

# 1 Project discovery

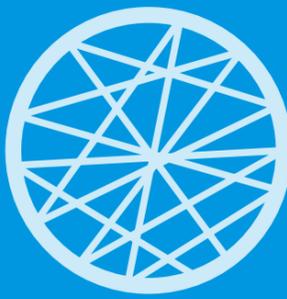
*What are you trying to create?*

**Express inquisitiveness.** Create an internal discovery process, the consulting phase is fully functional here. A recent survey conducted by Innatas, a cloud portfolio management provider, revealed that **55% of tech professionals reported they'd had a project fail.** Often this is a result of a misunderstanding between the software company and its client. The best way for a tech company to **fully understand a product's requirements** is to get to know their company.

# 2 Define the core product

*Can you easily communicate your product to a child?*

**Outline your customer stories.** This period is a time for deeply defining your product's direction. Post-product assessments are used for walking through your original assumptions, offerings, and educated guesses of your product. This phase is the **retrospective** phase. This is a natural process in science and should find its way into your product lifecycle.

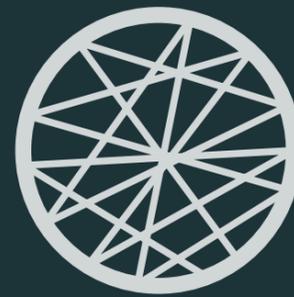


# 3 Define your customer's product

*What does the customer think you offer?*

**Reverse roles.** Another good question to ask: *what does your customer think you do?* This, in turn, can show you the perspective of the difference between the product and the company. Vision over product is a natural flow of company development. It is important for you to distinguish between vision and what has actually been executed.

## Your 6-step guide to digital transformation



## 4 Stakeholder analysis

*How is your team executing your vision?*

**Look internal.** Having an understanding of your current teams' potential and capabilities allows clear foresight with upcoming obstacles. **Marketing. Sales. Development. Design. Strategy. Product.** C-levels exist at large-scale corporations dedicated to these divisions. At the start, you need to outline who in the project will fulfill what role. Internal communications leads to stark problems during a product's lifecycle.

## 5 Dedicate progress

*How do you know your product is on track?*

**Set KPIs.** One of the most difficult tasks during product development is tasking progress. Mitigate checkpoints with your teams focused on identifying bottlenecks early on. This is also a great time to have **dedicated user-testing**. Setting early testing marks allows for proper change of scope. The product you set out to build at the beginning of the project is almost never the product delivered at the end.

## 6 Set end-goal expectations

*How do you know when you've achieved MVP?*

**Identifying the true MVP.** The most common term in Silicon Valley is minimum-viable product. The most missed execution in Silicon Valley is minimum-viable product. List your assumptions of your product's use-cases. We've termed this as **PGA, proving the greatest assumption**. Developing a product with this in mind allows for mitigated resource development, preventing many headaches.

# Your 6-step guide to digital transformation