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# The Digital Product Development Playbook



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# Discover

## Vision: Foreseeing the Future

Prior to setting the vision of your company, it is important to understand what a vision statement actually is, and what it isn't. Where do you plan to see your company in the next 5, 10, or 20 years? This isn't only your personal vision, but also where do you wish to take your company.

This takes us to the realization that it is utterly important to know the industry you're doing business in. Hence, allowing us to educate you on the vision and purpose of existence of CMOLDS, a mobile app and game development company.



CMOLDS believes in fulfillment, self-management, quality, and continuous improvement when dealing with clients for software or mobile app development projects. And when we discuss projects with clients, there is a defined process for each step.

Let's focus on how to develop your personal vision, either for your software development project or your established business.



## Defining your business opportunity

We start by helping clients talk about the benefits they'll acquire after the completion of their project.

Setting goals is not as easy as it seems, and neither comes with a magic formula. It is more of an art! Ask anyone who set appropriate goals and they'll tell you how it helps them achieve more than initially thought.



## Define the problem statement

In other words, we will be clarifying the problem your project will solve after completion. The vital aspects of focus will be the problem description, impact of the problem, and expectations from the project.

## Recognize the stakeholders and users

Identifying the right stakeholders is essential for any software development project by referring all the parties that will be affected by the project outcome. Do note that every user which has a role to play in the development and deployment of the project is a stakeholder.



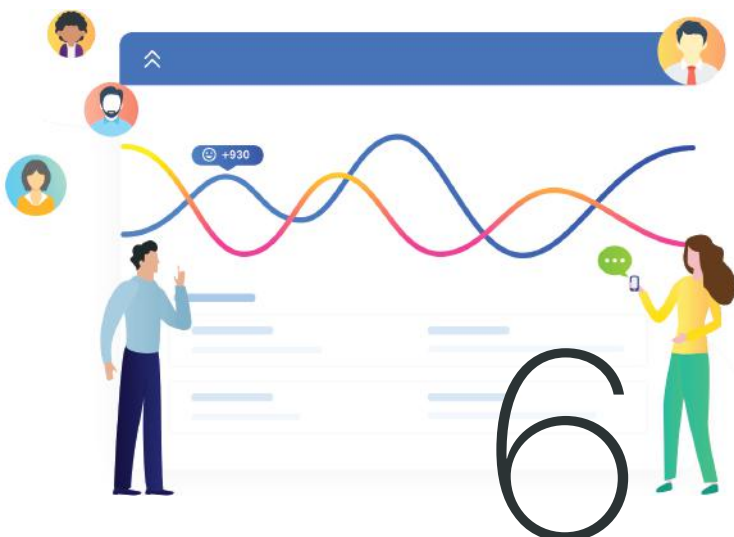


## Summarize the stakeholders' and users' needs

After all your stakeholders' and users' needs are understood and acknowledged, they will be documented in a systematic manner. In order to discover the needs, ask yourself the vital issues that stakeholders face within the current system. The idea is to prioritize the activities prior to starting the actual development process.

## Create a product overview

Speaking of product overview, it enlists the scope of the system and its interfaces associated with external parties. Normally, we prefer using the context diagram to understand the product overview. The diagram will define how the system will interact as a unit with external users and stakeholders and how the information will pass in and out of the system, back and forth to the external parties.



