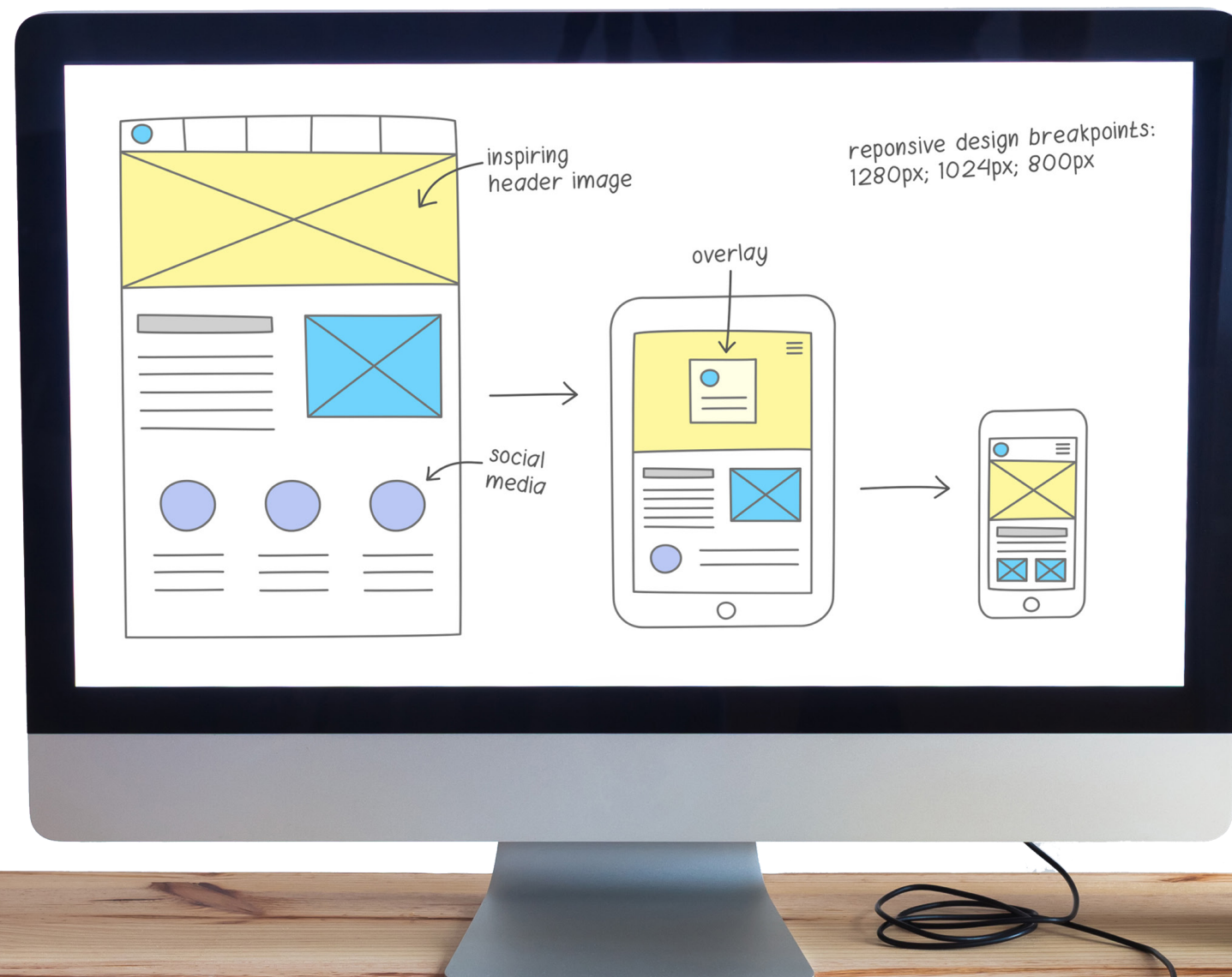




Discover & **Frame** Workshop

Most efficient and fastest way to create
a development roadmap for your
product idea.



Why Discover & Frame?

Daffodil's Discover & Frame workshop is the leanest approach to materialize your product idea. This program is orchestrated to ensure that we gather an in-depth understanding of your idea, target users, competitors, revenue model and most importantly, your expectations from Daffodil. Our business analysts use this intel to provide you a concrete development plan that outlines the entire scope, user flow, timeline and cost of developing a market fit product.

