



# Project Discovery

<https://agilie.com>

## What is a Discovery Phase?

A Discovery Phase is a process of identifying the basic requirements for the project, determining its features, analyzing and adjusting business goals.

On the basis of this information, we make expert recommendations regarding the best way to implement the client's idea, suggest a relevant technological stack, technical requirements, feature prioritization, team format and offer the most cost-effective technical solution that is needed to deliver the project successfully.

The results of this research we gather into a presentation that includes all the mentioned information along with prototypes and can be shared with future investors.





# Project Discovery Activities

- Consultation to analyze business plan, define the project's strengths and weaknesses, evaluate the market and competition, map the user journeys, and plot the right course to goals.
- Workshop to transform business goals into actionable project items, and create a detailed release plan.
- Artifacts analysis to study documentation on the project's vision, requirements and processes, as well as any applicable legacy code.
- Prototyping to figure out how users will interact with the application.
- Software requirements specification (SRS) to define the purpose and scope of the project, describe the product's features and interface, clearly list all of the functional and non-functional requirements.
- UI/UX design to create wireframes and see product structure, get a better idea of the kind of user experience it'll deliver.
- Planning to summarize the findings and create a detailed outline to manage time, budgets, human resources and possible risks.
- Architecture creation to lay the foundation and produce the blueprint to build the product.

# The Discovery Team

## Developer

A developer's task is to keep tabs on which technologies shall be implemented. The tech team carries out additional research to make sure the tech solutions used are those best suited to solving client's business challenges.

## UI/UX designer

This team member creates a user experience that includes user-friendly navigation, wireframes and prototypes to bring the product vision to life and make sure target users understand how to use it, and a visually attractive project as a whole.

## Business Analyst

A Business Analyst prepares use cases and requirements for the project. His responsibilities include:

- Identifying the main aims of the project;
- Determining who the end users will be;
- Figuring out how the audience will use the final digital product, etc.

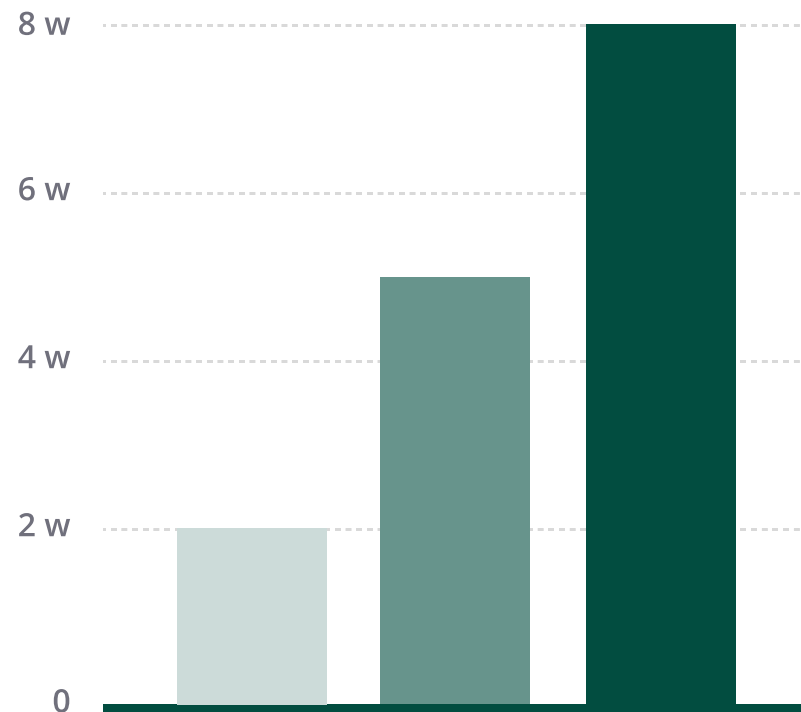
## Project Manager

An expert PM is in charge of:

- Scheduling and arranging meetings with a client;
- Making records of all the details discussed during the meetings;
- Ensuring productive engagement between the product discovery team and the development team.

