

·» MOOVE IT

The art and science of product discovery

Use tried and tested methodologies to
build the right product at the right time

Our advice for startups

Building the right product at the right time is the holy grail of product strategy teams. Doing so is highly complex- requiring a mix of everything from market research, software engineering, customer feedback, to determining the feasibility and the right pricing. Therefore starting correctly, using a methodological approach, becomes a key factor in achieving success.

Particularly in an economic environment characterized by high inflation, low growth, and business uncertainty, taking the right steps early on to build the basis for a product, represents a prudent approach.

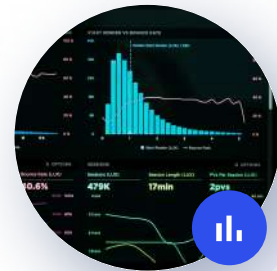


The benefits of product discovery

There are **four** main benefits that businesses benefit from.

Reduce development risks

Identifying technical challenges and/or feasibility issues early on in the process, means we can create alternative solutions or take a different approach before you've committed significant resources. It can also greatly aid the development team, having a tangible representation of the final solution, before going full-speed ahead.

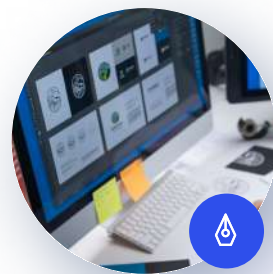


Get moving with the first stage of the product development process.

Getting started is often the hardest part. By getting the first stage of the process up and running, it's easier to then receive more concrete feedback, and receive buy-in from key stakeholders.

Build key assets for a solid pitch deck

Whether you're pitching to internal stakeholders or investors, having the specific details and estimations, backed up by a proof of concept, provides the basis for achieving the support from those you need to bring the project to fruition.



Set the foundations to build the right team and for a successful implementation

Identify the key skills and capabilities of the people you'll need to take the idea to reality.

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“We understand the complexities that businesses face when creating new software products and the inherent trade-offs that are required in the key decisions executives need to take. We’re proud of our ability to help organizations navigate this process”

Ariel Ludueña
CEO and Co-Founder, Moove It



At a simplistic level, product discovery will help you validate the product idea, and then fine-tune the concept. This enables the appropriate adjustments in order to meet customer needs or address a specific pain point. It also provides the basis for engaging with potential partners and collaborators - enabling a more efficient and effective product development process.

A false start means disqualification

What is the key customer problem you are trying to solve?

This is the question every company needs to start with.

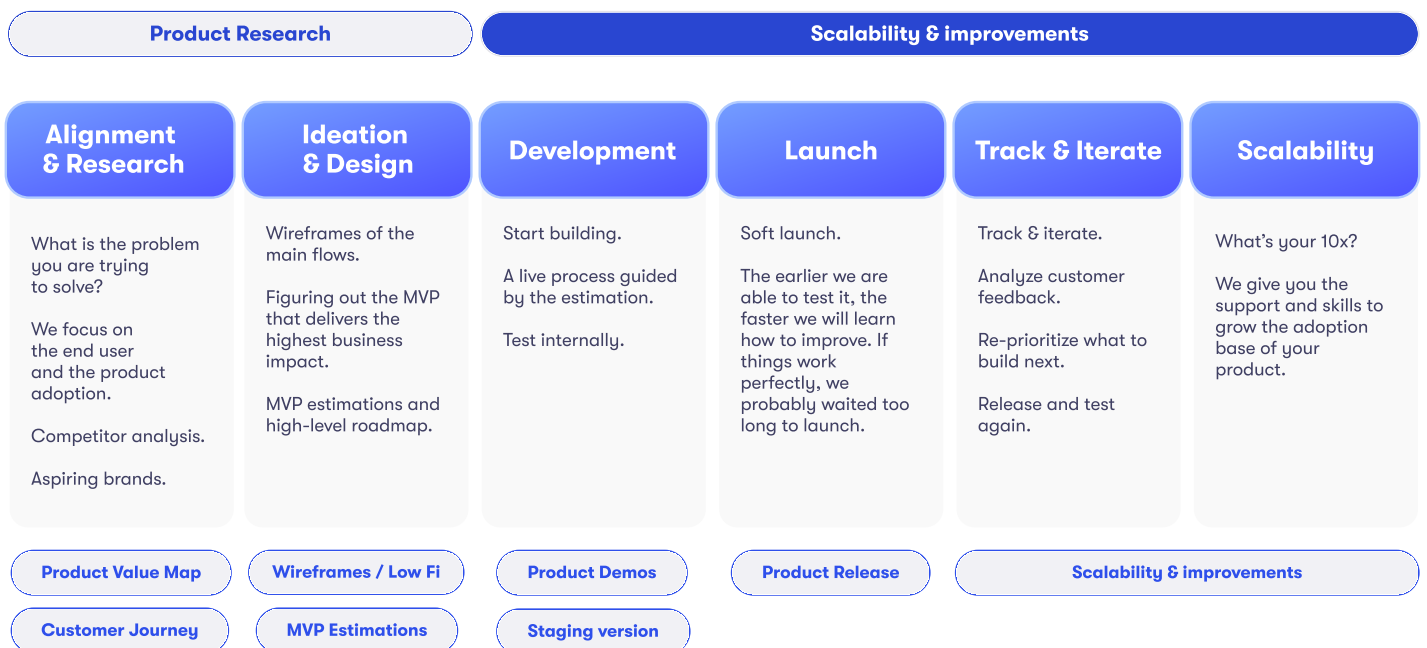
Answering it may require market research, competitor analysis, and an evaluation of brands to aspire to. It's critical to take the time to not only clearly understand, but also clearly articulate to stakeholders, the answer to this question.

