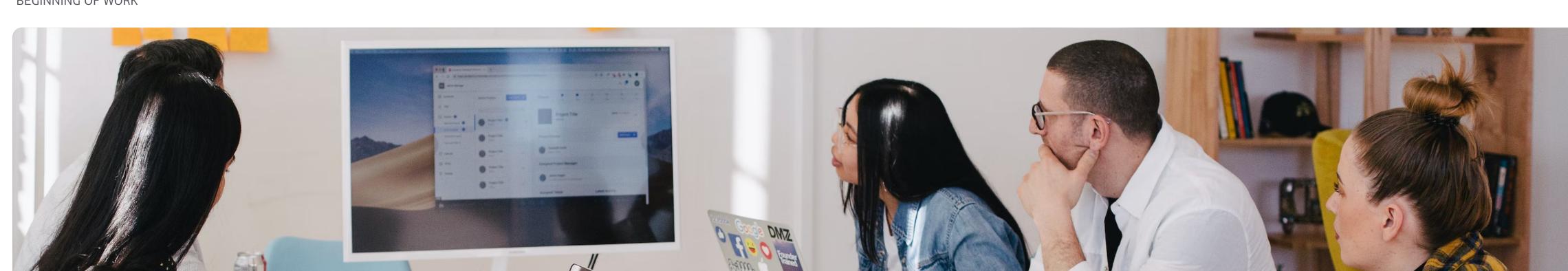


# Product creation process

Check the process we will handle your product to make it prominent for your target audience and business. We can help your business at every stage of the SDLC: from market research, business analytics, and agile MVP development from scratch to scaling, UX analysing and improvement.

**BEGINNING OF WORK** 



## Preparation of the project to work, collection of information

At the first step, the client defines the goals and objectives of the future project and sets them out in the Brief - a questionnaire, where the answers determine the objectives of the development and the basic parameters of a future project, which allows estimating the budget.

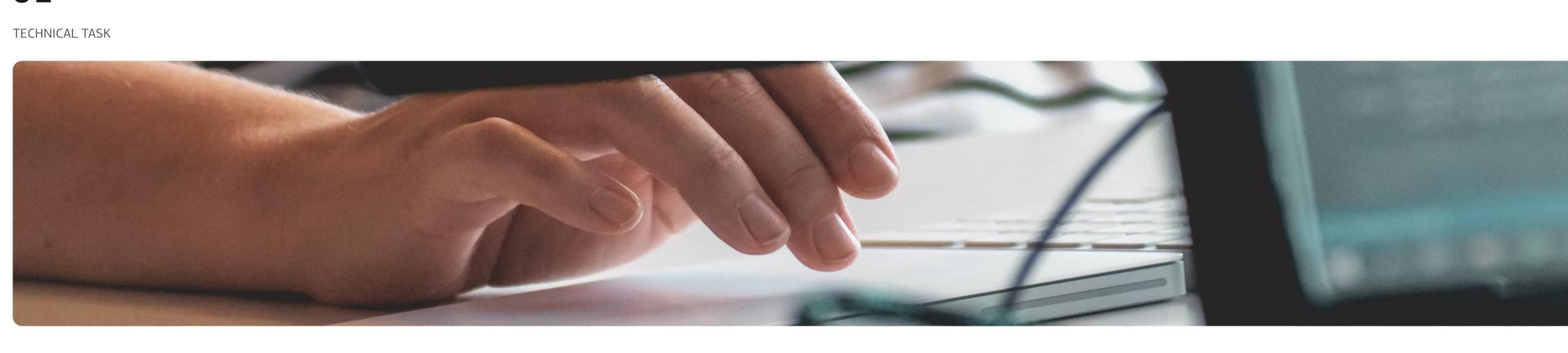
# What we get in the end

Plan of work with brief information about the project scope, target market, intended audience and business requirements.

## Where Website, messenger or email This step involves

Sales manager Singing in the NDA

# 02



What we get in the end

management approach.

Development of terms of reference

After signing the contract, the project is assigned to a manager who will entirely oversee the project. On the basis of the requests described in the brief, the analysis of the customer's area of activity, the target audience and their rivals, he or she creates TOR - a document describing all the works to the smallest detail.

