

EVOLVE

Product Journey

The digital product's life cycle

EXPLORE DEFINE PROVE EVOLVE MAINTAIN

Visit us here: devoteam.se

The *Evolve* phase aims to **design, develop, and scale your product or service** for commercial or internal purposes. It starts with a solid understanding of the opportunity at hand, technical issues, risks, and other important data gathered in previous phases. As the product evolves and reaches a wider audience, the workload and complexity increases significantly.

To manage this complexity, we have developed a comprehensive process handbook, the *Creative Tech Playbook*, to support teams and leaders throughout the product journey.



Start from...

Knowing that the solution idea(s) and prototypes are supporting the vision and are ready to be made into a full-fledged, scalable product.



And go to...

A product that's scaling to greater and better results in iterations with proven evidence for the desired functionality.

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.

Develop new products that meet the customer needs and drive revenue, due to the user-centric process.

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



EVOLVE

Product Journey

Activities



Product Discovery



Prototype - build scalable prototypes iteratively and validate
Validate - validating the product with customers and users to collect qualitative data
Data collection - gathering live data, analyzing, and validating it



Product Development



Development - design, develop and test the product iteratively
Reviews - demonstrations and feedback reviews
Deployment - going live with customers and users



Product Management



Planning - revising the roadmap and detailed planning
Risk management - ongoing analysis and mitigation of risk
Governance - steering/sponsor committee work and reporting

Outcome

The primary outcome of *Evolve* is, of course, a continuously evolving and successful product that manifests the Product Vision and fulfills the business objectives.

Our Top-tier partners