Product discovery describes a flexible period during which we will focus on building the right product for the right audience. It's an iterative process of reducing uncertainty around an idea to make sure that we can build a better product and test faster.



The Moove It way

A tried-and tested 6 step process



Phase 1

Product Research

Step 1: Alignment & research

In this first step, we answer the key question: what is the problem you're trying to solve? Our initial research will focus on the end user and the expected adoption of the product. It involves competitor analysis and comparing against the brands to which you aspire to.

Step 2: Ideation & design - and estimating your MVP

Still within the initial product research phase, based on a lean UX human-centric approach, we'll build wireframes of the main user flows.

We'll analyze the MVPs to decide on which will deliver the greatest business impact. This phase will also include a documented evaluation of technologies, architecture possibilities as well as analyzing the risks of building the product. This includes defining the technology stack for both frontend and backend, infrastructure, integrations with other services and development risks.

Based on these aspects, we'll then determine the user journey and map out the user stories in order to obtain a conservative estimation of the cost of building an MVP.

Phase 2

Scalability & improvements

Step 3: Development

We start to build! We create a product demo and a staging version of the product. This process is often guided by the estimation, so the end result can vary depending on your needs and budget. While we develop the demo, we'll test it internally for any bugs we find during development.

Step 4: Launch

This is where the rubber meets the road, as the saying goes. It's a stage that requires careful planning to ensure success. So in this phase, we produce an early version of the product and release it in a so-called "soft launch". The reason we do this is so that we can learn about how the app interacts with a small group of users. With an early version, the team can identify and resolve any issues earlier than they normally would. Moreover, the feedback gathered from the soft launch can help in improving the marketing strategy for the official launch.

After the soft launch, the team incorporates the feedback received from users to refine the product and make any necessary changes. Once the development team is satisfied with the product's quality, it is ready for the full launch.

Step 5: Track & Iterate

During the launch, we track and iterate any improvements or changes we need to make to the product. During this phase, we analyze customer feedback so that we can make the necessary changes to the product before final release. This phase also helps the team figure out what features need to be prioritized and developed first. Once the team is done making changes, they release the updated product again.

Step 6: Scaling

In this phase, we look at an important question: What will the application look like when it has 10x more users than it started with? Here, we look at growing the product in the long run. We give you the support and the skills to be able to adapt your product to the size of your audience base. We often look at how the product will look at a larger scale, and adapt according to its growth.



Build a specialist team with Moove It Studios

Based on our experience working with organizations developing software-based products, in 2019 we decided to build out Moove It's Studio model. One of the key motivations behind this, was realizing the importance of being able to build a specialist team based on the specific requirements of each individual product- and how this varies during the development process.

For example, in a typical project, you may well need to bring in product designers and UX/UI experts, technical architects, a data lead, and project manager at different stages of the process, rather than all at the beginning. Having access to our studios means our clients are able to bring in highly specialized individuals at their moment of need.



Product Studio



Site Reliability Engineering



Product Design



Quality Assurance



Software Engineering



Mobile Studio



Artificial Intelligence



Data Studio



Contact us today to
schedule a consultation.