Profil
SOFTWARE

PRODUCT DISCOVERY WORKSHOPS

Product Vision

Product Radmap

User Journey

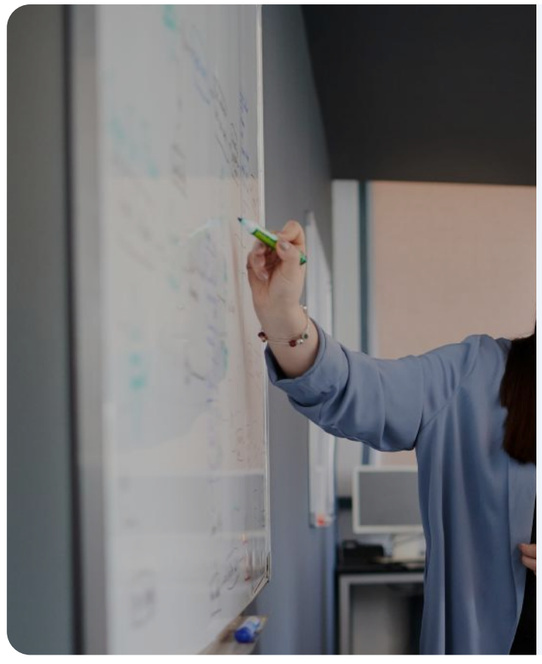
Design Process

What are Product Discovery workshops?

Product Discovery is the first step that prepares you, and us, to correctly understand your business goals, and product vision, and break down the entire application into its first parts. This is an essential step to make the development process fast and efficient.

Product Discovery Workshops are mainly used to:

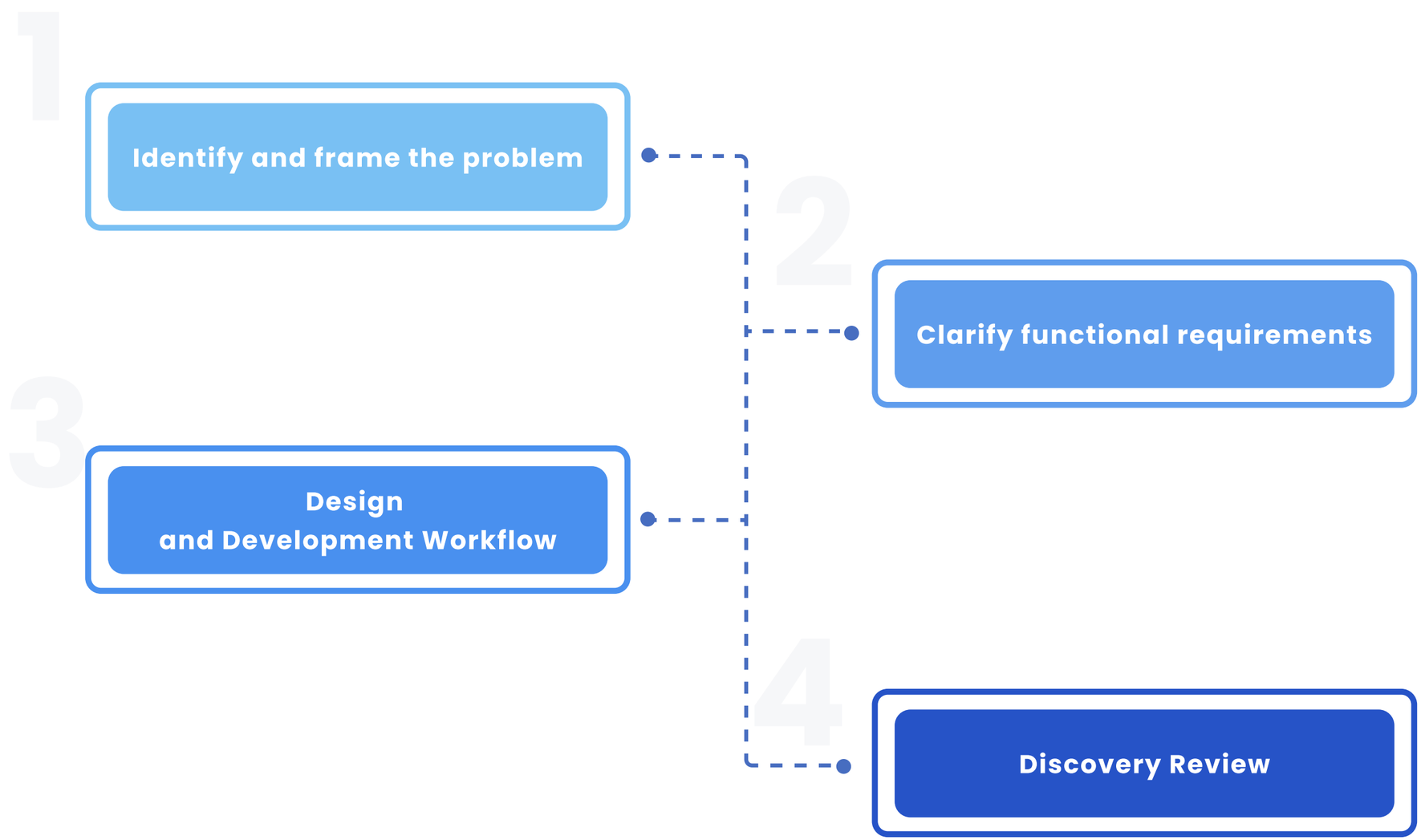
- **Gather essential information about the project**
- **Understand business requirements and product vision**
- **Prepare design and technical documentation**
- **Visualize your idea and save valuable resources**