## Understand the product features

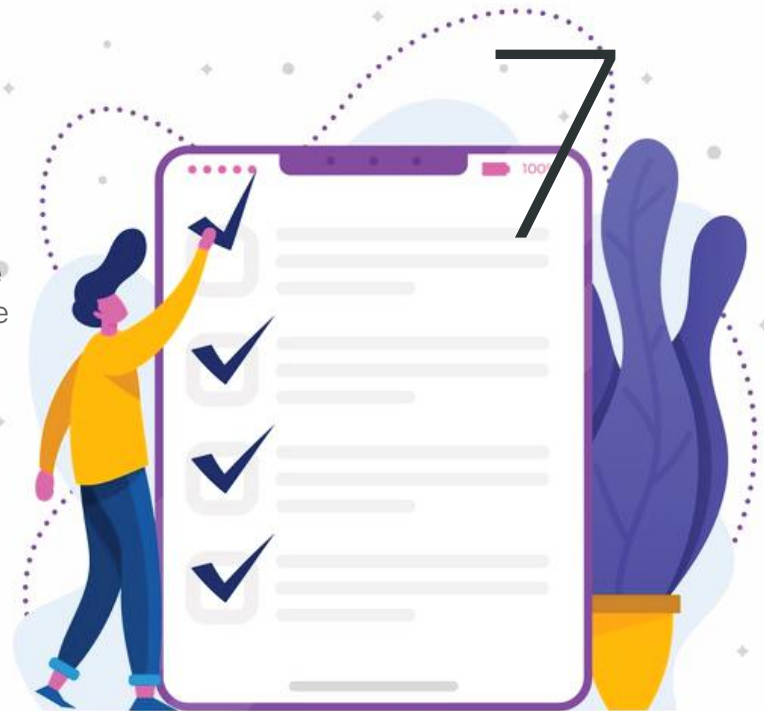
Taking the stakeholders' needs into consideration, the team will develop capabilities of the system in order to cater the acknowledged needs. Every feature will explain the functionality needed in the system in order to meet the stakeholders' demands.



## Enlist assumptions and limitations

Here we are going to list down all the project assumptions which if changed, will also change the project vision. For example, a specific version of the operating system will be available when installing the system. In such a case if the assumption proves to be wrong, the chunk in the vision document will be revised.

Furthermore, our project team will talk about all the possible limitations that can affect your project such as related to design, time, budget, or regulatory.



## Define the documentation requirements

According to the project complexity and client's requirements, we might ask you to provide the supporting documentation such as user manual, online support, installation guides, and associated files as part of the project deliverables.

This marks the completion of your vision statement. The entire purpose is to have a clear idea on both the client and development end regarding the product.



## Landscape: Studying the Business Battleground

In the age of the customer, businesses should go all digital!

This takes us to the realization that understanding the digital landscape is important in order to survive and thrive in the competitive global industry. Many entrepreneurs and established businesses think that they have a sound digital strategy in place, but only few think about truly digitizing their business strategy.



However, the true pioneers in the digital revolution, such as top B2B or B2C organizations, are increasingly driving healthy revenues through quality customer experience and improving their agility and efficiency through digital operational excellence.

Here are some of the indicators that should help you understand the digital business landscape.



## Ecommerce has stepped out of web browsers

Online shopping has taken the center stage in global shopping frenzy. More than 64% of US citizens, and 49% of Europeans prefer shopping their favorite brands through online platforms at least a month. Apparently, the ordering and purchasing is no longer confined to web browsers, and with more than 2.5 billion smartphone users worldwide, the ecommerce business is rising at a rapid pace.

Primarily, this is what CMolds thrives at, developing top ecommerce applications for entrepreneurs and established enterprises in order to offer them customer convenience, choice, and value beyond the mere, traditional physical shopping experience.

## Digital influence extends to the B2B customer lifecycle

B2B buying behavior has considerably altered since the past few years. B2B customers who are used to make purchases on Amazon now demand a similar customer experience in B2B buying too. Obviously, purchasing from a website is easy, and B2B buyers finalize their decision to purchase once they are aware what they want.

Yes, B2B-based applications is the answer!

## Mobile moments register offline decisions

All the clients demand applications that deliver rich digital experiences to improve their not only online, but offline journey as well. The idea is to create digital touchpoints which are more than simple transactional channels, and they impact your customers' offline behavior with your brand. Consider the example of Carrefour's C-Où mobile app, the tool tends to create an optimized, personalized shopping route on the basis of customers' shopping list. This provides buyers the right information at the time of need, hence, influencing their offline purchase decisions.





## Business Case: Reaching the Depths

“Understanding is the beginning of approving”—André Gide

The third part of discovery phase, business case is developed in the earliest stages of the project and mainly examines the why, what, how, and who about the necessity and continuity of the project.

