

TURNING CONCEPT INTO RESULTS: A QUICK GUIDE TO BUILDING AND LAUNCHING A SUCCESSFUL DIGITAL PRODUCT

The below insights aim to provide an overview of the product development process we have seen succeed with both startups and within larger organizations.

1



DISCOVER, DEFINE & PROTOTYPE

The discovery process aims to **align business needs** with that of the users into a formal strategy so technology solutions can be crafted. The measure of success is in the **shared understanding** between the product team and business owner on the client side. **Validating assumptions** with rapid prototyping and user interviews is essential to understand the core flow of the application before building on it.

WHY BUILD A PROTOTYPE?

- To test and validate assumptions for a proper MVP (Minimum Viable Product).
- To identify risks and de-prioritize features that do not add value.
- To better understand your end user.
- To tie value to features before the product is developed.
- To showcase to your C-Suite executives for feedback, approval, and gain additional financial backing for further product success.

2



SHOWCASE PRODUCT & GATHER FEEDBACK

Present the prototype and value proposition to key stakeholders to **refine and build consensus**. Soliciting user feedback, business feedback, and technical feedback will help you fine-tune your prototype and **measure the potential of the product** in achieving key business goals.

WHY GATHER FEEDBACK?

- To showcase your prototype to your internal team members and build consensus among stakeholders.
- To provide proof-of-concept for how your product will help the business.
- To align the validated user assumptions with business value.
- To gain further support from key stakeholders for ongoing development of your product.
- To unlock financial funding for your product and future iterations.
- To determine the best set of features to move to full design and development phase.
- To identify priorities, refine the product, and build a product roadmap.

3



FULL PRODUCT DESIGN & DEVELOPMENT

With **buy-in** from your executives, an **unlocked budget**, and **validation** of your product concept it's time to take your product from prototype to **full-fledged design and development**.

THE PROCESS OF BUILDING THE APPLICATION

- User experience designers create wireframes, user flows, and define product specifications.
- Design & creative teams produce designs of the user interface.
- Engineering teams build the product in the chosen technology (iOS, Android, Web, etc.)
- Quality assurance and quality control analysts test to ensure the functionality is working correctly.
- Once all testing is complete, deployment teams are activated to launch the product into the market.

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BETA LAUNCH

Once you are close to launching your product, you will need to **train your team and plan your rollout**.

HOW TO GET READY FOR LAUNCH?

- Beta test with a select group of users.
- Refine the product even further based on user feedback and technical adjustments as needed.
- Update your internal executive team with your rollout and implementation plan.
- Train and prepare the appropriate internal teams.
- Develop your go-to-market strategy and promote your product.
- Identify how you are going to ensure user adoption.

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LARGER PRODUCT ROLLOUT

Once your product is released, it is essential to **plan for the future** and establish **how your product will scale** over time and continue to **drive your business**.

WHAT TO FOCUS ON FOR LAUNCH?

- Tracking key performance indicators (KPIs) for progress, successes, and missteps.
- Performing analysis of metrics, data, and user feedback.
- Establishing plans for optimizing v1 while continuing to build future versions.
- Keeping up the momentum with ongoing marketing initiatives, outreach, and training.

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CONTINUOUS DEVELOPMENT AND UPDATES

Once your product is stable and embedded into your organization or released to the public, you can work with your digital product agency for **ongoing support**, or you can transition the maintenance of your product to your internal team.

SHOULD YOU TRANSITION OR GET SUPPORT FROM YOUR AGENCY?

- Determine if you have the team to support internally.
- If yes, then work with your digital product agency on a transition plan and transfer all digital product assets in a coordinated effort.
- If no, then work with your digital product agency to establish a long-term plan for consistent updates and maintenance of your product.
- Plan to make adjustments as your product scales over time and needs change.

Whether you are ready to **get started creating a digital product** today or are **still in the concept phase**, **Dom & Tom are experts** in the field and can help you **get your digital product off the ground**.

To **get more details** or **schedule a consultation** with one of our strategists.

Contact Dom & Tom today!

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