- **Increasing** product value
- **Reducing** development **costs**
- Better **understanding** your audience
- **Highlighting and eliminating risks**
- **Speeding up development**
- **Establishing** a target audience

Benefits of Product Discovery Workshops

4 stages of Product Discovery Workshops process

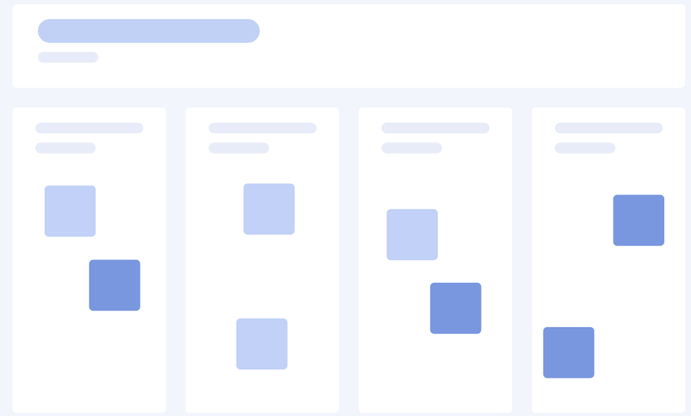


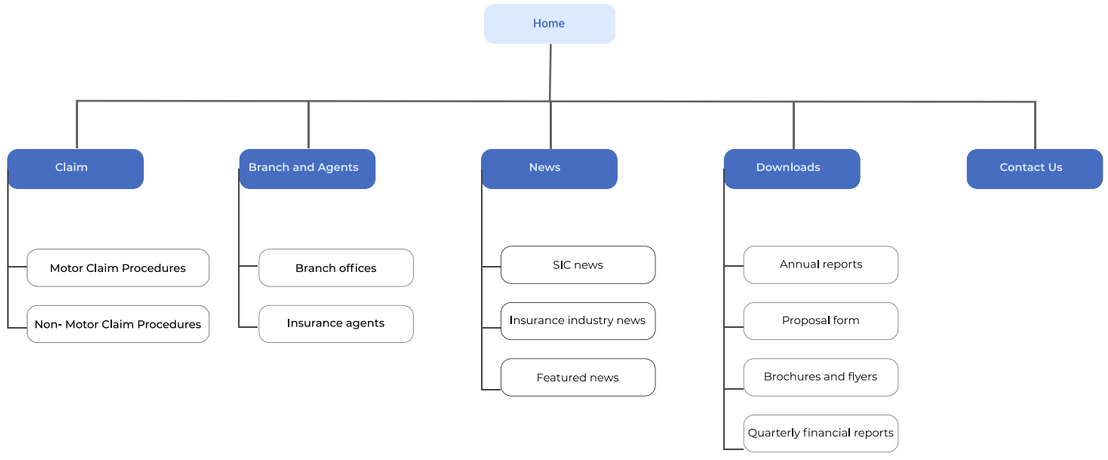
Stage 1

Identify and frame the problem

Defining the project challenge and the main goals. Discussing the right problem to solve. Defining the project scope and long-term plans.

After this first meeting, our our Team will prepare **Information Architecture** and high-level list of functional requirements.