This is especially relevant as the inexperience of new and coming-of-age entrepreneurs and small businesses in the industry makes it important to understand the market dynamics. Preparing a business requires an assessment of the client’s business opportunity or problem, benefits, risks, possible technical solutions, impact on operations, investment costs, and the organizational ability to meet the project deliverables.

We discuss all the above aspects in detail with the clients in order to develop a strong, relevant business case. Developing a business case is helping the client with a step-by-step process. From another perspective, the business case will also help you secure a sound support prior to proceeding with your investment with us.

Here are the four important steps we will go you through to develop a full-fledged, powerful business case.





## Confirm the opportunity



We will talk about the situation and business opportunity impacting your proposal. The details will include project prerequisites, investment logic, and your project requirements.

## Evaluate the shortlisted options



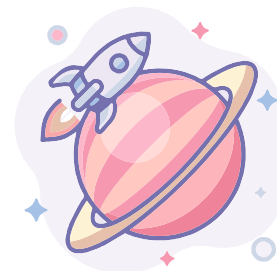
We help clients in identifying alternate approaches as well besides their core project execution. The options are shortlisted and analyzed after weighing the client's preferences and project's custom requirements.

## Evaluate the selected ones



Evaluation of how the selected approaches will deliver according to the client's business objectives. Hence, the best option is selected taking all your strategic and financial considerations on board.

## Implementation strategy



Now we start creating a clear implementation strategy on how to get going with your project. Each team member in the project will be held accountable for certain tasks.



# Plan

## Assessment: Making Your Project Worth It

Assessing your project plan takes a series of steps to ensure that your business is ready to implement a set course of actions. Speaking in terms of software project planning, a proper assessment is done to understand the practical approach to the initiative that will eventually lead to successful project completion.

CMolds helps you in the project assessment through a series of steps that determines whether the client's project is on track or not.





## Conducting feasibility analysis

Initially, stakeholders are interviewed to determine whether the project need exists or not. The feasibility analysis helps us know whether the client's project will feasibly meet the software development. In some projects, a comprehensive ROI study will be conducted to calculate the entire costs and benefits involved in the project.

## Analyzing and figuring out requirements

We never rely on a one-meeting-is-enough approach, but consult clients with a series of interviews with the ends users and other associates related to the software development. In other words, a detailed understanding of the client's business personas, user documents, and operational procedures are vital to understand the essential functionality and features of your app.

## Consider industry's best practices

Whenever we are ought to assess a completed plan, the best and relevant practices from the industry come into action. We strongly rely on powerful agile processes through pictorial documentation detailing for the general and technical requirements.





## Strategic Planning: Paving the Way

Strategic planning plays a vital role in any software development project, and CMolds's technical personal and strategists believes in the setting the project objectives, define the architecture and design, development timeline, and enlist the resources and efforts required.

Just like the assessment phase, the strategic planning for the client's business or individual project also comes with a series of steps. So how do we bring your project and its entire documentation on the same page?

### Gather your team

At an organizational level, creating a strategic usually involves defining the vision and mission statements, creating a 5-year plan, and a framework to prioritize activities. However, for newcomers in industry such as small businesses, entrepreneurs, and aspiring millennials, we tend to work more closely getting the right people on board and creating a feasible time-line.

Getting the right people on board is important if we want to help the clients with the strategic aspects of their project. Often times, clients tend to skip this part due to their impatience of getting on with the design and development discussions with company. However, our professional strategic planner on board talks with the client in order to align their ideas, preferences, and concerns in order to make them executable.

The important thing to observe here is the difference between the strategy and tactics. In strategy, we help clients focus on the destination they wish to achieve with the mobile app, and tactics will focused on the particular steps to get them along the way.





## Roadmap: Time to Walk Down the Digital Lane

Creating a project roadmap comes as the last phase in the planning phase in our Business Playbook. Putting it simply, through a project roadmap we help clients understand a comprehensive depiction of the entire project.

