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Your 6-step Guide to Digital Transformation

Project Discovery

WHAT ARE YOU TRYING TO CREATE?

01

Be inquisitive. Discover your unique creative process, and allow yourself to be consulted. According to a recent survey by Innotas, **55% of tech professionals reported they have had a project fail.** This is often a result of general misunderstanding between the software company and its client. To prevent this, ensure the tech company **fully understands your product's requirements,** along with recognizing your company's intentions and needs.

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Define the Core Product

CAN YOU EASILY COMMUNICATE YOUR PRODUCT TO A CHILD?

Outline your customer stories. Use this time to deeply define the direction of your product. Post-product assessments are used for comparison of your original assumptions, offerings and estimations. This phase gives you space to be **retrospective**, and should be implemented into your product's lifecycle.

02

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Define Your Customer's Product

WHAT DOES THE CUSTOMER THINK YOU OFFER?

Reverse roles. Another good question to ask: **what does your customer think you do?** This shows the difference in perspective between your company's vision, and the product in actuality. Although natural within company development, it is important to distinguish between your vision, and what is being executed.

03

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Stakeholder Analysis

HOW IS YOUR TEAM EXECUTING YOUR VISION?

Look internally. Understanding your current teams' capabilities allows clear foresight with upcoming obstacles. **Marketing. Sales. Development. Design. Strategy. Product.** C-level positions exist in corporations to aid in these divisions. Match team members to the roles they will best fulfill. Internal miscommunications and poor management lead to stark problems during a product's lifecycle.

04

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Dedicate Progress

HOW DO YOU KNOW YOUR PRODUCT IS ON TRACK?

Set KPIs. One of the most difficult tasks during product development is tracking progress. Mitigate checkpoints with your team, and identify bottlenecks early in the process. Establish **dedicated user-testing** to shift scoping as needed. Remember: the product you set out to build in the beginning is rarely the product delivered in the end.

05

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Set End-Goal Expectations

HOW DO YOU KNOW WHEN YOU'VE ACHIEVED MVP?

Identify the true MVP. The most common term in Silicon Valley is minimum-viable product, but it is also the most commonly failed in execution. List the assumptions of your product's use-cases. We've termed this as **PGA, proving the greatest assumption**. This approach reduces resource development and can prevent many potential headaches.

06
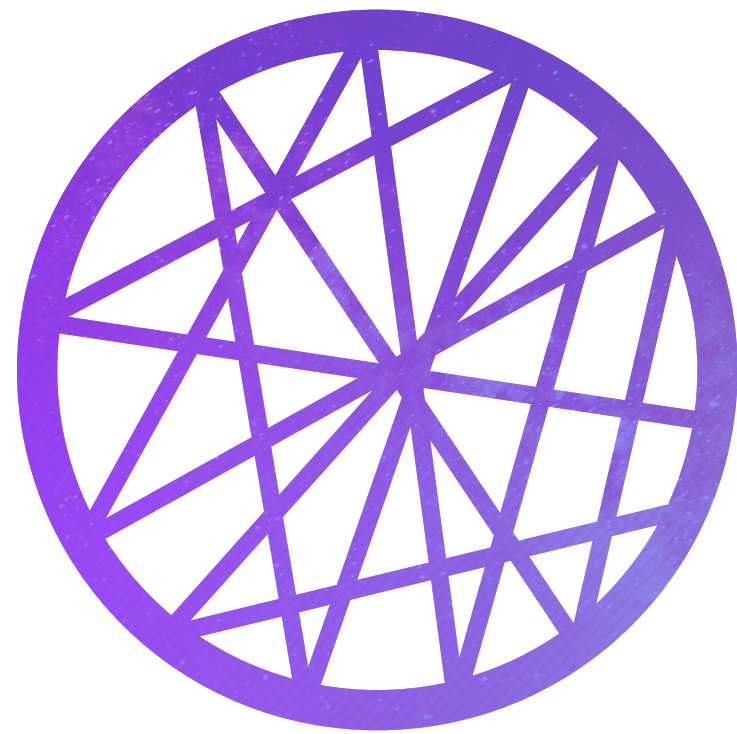
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