What is Information Architecture (IA)

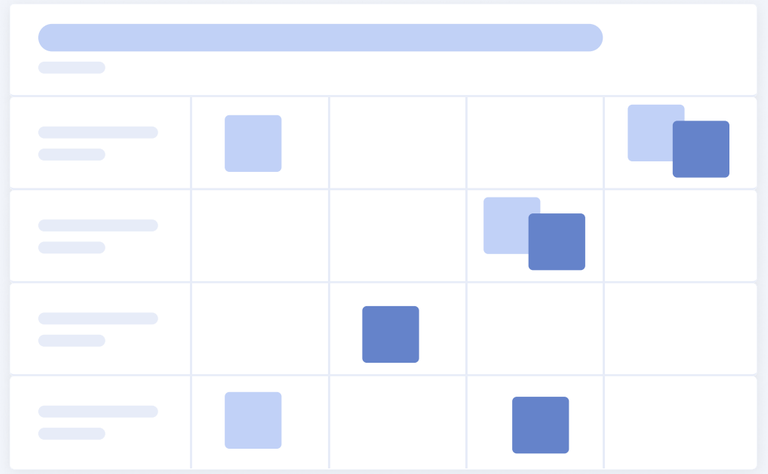
It is an important aspect of UX Design that focuses on the creation of a structure, features, and hierarchy for the website, application or other product. It aids users in navigating through the Web or Mobile app, or other product, from their position, as well as finding and processing the information they need to understand where they are as users.

Information architecture is about **helping people understand their surroundings and find what they're looking for,** in the real world as well as online.

Stage 2

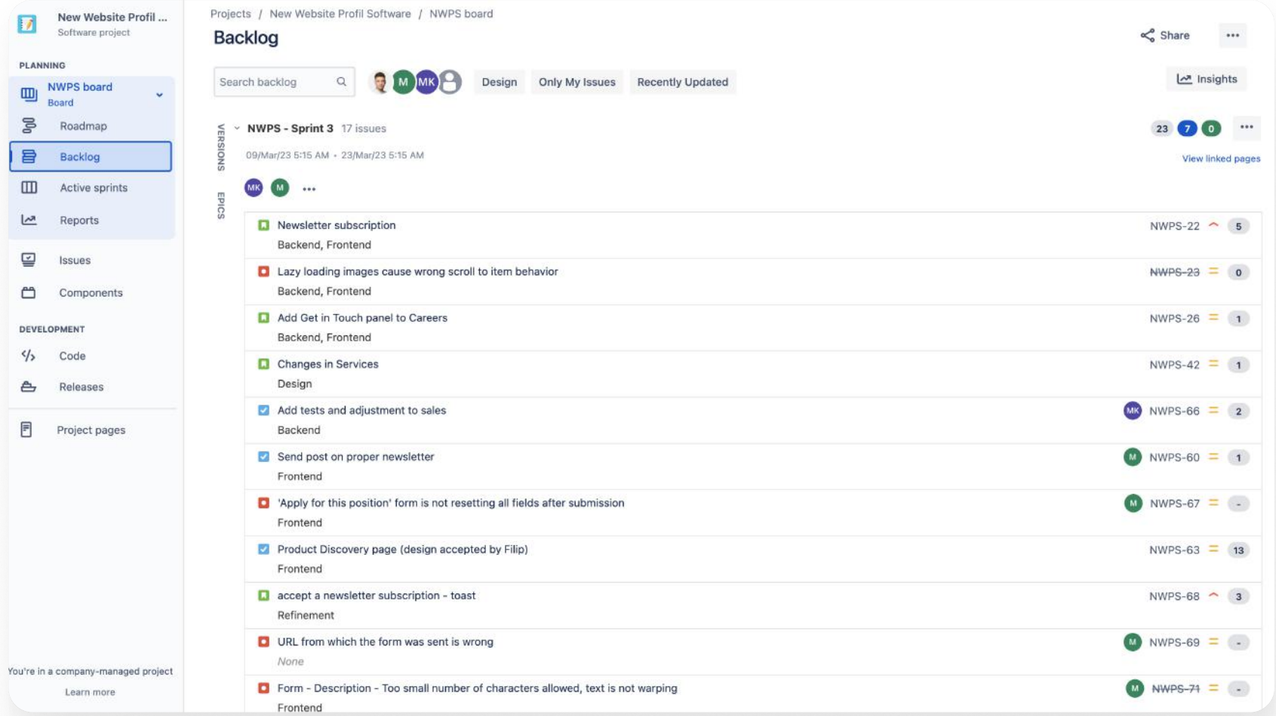
Clarify functional requirements

Together we will discuss the materials prepared after the first workshop and look for inconsistencies and features that need to be added. We will make exercises to complete and clarify business and functional requirements.



Product Backlog

Product Backlog is a list of functional requirements that is a detailed step-by-step description of your product. We use User Stories to describe the requirements so that both the business and the developers understand them.

