

# PROVE

## Product Journey

The digital product's life cycle

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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:

1. Product prototypes
2. Data instrumentation
3. Iteration
4. Tech investigations

## 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.



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## Activities



Just start building



**Tech stack** - proposed architecture and tech stack for product solution

**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** - competitive 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 initiative
- **Roadmap:** An initial roadmap, outlining the timeline and cost estimates  
Recommendations for future development
- **Risks:** A risk assessment that highlights potential threats and suggest methods for risk mitigation

### Our Top-tier partners

