Studiomade

Insight Series 👁 Digital product launch

# Four steps to launch a digital product

Looking to get up and running with your new concept? An initial digital product is about efficient choices and crafting a viable experience that allows you to prove your concept.

While every project is unique, we've found that getting to launch tends to move consistently through four key areas. Understanding this flow has helped us streamline and clarify the launch process for many of our clients and will make it easy for you to understand how to move forward.

01
Strategy, research, and messaging

Any idea needs definition and distilling. Here we kick the tyres and build the brief that will inform the rest of the project. We challenge your assumptions and work together to create your product vision. We review the market, define your point of difference and areas of focus. We interview potential users to identify opportunities and priorities for the product. We create a product offering determined by audience requirements and your point of difference.
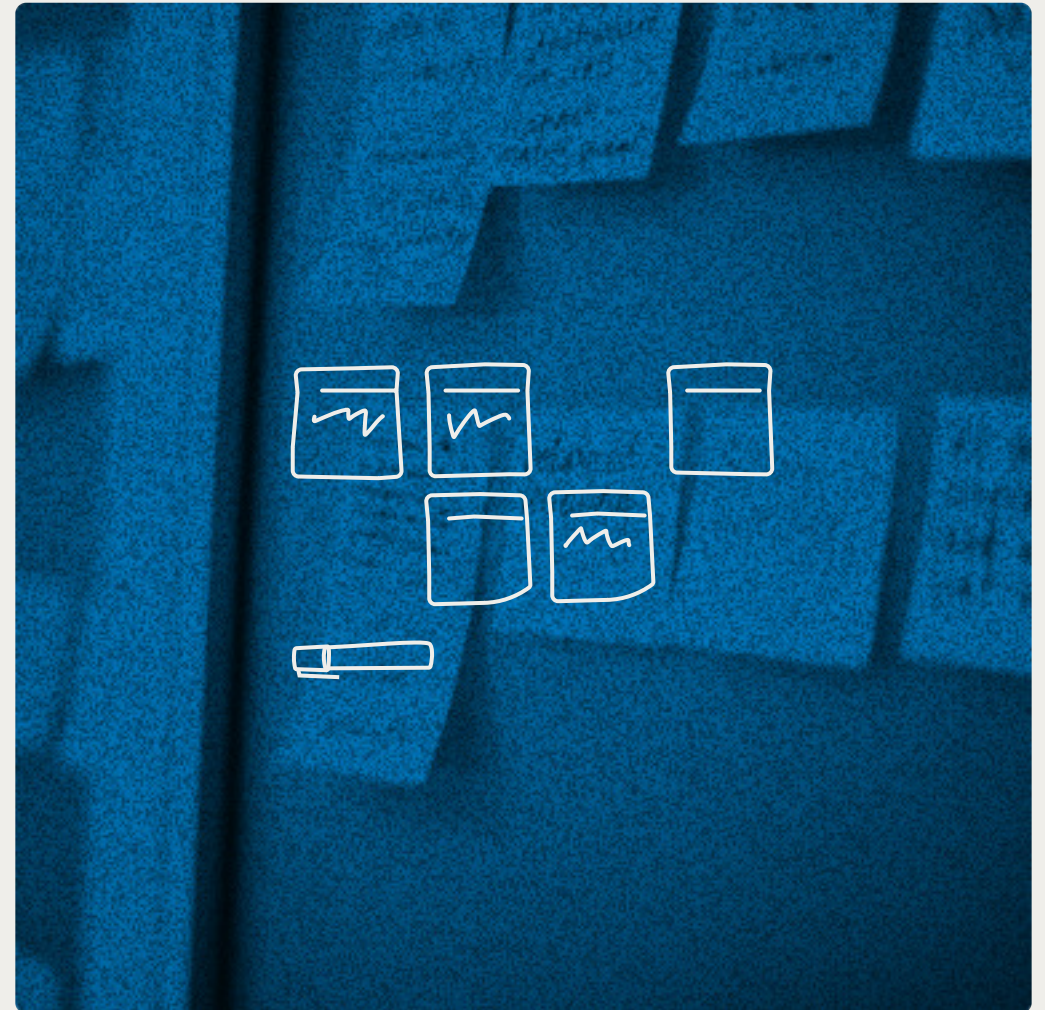
02
User journey and prototyping