Specificaly created terms of reference with technical requirements to the project, time frames, developed modues and

# Messanger or email

Where

This step involves ② Project manager ② Information Architect

⊘ Project implementation terms

**BEGINNING OF WORK** 



## **Prototyping** This is a process of creating conceptual designs – schematic layouts of the structure of all the site pages, which display the most important basic elements of the interface. Schematic

layouts allow to clearly show what each page was designed for, what information it needs, as well as to weed out unwanted elements. Well-designed schemes greatly facilitate the work of the designer at the next step - development of design layouts. What we get in the end

Well-designed schemes greatly facilitate the work of the designer at the next step - the development of design

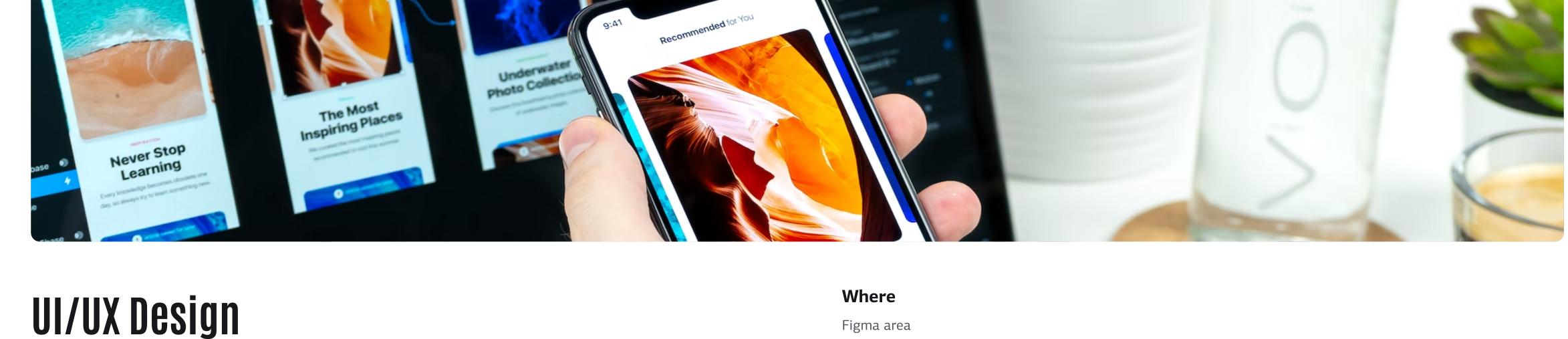
### Prototyping area This step involves ② UX Designer

② Information Architect

⊘ constructing an intuitive interface 

layouts.

VISUAL SOLUTION



## Having the raw data, the design team develops a visual solution to the tasks set in the TOR using the patterns of the prototype. To make the graphical part fully meet the set tasks, each of the site elements should elicit the visitor associative array with the area of activity of our

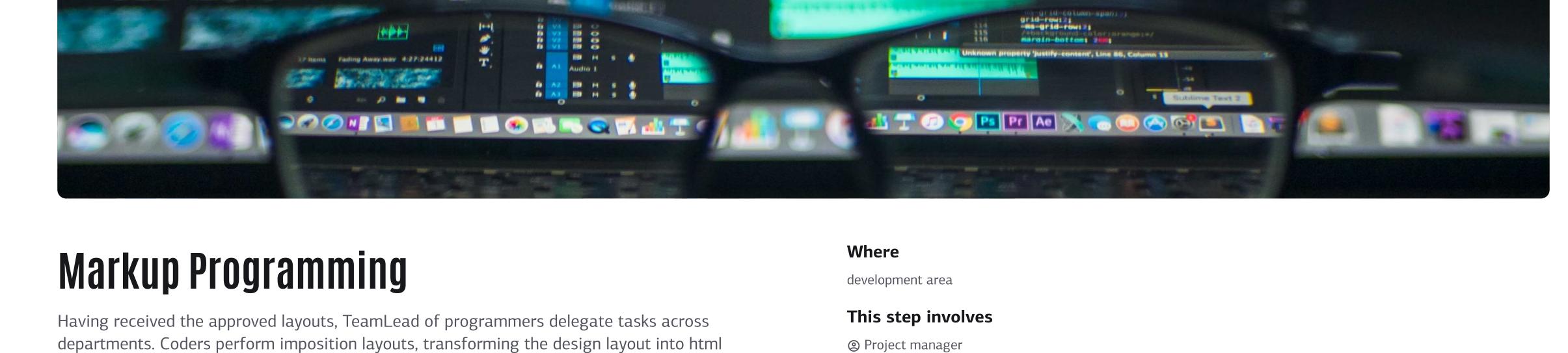
customer. What we get in the end

The logics and vibrant visuals to suit both - the target audience and business branding to achieve goals.

### ② Project manager Art director ② UI designer ② Graphic designer

This step involves

## 05 **BEGINNING OF WORK**



## When everything is ready, programmers perform integration of the makeup in the system. The result is a product that is ready for testing.

