

# DEFINE

## Product Journey

The digital product's life cycle

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The main purpose of the *Define* phase is to reduce time to market and risk, and ensure customer satisfaction in a way that **harmonizes with your business objectives**. This phase in the *Product Journey* should start from a set of well-defined opportunities, business objectives and constraints. One way to achieve this may have been a previous *Explore* phase.

In *Define* we will focus on **identifying strong solution candidates** and validating them with prospective prospective customers and users. Based on the results of this, we will then select and prioritize the most promising solution candidates to move forward with.



### Start from...

Having a validated and “framed” opportunity with a good understanding on how we want to tackle the challenge.



### And go to...

A prime solution candidate that has been carefully validated and aligned with both identified user needs and business ambition.

### We do this by:

1. Ideation
2. Prototyping
3. User testing
4. Product Architecture

## Business benefits

Working with a creative solution definition, it is not uncommon to find uncovered potential outside of the original scope

Gain a competitive edge by expanding the horizon of what you think the users want

Alignment among key stakeholders around how to capture business value



# DEFINE

Product Journey

## Activities



Ideate around product opportunity



**Diverge thinking** - brainstorm widely to get the creative thinking going  
**“How might we”** - turn problems into opportunities for generative thinking  
**Product hypothesis** - our guess to why a theoretical solution will be a success



Prototype solution proposal(s)



**Sketch** - start drawing something concrete and iterate  
**User journey** - draw a flow of a potential user can interact with the solution proposals  
**Wireframes** - static or interactive wireframes to make the solution come to life



User testing



**Validate** - we validate together with stakeholders, customers and user representatives  
**Pain/Gain** - what are the potential drivers and barriers to interact with the solutions



Product Architecture



**Tech investigation** - research tech architectures, and/or 3rd party products  
**Information architecture** - organize, structure and label content to make it easier for users

## Outcome

The main outcome will be one or several strong solution candidates that have been carefully validated. There will also be alignment among stakeholders around how to capture business value.

The main deliverable will be *Product Brief* that summarizes the findings and provides recommendations for how to go forward with solution candidates. The *Product Brief* will include the following information:

- Solution candidates and the rationale for selecting these
- Prototype designs
- Key findings from user interviews, prototype testings, and stakeholder conversations
- Implementation guidelines
- Risk and risk mitigation
- Recommendations for future development

### Our Top-tier partners