At the end of this program, you will walk out with:

- A complete understanding of your user persona
- Clearly defined MVP (Minimum Viable Product)
- Clickable wireframes and design guidelines
- Technical architecture
- Comprehensive pricing, timelines and development plan

Best Suited To:

Transform your software product ideas into feature listing

Replicate an existing software application or mobile app

Define a roadmap for an MVP or PoC and pave way for future development

1. Concept Analysis & Discovery



A solid concept analysis lays a foundation for an equally solid product. In the concept analysis phase, we pen down all the bubbling ideas in your head and the nitty gritty, as thoroughly as possible. Our business analysts analyze and assess the viability of your idea in terms of market, usability and technology. They also help you identify all possible revenue streams, opportunities, and weaknesses in your concept, so that you can make informed decisions to pivot the concept.

What do we do?

- Understand your concept and business vision
- Identify USPs, loopholes and opportunities
- Perform product research and feasibility analysis

2. Requirement analysis

The requirement analysis phase starts with reviewing your competitor's apps or any references you might have to pinpoint the whites and blacks. Our business analysts take into account the intel from the discovery phase and create user stories for your concept that are an accumulation of your user's perspective, business goals and brand perception.

What do we do?

- Review competitors/reference products
- Identify your key differentiating features
- Identify user roles
- Create feature lists, story map, user stories, notifications, assumptions, etc
- Layout functional requirements
- Create process flow diagrams



3. Framing



Framing part is to narrow down further based on all the findings to find a solution and the road map. Now since we have uncovered the must-have & good-to-have features, assessed competitors, validated user stories and identified revenue streams; we move ahead to define a MVP (Minimum Viable Product). A MVP is a product with just enough features to satisfy early customers, and to provide feedback for future product development.

What do we do?

- Identify must-have features
- Identify motivations and aspirations of your target persona
- Create business workflows
- Define MVP
- Sketch wireframes.

4. Wireframing

Wireframes are the roadmap to the construction process. They ought to be apparent. Utilizing the list of feature sets, content priority, intended actions, hierarchy and relationship between screens, we create clickable app schematics using top notch wireframing tools that represents the skeletal framework of your application.

What do we do?

- Create clickable wireframes
- Propose themes and design guidelines*
- UX in design perspective*



5. Technical Architecture



The next step is to figure out the technology stack for your application. Depending upon the target audience, budgets, feature set etc, you may choose technology with proper fitment. We take every aspect into account like limited CPU, memory, storage capacity, 3rd party integrations, battery life etc. and curate a detailed technology architecture.

What do we do?

- Suggest technology stack
- Identify third party tools and Integrations
- Block level architecture showcasing layers involved.

6. Techno-commercial Proposal

Now since we have gained a complete know-how of your requirements, feature set, and technology stack, we prepare an estimation plan that includes a complete break up of all the efforts required along with timelines to build your application, and the associated costs.

What do we do?

- Provide a detailed proposal with the estimates for the agreed scope of work
- Layout product development plan
- Freeze timelines and milestones



Our Software Product Design Approach

Daffodil follows the state-of-the-art design approach known as Design System that helps us create meaningful and intuitive user experiences.

What is a Design System?

A design system is a repository of reusable assets, guided by clear standards and rules, that can be put together to build any number of screens, features or applications.

Benefits of Design System

- Consistency
- Reusability
- Efficiency



FAQs

1. Why do you charge for this workshop?

Our Discover and Frame Workshop is a comprehensive process that requires a lot of planning, brainstorming, whiteboarding and documentation. You may be speaking to one of our business analysts, however, there is a well orchestrated team of business analysts, UI/UX experts, technology specialists and project managers that works behind the scenes to analyze your idea in and out. The mere objective of this workshop is to understand your concept thoroughly so that we can deliver ahead of your expectations. If you choose to move ahead to the development stage with us, the price of this workshop will be adjusted from the development cost.

2. I'm having second thoughts about this workshop. Can I skip it and move straightly to the development phase?

This workshop is much about downloading your business idea; however, it is also about knowing your product strategy, sustainability and technical feasibility. As your technical partner, we have a prerogative responsibility to comprehensively understand your concept. In case you opt to skip this D&F workshop, you might leave yourself (and us) open to unwelcomed surprises during the development phase. Hence, we strongly recommend our clients to start with our D&F workshop before the development phase.

Change request, open items, limiting the unwelcomed surprises during development phase

3. Can I get an exact estimate for my project without going through D&F Workshop?

Need a detailed scope for an estimation. If you have a detailed scope, then only we can give an estimate.

















