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DISCOVERY STAGE

Roadmap to effective
product launch

Startups

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Introduction

If you have an idea, that's a great start – but it's just the beginning. Before diving into coding, there are essential stages to navigate to transform your concept into a tangible product. These stages are:

Starting with an idea

You have a vision, but it lacks detailed requirements

Developing requirements

Shaping your idea into concrete, actionable requirements

Coding

Turning those requirements into a working product

The Discovery Phase is an essential collaborative process, pivotal for grasping your project's concept and optimally preparing it for development.

This guide is tailor-made for entrepreneurs bursting with promising ideas but still need to figure out the steps to bring them to life. You'll gain insights into essential preparation stages, master articulating your requirements, and discover how to synchronize your vision with actionable development tactics.

Aimprosoft can assist in making discovery cost-effective and efficient, ensuring that your vision is clearly defined and technically achievable.

Business/Product Approach

Deliverables of Aimprosoft

Lean Canvas, Value Proposition Canvas, SWOT Analysis

To get from Aimprosoft the best of deliverables, please provide us with the following input:

1

Think about both the short-term and long-term goals of your project. This includes financial targets, such as revenue growth or cost reduction, and qualitative goals, like market penetration or brand recognition

2

Providing us with the demographics, preferences, and behaviors of your target audience, which includes age groups, geographic locations, and typical user habits, helps us know your customers

3

Share with us user pain points, challenges, and what they value in a product. This could involve surveying potential users or analyzing market trends and competitor offerings

4

Based on your understanding of the target audience, which features will most benefit and appeal to them? Consider aspects like ease of use, accessibility, and how the product fits into their daily routine

5

Let us know how your product stands out from competitors and what unique value it offers users

Our case

Streamlining Cloud Backup and Migration for SAP® Commerce

Challenge

Our in-house product was initially created for developers to manage backups and perform real-time media migration for SAP-powered online stores. However, the need to expand its utility beyond developers became apparent.

Our approach

Market and user research

We extensively researched the broader market needs and user pain points, particularly for content managers and website admins

Goal setting

Our objective was to offer an efficient, user-friendly alternative to standard SAP solutions, focusing on features like ease of use and role-based access

Solution

By expanding our analysis to include content managers, we discovered a gap in the market. This insight enhanced our module with features like one-click data exporting and role-based access control, making it versatile for a broader user base.

Outcome

The refined module now saves up to 24 hours per backup and offers seamless cloud storage management. It's a testament to our ability to adapt and evolve products based on thorough Business Analysis, catering to the needs of various user groups in the SAP Marketplace.

Business Analysis Approach

Deliverables of Aimprosoft

Requirements Elicitation, Business Requirements Document, Use Case Scenarios

To get from Aimprosoft the best of deliverables, please provide us with the following input:

1

Collect existing documents and data relevant to your project. This could include business plans, market research, previous project reports, and customer feedback

2

Share details about your current business situation with us, including strengths, weaknesses, opportunities, and threats

3

Clearly identify the specific problems or needs your software aims to address. Consider both internal operational issues and external market challenges

4

Articulate what success looks like for this project. Define clear, measurable objectives that the software should achieve



Our case

Rare disease healthcare portal

Challenge

To create a well-thought-out internal rare disease info hub for healthcare professionals and an external portal for public information dissemination.

Our approach

Data gathering

We collected relevant data, including healthcare sector reports and user feedback, focusing on rare disease information needs

Targeted analysis

Our BA team analyzed this data to pinpoint the main challenges and opportunities in healthcare information management

Identifying problems and goals

We defined the key issues faced by healthcare professionals and patients and set clear objectives for the portal's development

Success criteria

We established measurable goals for the project to improve information accessibility and user experience in the healthcare sector

Solution

Wireframes, explored implementation opportunities, and documented needs based on a close collaboration with the product owner.

Outcome

Business analysis allowed a twofold increase in employee productivity due to turning abstract ideas into structured plans and establishing efficient implementation strategies for both portals.