# Discovery Duration

Discovery phase time frames depending on the project complexity and scope of work.



- **~ 2 month**  
For a big project

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- **3-6 weeks**  
For a medium project

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- **2 weeks**  
For a small project

# Communication tools

Throughout the Discovery process, product owner(s) and members of the dedicated project team have a constant communication.



Meetings in Zoom/Hangout/  
etc. for real-time  
communication.



Team chat in Slack/Skype/  
etc. for messaging, to stay  
connected between  
sessions.



Access to Figma/Invision for  
link sharing, commenting to  
make meetings more visual  
and collaborative.

In order to create a productive workplace online, we agree on the right time considering different time zones, design a clear and well-planned agenda for each meeting, track the progress and share the reports on completed activities.

# Turn your general product overview into clear requirements

Below we provide samples of how we could help you turn ideas on each aspect into a more detailed description and fill the information gaps.

## Go-to-market strategy

Use advertising to promote the running app.



Attract first users from running club members. Spread the app through KOL endorsement and app-install campaigns via socials.

## Domain

The idea is to make a beauty app that will guide users to follow the steps to do makeup.



Create an app with face recognition technology to determine face shape, recognize the problem like acne, library with guidelines on how to hide flaws, makeup tips and a filter set to show possible results.

# Turn your general product overview into clear requirements

## User Needs

Develop a location based app that will include a map showing various businesses and allow the users to navigate themselves to those businesses.



Develop a local deals & discounts app powered with geofencing, that offers personalized location-based discounts for nearby shopping malls, spas, beauty salons, etc. Possibility to use the app offline.

## Competitors

There is no similar solution on my local market.



There are company A, company B on the UK market and company C on the USA market. Their solutions don't fully meet the user needs: apps are not smooth and concise, so user interface could be improved, some process steps are not automated, I'm not sure that information backups and their storage are safe.

# Turn your general product overview into clear requirements

## Solution Options

Implement a custom solution from scratch.



If we choose one instance on Amazon EC2, we suggest setting up AWS Elastic Beanstalk. This solution will help to save development effort in the future when we need to scale the app as it will automatically add /remove servers depending on the loading.

## Roadmap

Launch an app on a local German market and then scale globally.



Launch an MVP on App Store and Google Play market by Q2 2023, collect user feedback, add new features according to feedback and development plan. Release a full version by Q4 2023, attract 500k, get investment and scale an app worldwide.

# Turn your general product overview into clear requirements

## Risks

The goal is to avoid accepting fraudsters or fake users into the app.



One of the key ways to remain compliant is via the Know Your Customer (KYC) process. This is essentially an identity verification method that confirms that users who they say they are.

## Business Goals

Release a Telemedicine app.



I'd like the solution help our clinic save money by automating the paperwork, unifying management system, having ability to consult patients online. So doctors will have more time for more patients and this will increase revenue.

# Discovery Deliverables

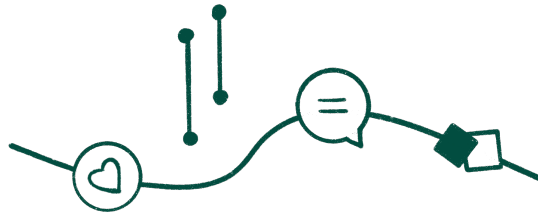
- ✓ Software requirements specification fully describes the project, feature set, recommended tech stack and architecture outline.
- ✓ Preliminary UX prototype serves as a simplified representation of the future interface and its core features. Along with the SRS, it provides insights into how the software will function once it's finished.
- ✓ Development roadmap and estimates are calculations of the development budget and deadline that are unlikely to change, unless the project scope significantly changes during the process of development.
- ✓ Discovery phase proposal is based on Discovery conclusions, which will help ensure that the project team will create a product that meets all the client's requirements and needs.



