PROVE



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The starting point for the *Prove* phase is one or several solution candidates that have been validated with customers, users and internal stakeholders. You will then have identified a preliminary *Problem-Solution fit*. To be fully confident moving forward with a full-blown development initiative with limited risk, you will want to gather more data to **prove that we are indeed on the right path.**

A good way to do this is by exposing the solution candidates with a wider audience and carefully measuring how users interact with it. We will gather both qualitative and quantitative data to be able to judge how successful we are in solving customers- and user needs, while at the same time achieving your business objectives.



Start from...

Having one or several validated solution candidate(s) ready to be realized into something tangible.



And go to...

A prime solution with a proven strong *Product-Market fit*, which will motivate to pursue a development initiative

We do this by:









Business benefits

A mini version of the product is engaging, showing real value fast.

The small scoped iterations makes it easier to find improvements and implement faster.

Able to see the potential value of a full scaled product with smaller amount of time and effort - quality over quantity.



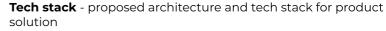


Contact us at: se.advisory@devoteam.com

Activities



Just start building



Data collection - proposed set-up to start collect and analyze data

Requirement specification - what specifics do we know about the product's needs



Don't spend too much time on details

Scaling - recommendation for future scaling of the product **Personas** - fictional characters that help you identify the different user types

Interviews - listen to the users and find insights around their feelings towards the product



Build with the user in mind

Prototypes - create interactive prototype to engage users
 User test findings - fictional characters that help you identify the different user types



Remember what you're testing for

Functionality analysis - competetive research helps understand industry standards and identify opportunities

Business case - a validated business case is provided based on the findings

Outcome

The primary outcome of the *Prove* phase is to establish concrete evidence of a strong *Product-Market fit*, which will motivate your team to pursue a development initiative for either commercial or internal purposes. Along with the prototypes and revised designs, we will provide a *Development Promemoria* that covers the following:

- Executive summary: A concise summary of findings and recommendations
- Data collection: A detailed report of the key findings and insights obtained through live data gathering and user testing
- Tech platform: Results from tech investigations and evaluation of their applicability to the initiative
- Recommendations: Conclusions and our recommendations on how to proceed, including how to structure and conduct a development initative
- Roadmap: An initiatl roadmap, outlining the timeline and cost estimates Recommendations for future development
- Risks: A risk assessment that highlights potential threats and suggest methods for risk mitigaition

Our Top-tier partners









