# **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.

Develop Foundation & Recommendation

### Research

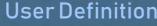
Researching and understanding your users, their expectations and behaviours, and how your product factors into all of it.



# 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



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.

Defining scope of work

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# 3 DESIGN

## **Designing Solution**

Defining the product vision, strategy and roadmap.



#### User Stories

**Developing** the value proposition, brainstorm possi<u>ble</u> approaches and creating user stories and product backlogs.

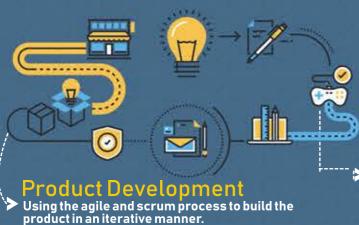




## Wireframes

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





## & DELIVERY >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.

**DATA & ITERATION** 

**Product Improvement** based on

### 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.



