

# AMRAS LABS PRODUCT DEVELOPMENT PROCESS

We put users at the centre of everything we do

We create disruptive digital products and apps with our experienced & creative agile & scrum teams. We provide support and maintenance to ensure quality deliverables.

## 5 STAGE APPROACH

Develop Foundation & Recommendation

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DISCOVERY

### Research

Researching and understanding your users, their expectations and behaviours, and how your product factors into all of it.

### Establish Context

Investigating your users' reference applications to establish context and benchmarks on how your product should function and improve on that.

Designing solution based on user research

## 2 DEFINITION

### User Definition

Defining who exactly is your user, user personas, user journey and what their requirements are.

### User Research

Gathering, organising and prioritising user wants and needs, to help us design the best solution to solve these needs.

## 3 DESIGN

Defining scope of work

### Designing Solution

Defining the product vision, strategy and roadmap.

### User Stories

Developing the value proposition, brainstorm possible approaches and creating user stories and product backlogs.

### Wireframes

Defining the scope of the Minimum Viable Product (MVP), working through extensive wireframes and designs and getting them approved before we proceed to development.

Developing Minimum Viable Product

## 4 DEVELOPMENT & DELIVERY

### Product Development

Using the agile and scrum process to build the product in an iterative manner.

### Testing

The development and delivery stages go hand in hand, but this stage involves extensive QA & user testing to ensure the product is bug-free and of the highest quality.

## 5 DATA & ITERATION

Product Improvement based on feedback

### User Feedback

This is where we take the process to the next level - based on data collected through product usage and feedback, we continue to improve the product.

### Data Analysis

This stage involves closely analysing qualitative and quantitative data based on reporting metrics put in place, to decide on future improvements for the product.