays within someone's life to make their task(s) more efficient, enjoyable, and result in more value for your business.

We also serve as a pool of experts that have demonstrated what it takes to ship successful products—providing focus to ideas and getting products to market as efficiently as possible.



Discovery

The Softvision Loop Takes You From Concept to Product



Discovery

Softvision and You

To accurately answer all the questions surrounding the creation of your digital product, we need a lot of brainpower. We have a whole team with expertise in the following areas that we bring into the discovery process.

Design:

Information Architecture and Taxonomies.

Product Direction.

User Research.

Interface Design.

Interaction Design and Animation.

Content Strategy.

Engineering:

Software Architecture.

Evaluation of current and potential technologies used.

Platform opportunities and selection.

Quality Assurance and Testing.

Emerging Technology integration.

Client:

Business requirements.

Domain knowledge.

User understanding.



Discovery

Deliverables And Output

We build a product discovery suited to the business relationship and project needs—with learnings and methodologies from hundreds of projects distilled into the approach that's relevant to your product.

1-4 Day Workshop:

An intensive workshop with key members of the Discovery and Client team to uncover business and stakeholder goals, user needs, domain understanding, and discuss the project approach.

Competitive Analysis:

Understand the lifestyle and needs of customers, looking at the behavioural data and speaking to users to understand the Mental model engagement with your service.

Personas:

A demographic and psychographic analysis leading to the generation of user types and the core roles the product fulfills for each.

User Journey Maps:

A diagram that explores the multiple steps taken by consumers as they engage with the service.



Discovery

Deliverables And Output

Value Proposition:

Product definition that maps out the key aspects of the project: why how, who, when, where it will be used.

Feature List / Prioritization:

An inclusive exploration of all confirmed features for future reference and prioritization for MVP.

User Stories:

A concise description of how a problem relates to a type of user, what they're trying to accomplish, and their motivation for doing so.

Information Architecture:

This document is an information taxonomy to illustrate how users approach and understand the application, and how users interact with the information itself.

Wireframes:

The structure of the application - the interaction model detailing how it works, with screens to facilitate the workflows defined in the business requirements.

User Flows:

A visual representation and breakdown of each workflow to show how user types, the system, and external factors all relate to the workflows defined in the business requirements.



Discovery

Deliverables And Output

Moodboards:

A collection of images describing the proposed look and feel of the product

Prototype:

A simulation of the product's features in order to make informed decisions about product.

UI Design:

High-Fidelity output of the application to be used as a reference for implementation by the development team.

Usability Testing:

One-on-one interviews in which users are asked to complete a series of tasks or goals with the prototyped supplied.

Assets and Documentation:

Specifications for understanding of the system by all involved, and implementation by development teams.

Product Requirements Document (PRD):

A document containing estimates and features that are included in the product release (MVP or other)





About Softvision

Softvision is a transformational partner. We marry design and engineering language in ways that produce impactful and memorable experience journeys that put humans at the centre of our thinking.

For more information, **visit www.softvision.com**