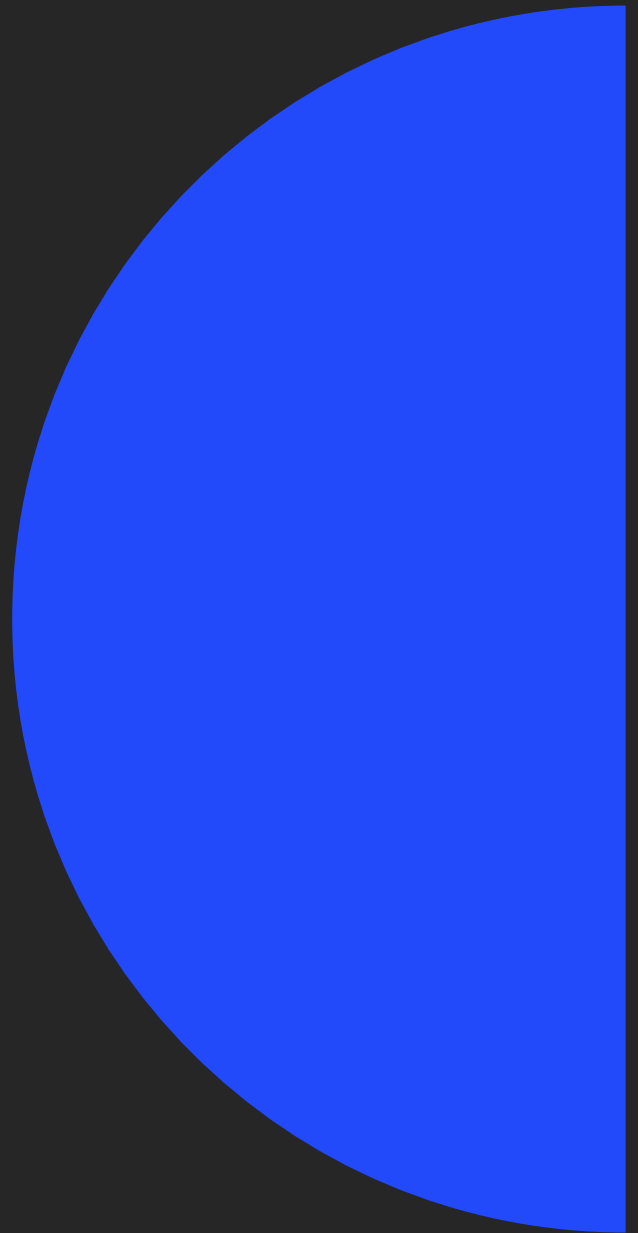


THE HOW AND WHY OF PRODUCT DISCOVERY



DECODE[®]

Product discovery plan



Market research

- Study your niche to gain a better understanding of the market.
- Analyze your competitors to use their weaknesses to your advantage.



User persona & journey mapping

- Define the ideal customer to get a better understanding of your target.
- Envision how that customer will use your product to anticipate problems.



Features, app flow, and 1st wireframes

- Prioritize key features to make your product focused.
- String wireframes together to see the logical flow of features.



Technologies and platforms

- Choose a programming language to get the most out of your idea.
- Decide on the entire tech stack to cover all the aspects of your project.



Timeframe & team size

- Analyze the complexity of your project to pinpoint needed resources.
- Use methods such as NESMA to calculate the team size and timeframe.



Budget

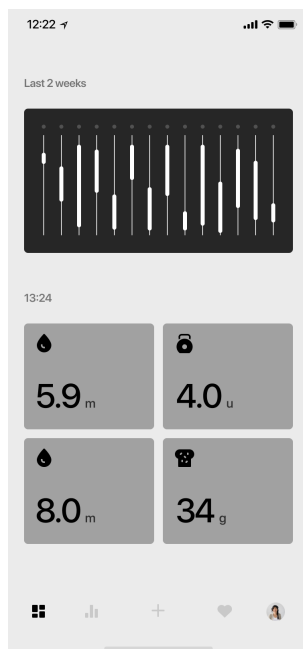
- Make precise budget estimates to give assurances to stakeholders.
- Choose between in-house or outsourced team to find the best solution.

The benefits of product discovery

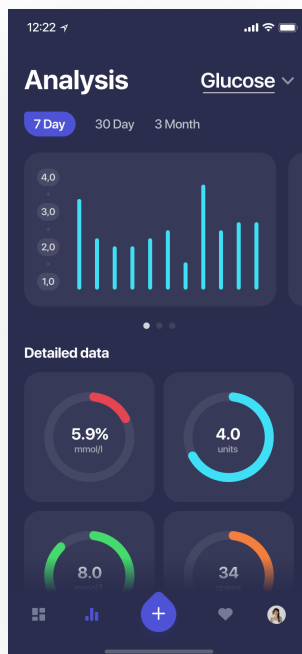
Other than validating your assumptions and ideas, product discovery leads to benefits such as:

- Less budget waste
- Faster development
- Minimizing financial risk
- Understanding the market
- Getting to know your target user
- You get a visual feel for your app

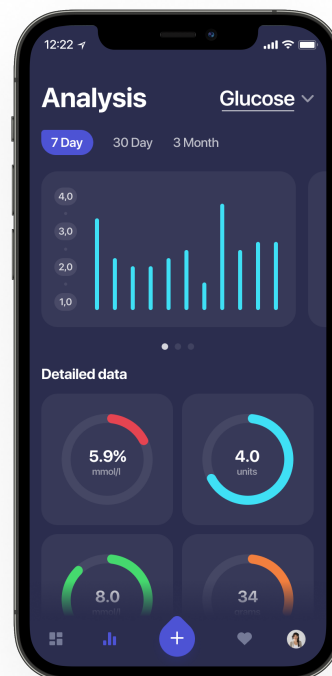
Wireframe



Mockup



Prototype



Want to know how we handle product discovery?

[Check out our process](#)

or

[Book a meeting](#)