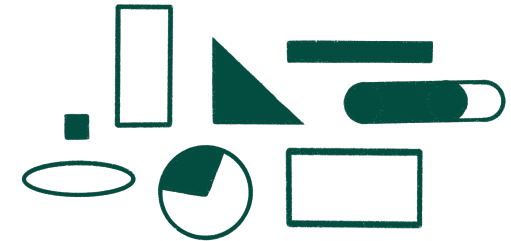
# Key Takeaways

## List of functional requirements

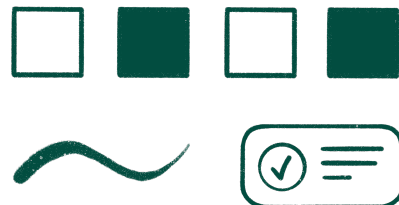
- recommended features
- suitable third-party solutions
- necessary performance
- security tips, etc



## Top Management plan

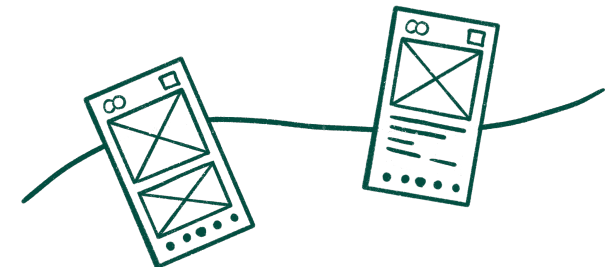


## A coherent development and design plan



## Detailed UI/UX concept

- clickable interactive prototype
- wireframes



# Feature breakdown: full and MVP feature list

## ▼ Livestreaming platform

### ▼ Design

#### ▼ Common activities

- Ideation and prototyping
  - Wireframes (Low/High fidelity) - adjustments to existing XD sources
  - Clickable prototypes - adjustments to existing XD sources
- UI design
  - Preparing mood-boards
  - Style guide (Color scheme, Typography, Component library, Grids and spacing)
  - UI design for app/web screens
- App Store/Play Market optimization
  - Images and videos to be created for App Store/Play Market up to the latest trends
- Email templates
  - Email templates for email notifications
- Prepare design assets for dev team
  - Export backgrounds, buttons and layers for dev team
- Art directions
  - Organization and control of design processes, review of ready designs
- Project management
  - Common duties to define actual tasks, help with the feedback processing and review the progress

#### ▼ Mobile app design

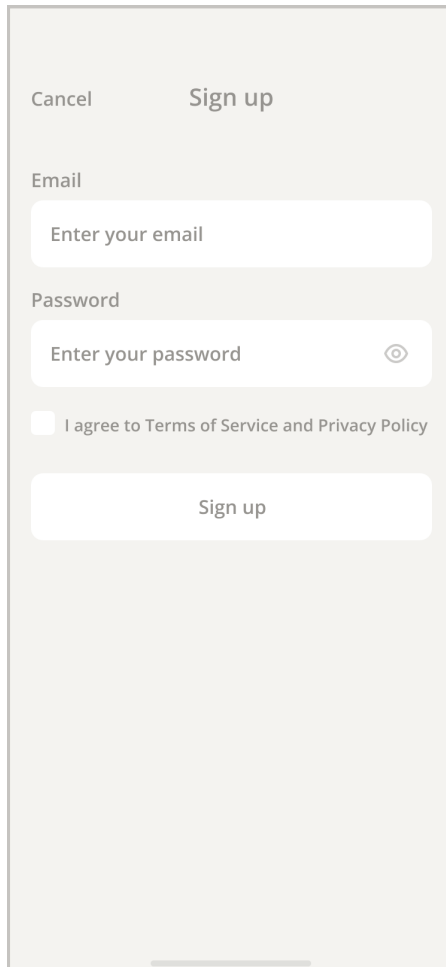
- Livestream requirements
  - Livestreaming option including:
    - Comment in chat
    - Fix message on Screen to interact with his viewers
    - Switch camera
    - Switch to subscriber/follower chat
    - Add one Streamer to the Livestream (Many-to-Many)
    - See monetization options



We transform client's ideas of what the final product should be and what functions to include into a detailed feature list with profound description.