No, you cannot. Many a times, there are certain hidden costs involved during the development phase. Without a comprehensive analysis of your project requirements, there always stands a risk of cost blowouts or project failure and you may lose sight of your critical business objectives. With our D&F workshop, you can be completely focused on outcomes and driven by calculated decisions which soars the chance of success.

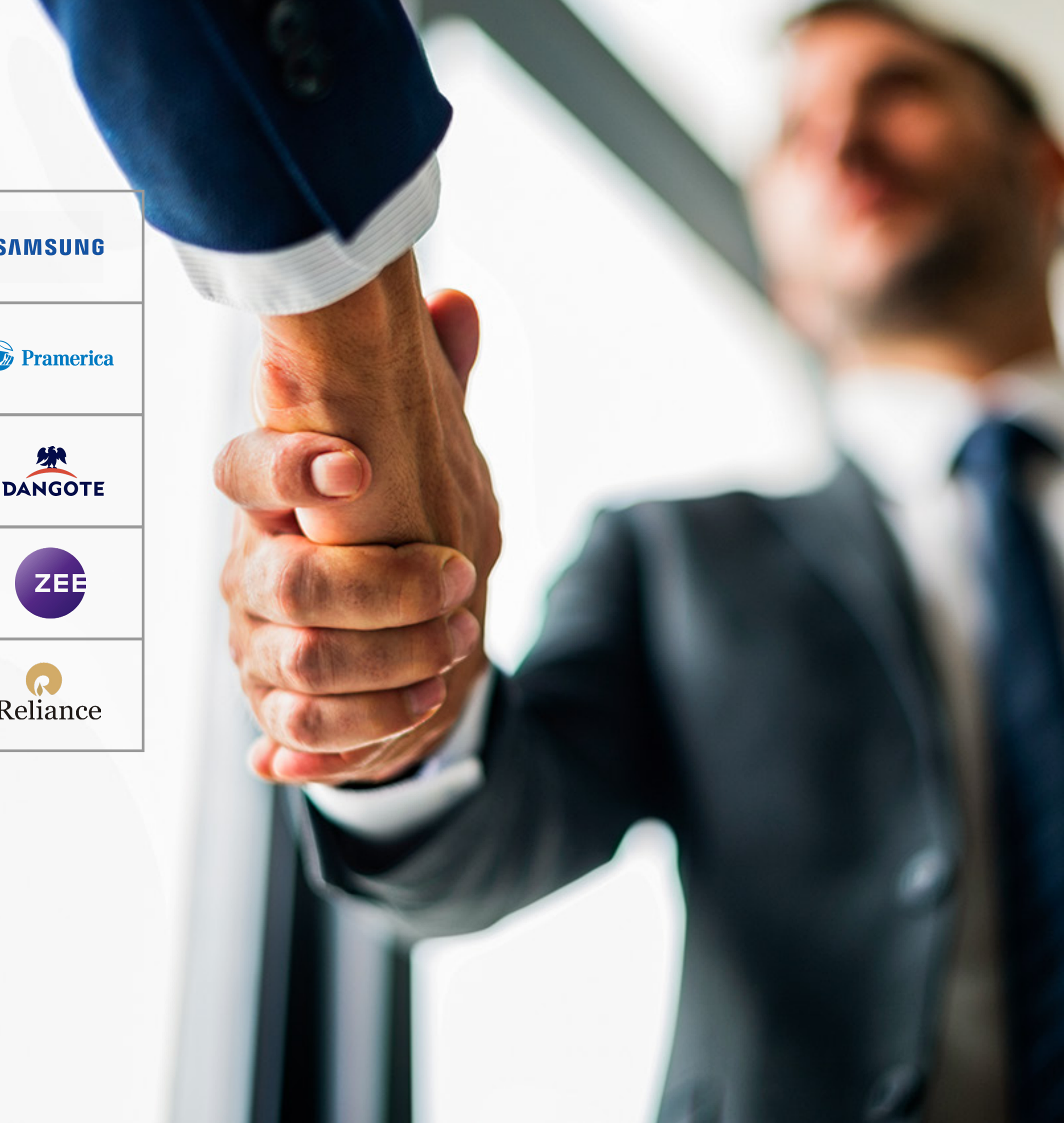
4. Will I get the ownership of wireframes and other documents of this workshop?

Yes, you will be the sole owner of the outcomes of this workshop. Incase you do not wish to continue the development phase with us, all the wireframes, features list, scope of work document, and development plan will be handed over to you.




Marquee Clients



Our Strategic Partners

Awards and Recognitions

Get in touch

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