This quick resource provides a clear explanation of project's objectives, key milestones and deliverables, dependencies, and the risks involved.

When we talk about creating a roadmap for software development, there are a number of considerations to be taken into including defining the product development roadmap; how to improve the utility of the project scope statement; benefits and difficulties involved in a project roadmap; how the roadmap will be used to conduct a strong project kickoff; why and how we use the roadmap as a walking document; and how powerful decisions are made regarding the software development.

### What we include in a project roadmap?

It's all about focusing on high-level details throughout the phases of planning in software development!

Within the meeting, we primarily focus on creating and presenting short and interactive visuals in order to give the client an idea of their product on a page.

- In conducting a top level project overview, we will concisely pen down your goals, objectives, and priorities for each stage in the design and development process.
- The schedule overview will display a general timeline of every activity. Clients need not to worry about the details, those are already covered in the strategic planning phase.
- Important milestones with key dates highlighted. Dates from the preliminary design phase to the product release will be determined.
- Dependencies showcasing the prioritized deliverables and their associations with the corresponding tasks, furthermore, how each contribute to the project success.
- Resource allocation will provide a cost and human resource estimation for your project. Clients will be informed about the availability of our resources beforehand to avoid any future conflict of interests.



## Act

The 4th phase is all about the actual design and development action of your project. After all the planning and roadmap minutiae are finalized, we will start working on the platforms to be used decided earlier.

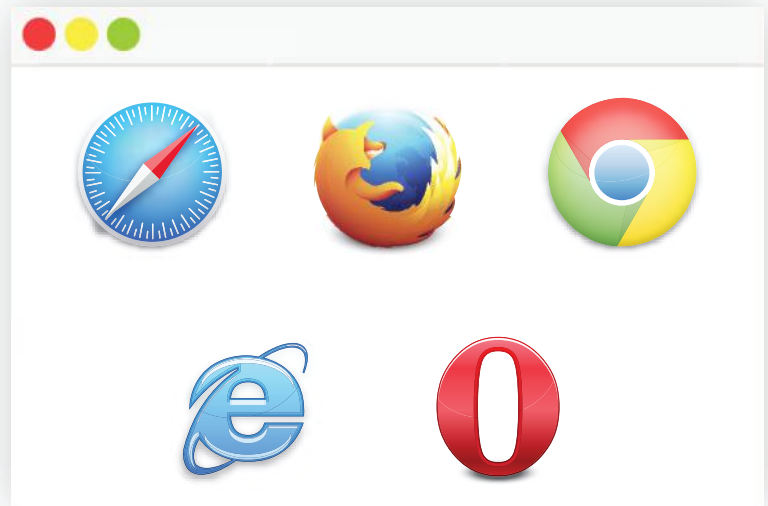
The type of platform best for your project depends on your business objectives and the users' needs, and the best tools not only help us in creating a strong community, but also create and iterate products more efficiently.





## Browser Testing & Support

Supporting the newer versions of top popular browsing platforms such as Chrome, Edge, Firefox, etc. for mobile and desktop systems is the best option. Apparently, we no longer support the older versions of these browsers as they are harder, time consuming and most costly to design, develop, and support for the softwares.



However, there are some specific projects in which the client's user demographics demand the need for older version of a browser. Such requirements are identified early in the planning phase which helps our team to allocate appropriate time and resources.





## Mobile for the user, not the device

Every activity for any software development project has to be in the context of that concept. Often, the most commonly used platform is acquired for the job. For example, if the device requires a camera, calendar, or address book, a native app built on iOS will be appropriate.

As for the content-based products including landing pages, textual and visual content, etc., a mobile web app will be more suitable due to the following reasons:

- > All most smartphones render coding in HTML
- > Applications can be developed and iterative quickly
- > Newer versions can be deployed in new time







## Designing

CMolds's user-based design strategy is entirely centered on the concept and essentials of Design Thinking—a drive that fuels our design and development teams to join the dots for a powerful, client-centric output.

Apparently, the trick is to collaborate, ideate, create, and learn together!