We plot the user journey and product experience using diagrams and wireframes so we can start to understand how the core elements of the product will fit together. Our approach to this is driven by the audience needs and priorities that we determined in the previous stage. This planning phase allows us to plot the technical requirements of the product and gives us a blueprint to begin building from. By building prototypes from the beginning we can get a better handle on build complexities and even start user testing initial product flows to make sure everything is running smoothly.
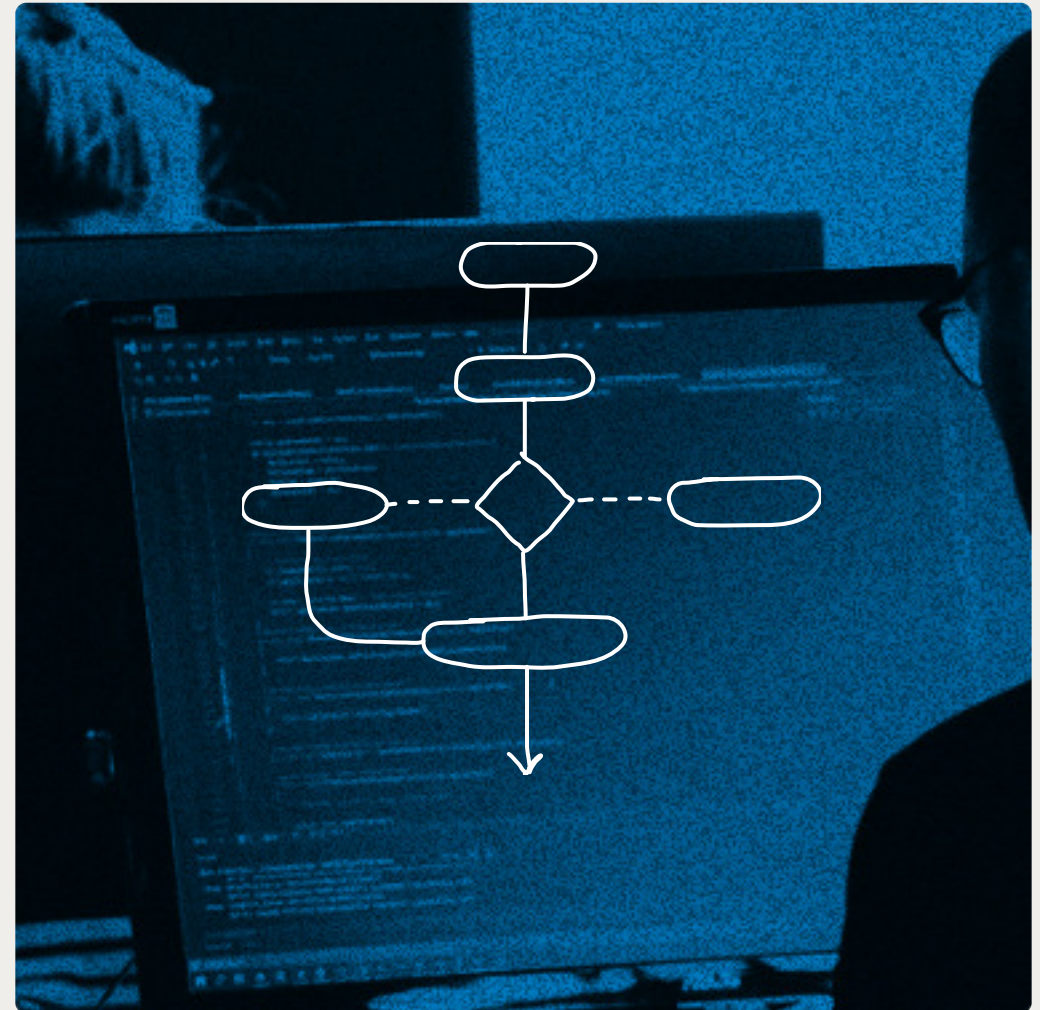
03
Creative discovery

We work through an iterative creative process to establish a product look and feel that resonates with your users, and builds out a design approach from the identified product vision and tone of voice. We work together to develop a cohesive design system that will create a strong point of view from which to direct the design of the product.