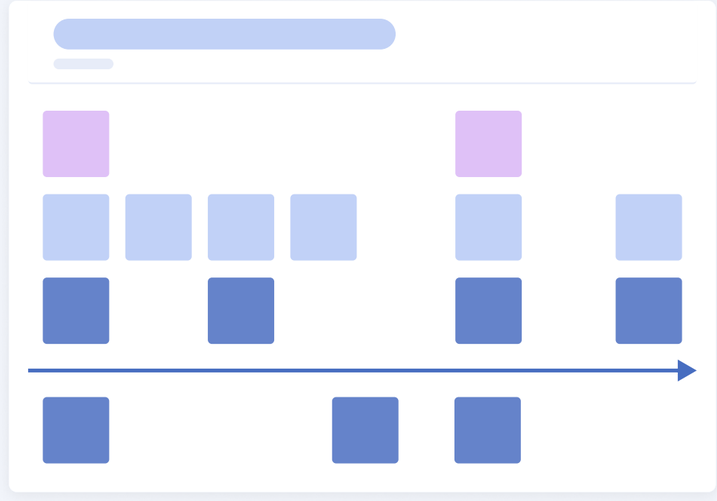


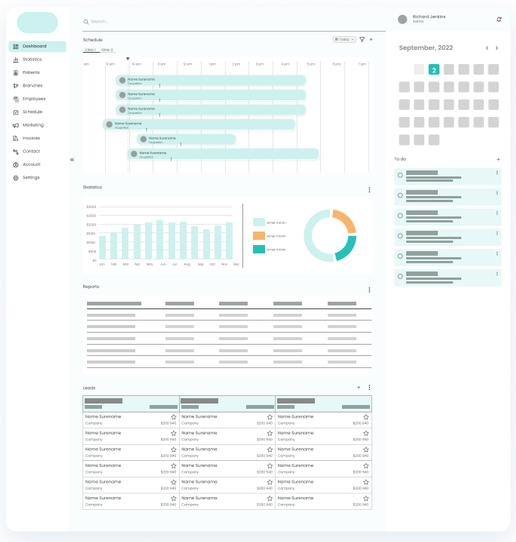
Stage 4

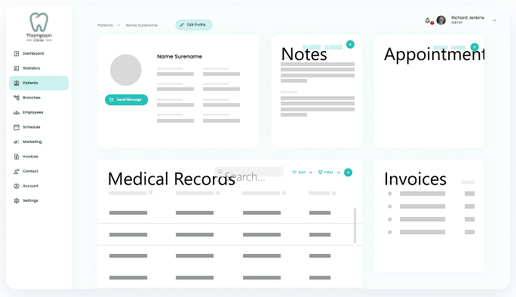
Design and Development Workflow

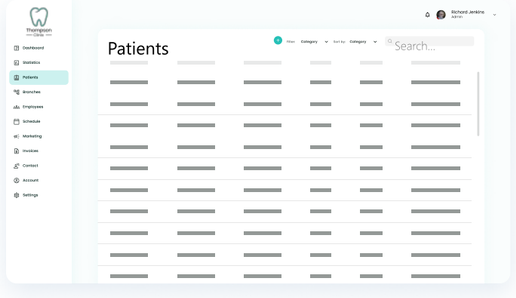
We'll start by repeating the results so far from our exercises and correcting if there are changes. We will also look at the list of functional requirements from the technical side.

We will decide on the design process and determine what user testing will look like. We will also begin technical issues in collaboration with developers, including tools/libraries.









Low-fidelity Wireframes

Low fidelity wireframes are usually black and white schemes or simple sketches on paper focused on the “big picture” of the page/project. They show UI elements as boxes and lines without detailed annotations.

Stage 4

Final Product Review

We will discuss any remaining questions and suggestions from our Tech Lead that will affect the estimation of the project.

After this stage the Design Team and Development Team will be able to prepare a rough estimation based on the prepared document. The document (in PDF) will be sent, as the final result of the workshop.

After the workshops you'll have:

- Product Vision
- Business goals
- Main Problems
- Product Roadmap
- Target group
- User stories map

Summary

At Profil Software, we believe that your idea for a product can be justified efficiently and quicky.

STAGE 1

Identify and frame the problem

- First discussion about the product
- Defining the problems
- Setting goals for the product
- Identifying business constraints

STAGE 2

Clarify functional requirements

- Presentation of Information Architecture graph
- Features analysis and discussion

STAGE 3

Design and Development Workflow

- Functional requirements check
- Choosing the Design Process that will be used during the development
- Desginers - Developers workflow
- Choosing the types of user testing

STAGE 4

Final Product Review

- Rough estimation for the design and develpoment

Total price for our Product Discovery workshops

$2 500

8 hours of productive meetings + Designer's work behind the curtains

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A good start for developing your main idea for the business

Do you want to participate in workshops like that?

CONTACT US

Profil SOFTWARE

profil-software.com