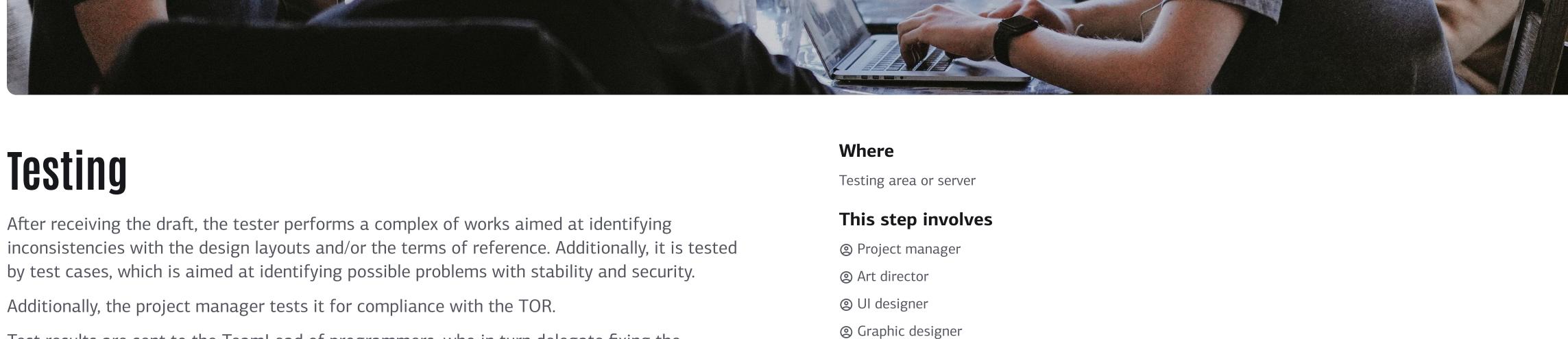
What we get in the end Implemented project with the code with deliberate approach to scaling, high load and security with the technologies defined in TOR.

code. At the same time, the project team programs all required functional modules.

② Information Architect

**BEGINNING OF WORK** 

06



7,325

Some ships sold 2

Some with stuff 5

Where

market or web

This step involves

② Information Architect

② Project manager

### Test results are sent to the TeamLead of programmers, who in turn delegate fixing the discovered problems to relevant specialists. After fixing, the project returns to the testers, and only after their approval, as well as approval of the Project Manager, it is located on the server to be shown to the customers.

What we get in the end Tested product according to clear testing methodologies ready to find its early adopters.

# BEGINNING OF WORK

2500

# Launch

100% completion.

After receiving confirmation of the full readiness of the project from the customer, we transfer

If necessary, we hold a presentation for the customer on the work with the control system and

the project to the customer's server and configure all services. The project is brought up to

other developing services. Filling with content is conducted if so agreed.

A smoothy running product built specifically for the needs of your business.

# Product creation methodologies Project Management Approach:

What we get in the end

Agile & iterative process allows us to manage our cost, quality & timeline by constantly overcoming technological challenges and project risks. Thus we get consistent and continuous data-driven development. Starting with a thorough analysis of the requirements, we select the right combination of technologies, plan & execute development with right priorities for higher responsiveness. This model defines that you can receive updates on the progress and requirements met any time you need them.

**Development Approach:** We ensure that even the smallest requirement is provided with the right kind of solutions. Division of the entire project into smaller components allows produce them individually without losing the focus on the entire core picture. Every team member, including system architects, business analysts, testers, developers, and designers devote themselves to the responsible development process.

**Hybrid Approach:** Our objective is to maximize competency and ROI, and provide quality, cost-efficient, and timely solutions. Our hybrid model is a 2-tier system that guarantees lower costs, better project management control, and suitable deliverables because of rapid team collaboration and communication. On the 1st tier we have our clients. The 2nd tier is our team of business analysts, project managers, designers, tech lead, an R&D team, software engineers, testers, and other certified experts. They understand the core of your requirements, define user interface with experience and execute the development process.

This model makes sure that you get the highest quality and helps us create the right software according to the smallest requirements.

## **Customer Care Approach:** Our customer responsiveness and retention is about aligning our people with your process and system. Our project management portal is used by our team for systematic and diversified management as well as tracking and monitoring any tasks issues. You can also post new requirements, provide feedback and communicate with the team within appropriate hours.

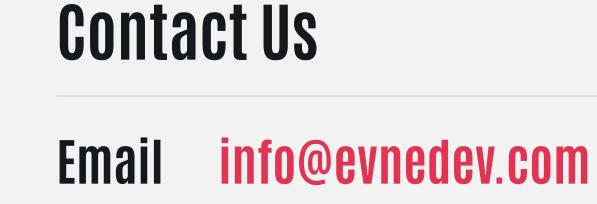
Quality, security and privacy approach: The team has constant access to self-service tools that can be integrated with current workflows and automatically build security capabilities as products are being developed. You and the development team can get reports notifying of misconfigurations related to administrator permissions, unused permissions, excessive full-access permissions and access to third parties.

With this approach, providing security in effect becomes a "side" talent that our developers possess, rather than a key focus of their efforts. In the result, you get more secure software products without

Ready to start your project? After the completion of the project, the customer receives a product made in time and strictly compliant with the terms of reference, with a deep level of control at all steps.

disturbing or overwhelming developers which makes final development prices lower.

All projects carried out by our company are covered with one year





warranty.