04

Development and launch

Once we've got the flow, the functionality and the creative in place, the development of the product progresses quickly. Complex elements have already been prototyped within the user journey, our infrastructure and technology framework is implemented and we build a viable digital product that is launched to market with confidence.
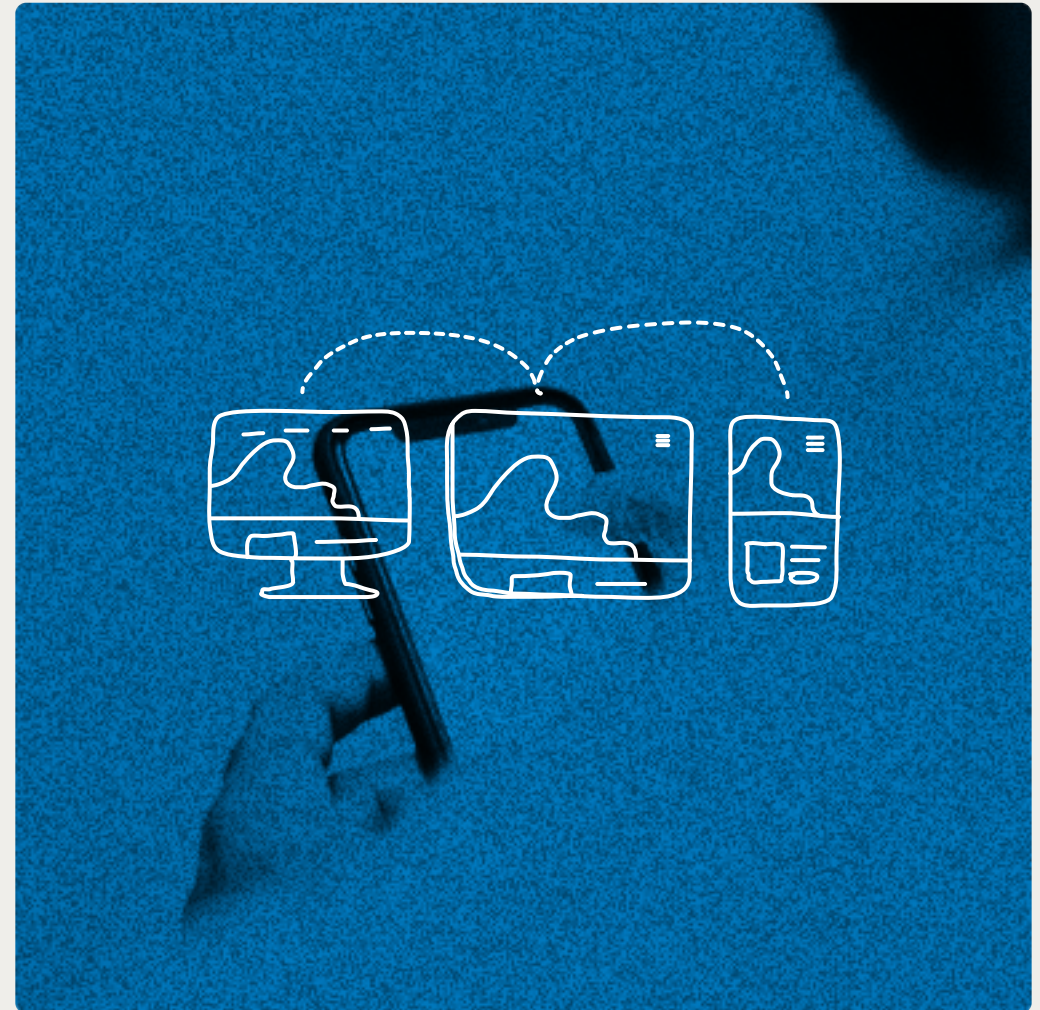
Looking for a creative partner?

We're always happy to chat through a brief, analyse a strategy or discuss an idea. The strongest partnerships start with a simple conversation.

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