Product Vision Validation

Motivation

Many of our clients approach us with a promising idea for a digital product, but it's often still in an early stage. Before making a significant investment, they need clarity: Does the idea deliver real user value? Will it support business goals and justify the cost? Who is a trustworthy partner to build a custom software product with?

That's where we come in.

We help our clients to validate, refine, and shape their ideas into valuable digital solutions. We guide our clients from initial envisioning, to validating the vision with users and help to align further with business objectives.

What we bring

We bring 20+ years of experience in planning and developing custom software products. We will help you to vastly increase the chances of success by trusting in a true and tested approach.

- **UX Design:** We know how to bring your idea to life visually and incorporate the user's perspective early on to ensure your product vision is meeting the user needs before any development budget is invested.
- **Software Architecture:** We know how to design modern, extendable, and maintainable software solutions. We offer multiple solution paths so you can find the optimal match for your vision within the ecosystem of your organization and budget constraints.
- **Project Management:** We support you by setting up and guiding you through the process of envisioning your product, relying on agile methodology.

What you need

To get started, you need to bring the initial idea of the digital product you envision. Do you have any additional information from preliminary work you already did? Then bring this as well.

This could be, e.g., the business case, insights about key users, your organization's IT ecosystem to integrate into, solution paths you already explored, etc. Anything you have done already is a useful input.

Benefits

- A structured, low-risk way to define a product vision with business value
- Aligns teams and stakeholders around a clear, shared vision
- Reduces custom software risk through early user validation
- Early design changes on the drawing board cost only a small fraction in comparison to mid-project code fixes
- Enables flexible prioritization based on early insights

Quick facts

- **Duration:** 1–3 weeks (depending on complexity of the application and environment)
- **Outcome**: A rough digital product vision that aligns with user needs and business goals that can be used as basis for an RFI/RFP
- **Next Steps**: develop a detailed project plan that outlines the timeline, resources, and milestones for the development of the digital product.

What you get

With our product vision validation offering, you'll receive a comprehensive foundation for delivering intuitive and user-centered digital products. Our structured approach ensures clear, actionable deliverables:

DELIVERABLE	ACTIONS
Kickoff	• Workshop to get to know you and the team • Picking you up where you are regarding your product idea and business goals to this point • Defining who the users will be and understanding what you know about them • Establishing a common mode of collaboration based on best practice and your specific needs. • Outlining next steps
User Validation	• Interviewing users to find out how the vision is meeting their core needs in typical usage scenarios • Explore important user needs that are yet unknown. • Identifying the user's hierarchy of needs. What's important, and what just "nice to have" • Collecting feedback on vision mockups
Vision Mockups	• Creating visual mockups that outline key features of the product envisioned and honing the key interactions that outline the business value • State of the art User Experience, aesthetics, and fit to your brand identity
Implementation Approach	• Assessment of your system landscape and required Integrations • Proposing a solution architecture approach and technologies
Methodology & Roadmap	• Define suitable collaboration methods during the implementation project • Defining a product roadmap
Presentation & Documentation	• Creation of a presentation for the vision to be used to gain stakeholder approval • Documentation of the top-level requirements in a tool and format of your choice, that can be used as a basis for RFIs, tendering, and RFPs.

Get started

To learn about pricing and how to get started, please contact info@prodyna.com

About PRODYNA

PRODYNA is an innovative IT consultancy specializing in creating custom software solutions and serving the needs of corporates and enterprises across the European continent. Please visit www.prodyna.com for more information.

PRODYNA