Technical Approach

Deliverables of Aimprosoft

Work Breakdown Structure, Software Requirements Specification, BPMN Diagram

To get from Aimprosoft the best of deliverables, please provide us with the following input:

1

Identify all the major tasks and subtasks needed to complete your project by breaking down the project into smaller, manageable parts

2

Let us know the sequence and dependencies of these tasks by determining task priority

3

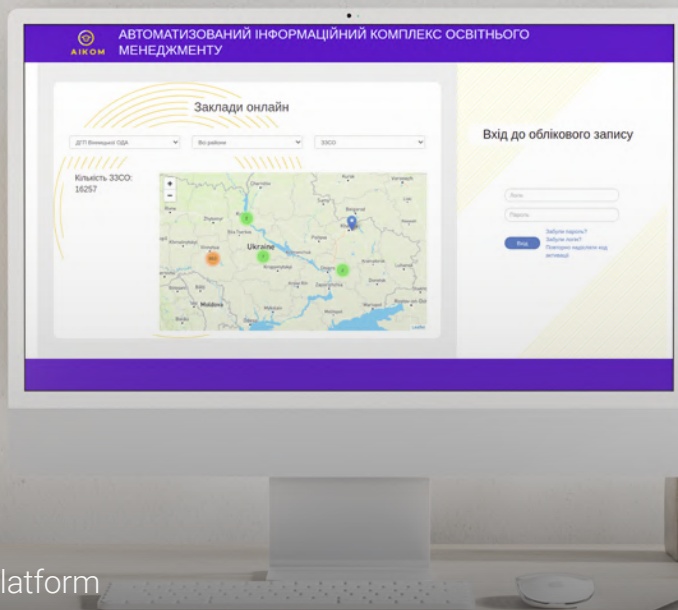
Make a comprehensive list of all functionalities and features you want the software to have, both core and additional

4

Prioritize these functionalities based on importance and impact. Decide which features are essential for launch and which can be developed later

Our case

A robust educational platform



Challenge

To develop an Education Management Information System (EMIS) from scratch and meet the complex data management and e-learning needs in Ukraine.

Our approach

Project breakdown

We identified and organized all tasks and subtasks, ensuring a clear structure and timeline for the project

Goal setting

Understanding task dependencies was key to establishing an efficient workflow

Feature listing

We compiled a comprehensive list of functionalities, prioritizing essential features for the initial launch and additional features for subsequent updates

Solution

E-learning market examination, educational law risks, political and economic influences identification, API feasibility and user analysis.

Outcome

Detailed documentation, guiding the client and our development team. Risk mitigation, resource misallocation prevention, timely progress endurance.

UX/UI Design Approach

Deliverables of Aimprosoft

Wireframes, Moodboard, UI Concept, Clickable Prototype

To get from Aimprosoft the best of deliverables, please provide us with the following input:

1

Provide sketches of the basic layout of your app's pages with key elements like menus, content sections, buttons, and user interaction points

2

What is the user journey through each page, and how users will move from one section to another?

