

# EXPLORE

## Product Journey

The digital product's life cycle

EXPLORE DEFINE PROVE EVOLVE MAINTAIN

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Embarking on a major digital initiative can be complex and risky. To ensure success, it's important to take a careful and iterative approach. You will want to ensure that you are addressing the most important and relevant opportunities in the best possible way.

The *Explore* phase is designed to help you kick off the *Product Journey* swiftly and efficiently. By working with you to identify business objectives, opportunities and constraints, we will lay the foundation for a successful digital initiative.



### Start from...

Not being sure of which direction to move forward with for a challenge that's ready to be tackled, and discover new opportunities, for both the users and business



### And go to...

A place where you have investigated the challenge and discovered a researched and validated product opportunity

### We do this by:

1. Clarifying business objectives
2. Framing opportunities
3. Collecting insights
4. Investigate "make vs buy"

## Business benefits

Exploration leads to knowledge and understanding, which can strengthen the argument for future investments

Favours the process of aligning business goals with real opportunities

The most expensive ways to test your ideas is by start at building production quality software



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Product Journey

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## Activities



Clarifying business objectives



**Objective** - include the priority and goal of the problem  
**Benefits** - clarify the benefits the initiative is expected to achieve

**Outcome** - define the outcomes that you are aiming for  
**Alignment** - making sure the objective is aligned with your goals and priorities



Framing opportunities



**Identification** - identify promising areas of opportunity  
**Options** - we create and investigate multiple framing options before settling on a specific alternative

**Context** - introduce the problem with necessary background information

**Relevance** - Cover the importance of the problem and how it relates to a system



Collecting insights



**Market research** - competitive research helps understand industry standards and technology trends

**User research** - understand how users think and behave - their needs and motivations

**Organization** - investigate how new initiatives might impact the organization and ongoing business



Investigate "make or buy"



**Constraints** - based on analyzed data the constraints related to the opportunity can be identified

**Investigation** - figure out what already exist in the market based on identified product needs

**Operational readiness** - investigate how the new initiative may impact the organization and ongoing business

## Outcome

You will receive a comprehensive set of findings and facts that will provide a solid base for your decision-making. The main deliverable will be a *Product Memorandum*, a comprehensive report that includes:

- Executive summary
- Background
- Framing results
- Priorities
- Product vision
- Product strategies
- Business objectives
- Resource needs
- Risks and risk mitigation
- How to proceed

### Our Top-tier partners