## Development

It might come as a surprise for some clients and readers, but we believe that the development phase starts from the initial stages. In other words, once the project idea acquires some maturity in the conceptualization, a functional prototype is created and presented which provides validation for functionality, assumptions, and helps the stakeholders understand the project scope.

This is where we explain our each stage in the development phase in detail.





# Optimize

Releasing a completed mobile app is not the end game for the client, but its performance management and optimization are essential to-dos that we do to ensure a flawless product in released in the play stores.

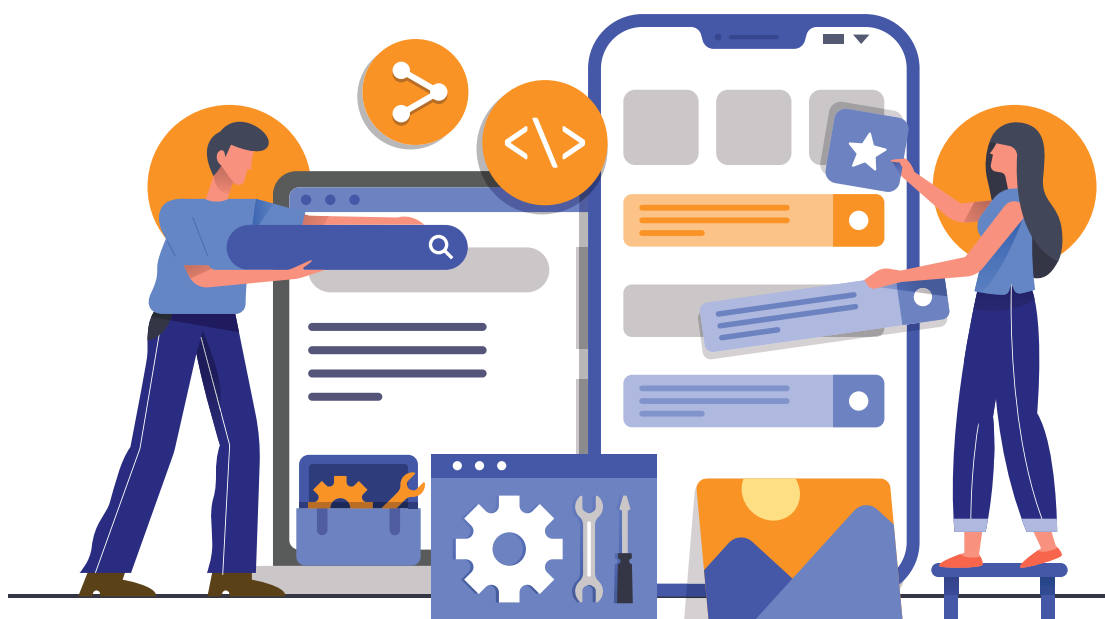
Performance Management, Benchmarks, Continuous Improvement  
Our optimization approach and practices revolve around the above three aspects that we consistently use to catch the tiniest glitches, and ensure the client's app functions as documented in the documentation testing.

However, easier than done. The challenging part is tracking the performance metrics including quality, performance, behavioral, user demographics, and engagement metrics and net promoter score.

This is where we use the AARRR Framework to acquire a top-level overview of the key metrics. Then such metrics will be gauged through techniques like event tracking.

Furthermore, the product will go through A/B Testing, feature flags, instrumentation, and subscription metrics before calling it a success.

This brings us to one grand question, How to set the performance management, benchmarks and continuous improvement metrics for your project?





## Why software optimization is required?

Mobile devices are not a mere communication device anymore, but not only startups and entrepreneurs, even established businesses are now inclined towards acquiring mobile app.

The job doesn't end with successfully developing and deploying a tool, but its optimization and continuous improvement is something that keeps our client on the edge of the competition in their industry and helps them acquire newer customers, retain the existing ones, and diversify their customer engagement channel.

And failing to keep your mobile app out of the optimization benchmarks will easily drag you back in the business, something that is near-fatal for your company in this highly dynamic era.

For our client, any mobile app's performance is extremely vital.