3

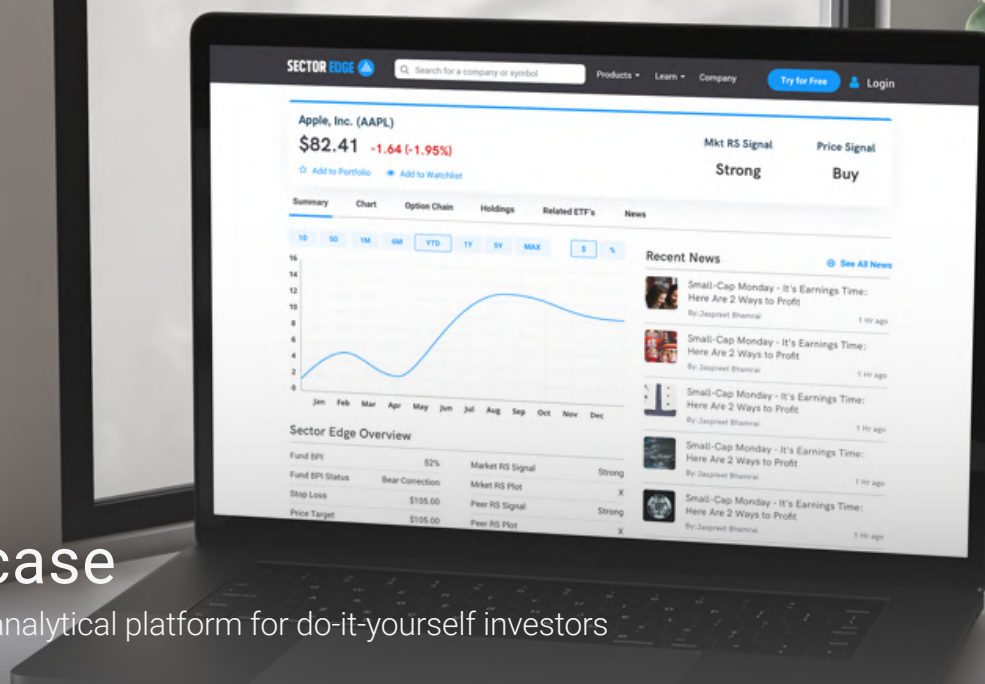
Share images, color schemes, fonts, and design elements that represent the look and feel you envision for your app

4

These visual elements should be aligned with your brand identity and convey the proper emotional response you want to evoke in users

Our case

TMI – an analytical platform for do-it-yourself investors



Challenge

To renew a web platform focusing on the platform's UI/UX and functionality overhaul would meet user needs and outperform competitors.

Our approach

Wireframe development

We sketched the basic layout, focusing on intuitively placing menus, content sections, and interactive elements

User journey mapping

Considered how users would navigate the platform, ensuring a seamless flow from one section to another

Design aesthetics

Collected visuals, including color schemes and fonts, to create a compelling look and feel that resonates with the target audience

Solution

Deep requirement analysis and market research, wireframes and diagrams for design visualization, ensuring meeting the identified needs.

Outcome

A robust, feature-rich solution with investment strategy planning tools, industry news updates, and educational resources like webinars and courses.

Conclusion

In closing, in the Aimprosoft Client Guide to Product Discovery Preparation, **remember that turning an idea into a market-ready product often entails expert navigation.** While this guide offers fundamental insights, the journey from concept to creation is intricate and unique for each project.

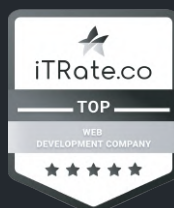
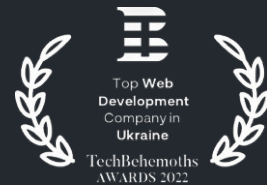
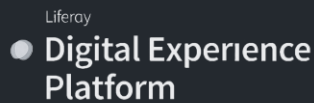
Our diverse case studies reflect our dedication to materializing visions, highlighting our tailored solutions in various sectors. **If you're looking for a partner to help navigate the complexities of product development, Aimprosoft is here to assist.**

Contact us for expert support in making your idea a tangible achievement. Let's embark on a collaborative journey to bring your unique concept to life.

It is better

to work with *a trusted partner*
than to seek new paths alone.

John D. Rockefeller



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Aimprosoft is a software development company that offers a wide range of services for a successful digital transformation.

More than 18 years of market presence helped us obtain profound knowledge of product creation and become strong advocates of a customer-centric approach with a deep understanding of our clients' needs.

50+
technologies

in the arsenal of our experts help enhance the capabilities of our customers' businesses, increase their revenue, and modernize outdated processes

Apart from a diverse stack of technologies, we also use the capabilities of Liferay, Alfresco, and Hybris platforms that have become our key tools for building enterprise-grade software solutions.

Over time,

we gained considerable expertise in application development for a wide range of industries, such as

**E-Commerce,
Healthcare, IoT, Real Estate,
Retail, Telecom, Education**
and many others

We develop software with care.

Contact us
to solve your digital integration challenges.

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