



Minimum Viable Product Design & Development

Let's build something awesome!

Overview

As you plan to start up a new business, Epic Labs can support you by designing and creating a great digital product, and do it timely and fully aligned to the model and customer experience you are designing.

What is the challenge

You are creating a new business supported by a digital product. Your business model is based on user experience where subjectivity and emotional response need to be assessed and taken into account to make the product nice and easy to consume.



Traditional, waterfall-oriented software development process are rightly designed and intended to create software products where scope, budget and timeline are very well-defined and will, most likely, not be modified.

However, when scope is likely to be altered as we are creating a new product for new lines of services, and when the time to market needs to be compressed to have user feedback sooner and be able to tackle the market earlier; waterfall approaches often fail to be competitive.

What Epic Labs can do for you

Epic Labs will help and lead you across the process of creating digital products following Lean Startup and Agile software development methodologies. These are some highlights of the process:



STRATEGY

Conduct the necessary market research on how the product could fit into the market.

And user research, to understand the problem our product is solving.

DEFINITION

We will define the user personas that will consume the product and how they are expecting to consume it.

This will give the architects insight into the product features for an MVP.

UI/UX

Finally, UI/UX designers will work hand in hand with software engineers to build an appropriate interface and experience according to users' expectations.

DEVELOPMENT

The Software Engineer team will leverage Epic Agile software development methodologies, supported by strong DevOps and Continuous Integration to create the MVP that will help validate whether the digital product we are building, delivers the experience and value it was designed for. Alternatively, the product strategy and designed would need to evolve and iterate.

ITERATION

Once the MVP has been exposed to the users, it is time to measure again and check if the users are getting what they are expecting.

More specifically, The Epic Labs Startups Team will take care of the following:

- Design thinking sessions to conduct the product strategy assessment, identify user personas and needs
- Market research, competitive analysis and user research
- Product definition leading to product architecture, roadmaps, MVP definition and backlog
- Product development: leveraging Epic Agile software development methodologies, DevOps & CI, for great quality product development and rapid iterations.
- User Interface and User Experience implementation for product readiness

Our Startups Team

Epic Labs is a Software Innovation Center that we leverage to help startup companies on early and growth stages.

We have a diverse Team that ranges from great engineers with CTO and software architecture experience to business leaders.

We complement our Team and Talent with great mentors from organizations such as IE Business School, Founders Institute and leaders of the local startup ecosystem.

Want to know more?



epic > labs

#BeEpic!

epiclabs.io
sales@epiclabs.io
linkedin.com/company/epiclabs-io