At this stage, we also define an MVP feature set that will attract investors and early-adopters, and validate a product idea.

# Complete UX flow: low fidelity and interactive prototype




Cancel Sign up

Email

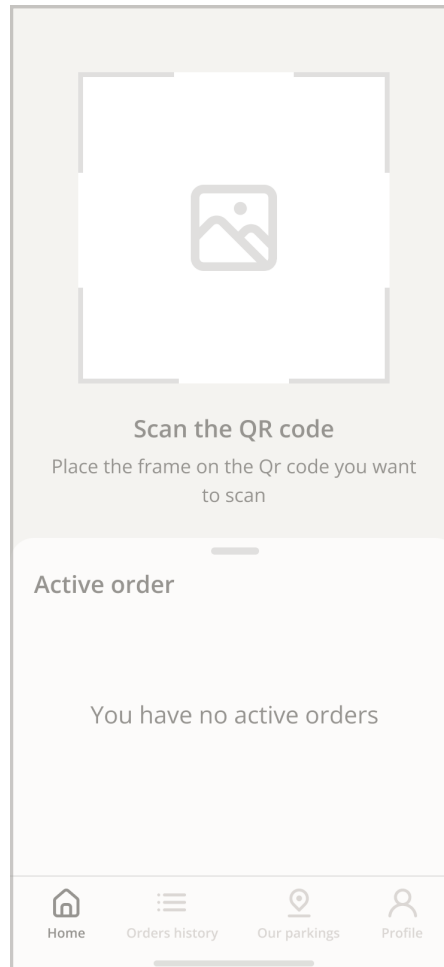
Enter your email

Password

Enter your password 

I agree to Terms of Service and Privacy Policy

Sign up



Scan the QR code

Place the frame on the Qr code you want to scan

Active order

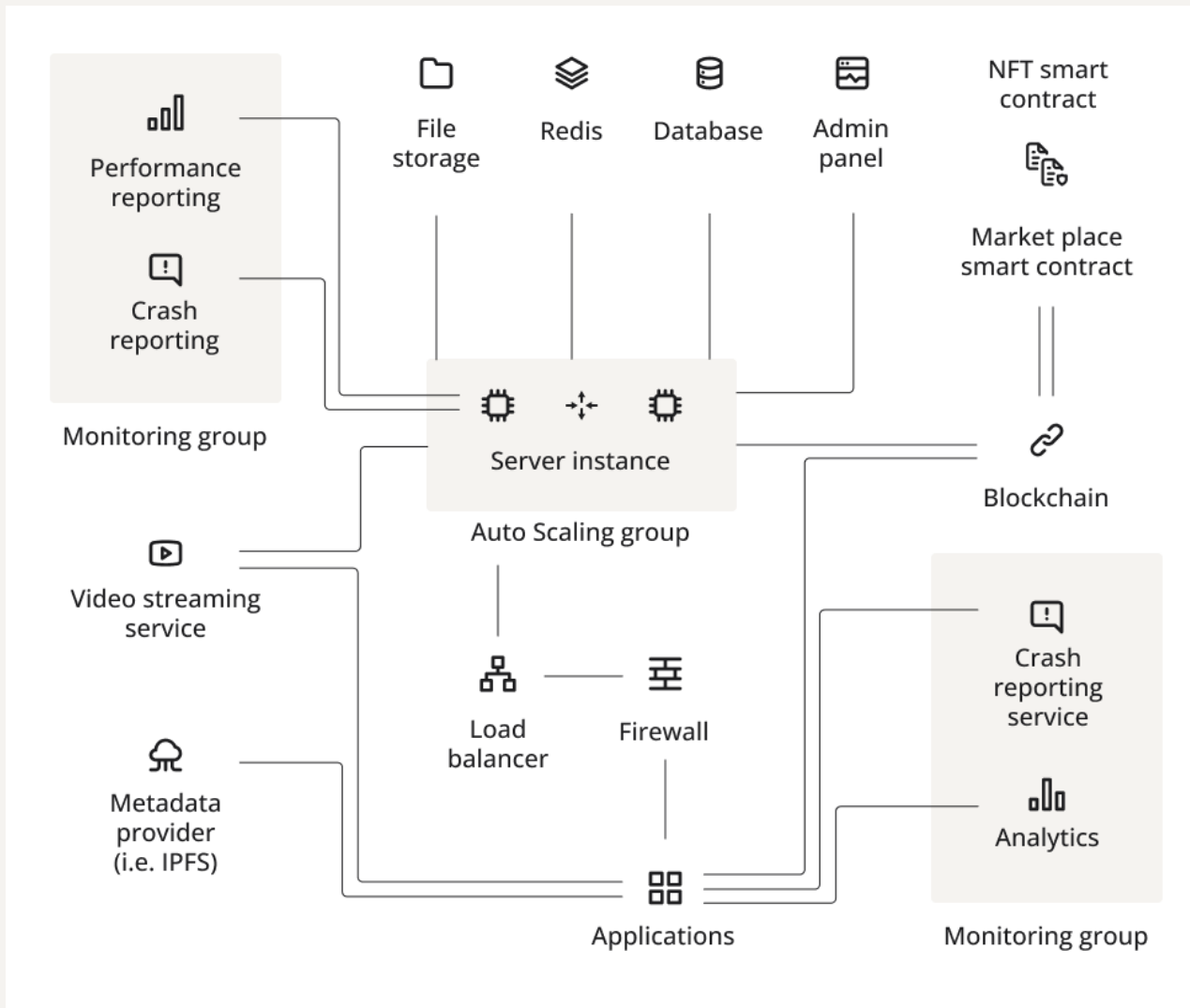
You have no active orders

Home Orders history Our parkings Profile



Prototype doesn't look exactly like the final product but is quite detailed, realistic and demonstrates all the necessary interactions. It will help to test the real user experience before starting development.

# Technical research: Architecture design



Technical architecture is used to design computer systems. It includes the main components of the system, their relationships, and the contracts that define components interactions.

# Business model canvas, SWOT analysis

Successful solution begins with understanding of market, what goals to achieve with this development, identifying challenges and risks, pain points and opportunities.

<b>S</b> Strengths	<b>W</b> Weaknesses
<b>O</b> Opportunities	<b>T</b> Threats

SWOT

Key partners	Key active	Value propositions	Customer relationship	Customer segments
	Key resources		Channels	
Cost			Revenue streams	

Canvas

# Non-functional requirements

NFR ensures the reliability, availability, performance, and scalability of the software system. This is about the core understanding of system quality.

Example:

- The total number of system users (registered users) - 50k for beta
- The peak operating hours for the system when most people will be using it - Europe time zone GMT 6pm - 12am
- Acceptable time taken to load (render) the full screen (with all images and buttons) of the application after clicking the icon, link or button - 2 seconds, less is better
- The impact of the data presented on screen is out of date or inaccurate - all trading and sensitive game data has to be up to date. Maintenance screen must be shown if something goes wrong



## Next Steps After Discovery

- ✓ Once a project completes its Discovery Process it can move into design and development much more efficiently. A good discovery done early on will allow designers to craft an effective user experience to match the end user's needs and habits.
- ✓ After the Discovery phase, you'll have a better idea of the future development's viability, limitations, scope, duration, and efforts. You'll have sufficient information to be able to assess the potential implementation risks, solicit guidance on mitigating them, make a decision to proceed to the next phase, or present to investors for funding.



 Stay connected

Still have certain points about Discovery  
you'd like to discuss?

The Agilie team will be happy to answer your questions.

Contact us: [sales@agilie.com](mailto:sales@agilie.com)

<https://agilie.com>

