## flexiloss.

## CORPORATE

Flexilabs & Hack Days AUS
Let us help you develop a proof-of-concept

to test a new product or service.

PHASE 1: IDEA FEASIBILITY & POC VALIDATION (4WEEKS)

Rapid innovation process that will test & validate new product or service ideas

Week 1-2



Step 1

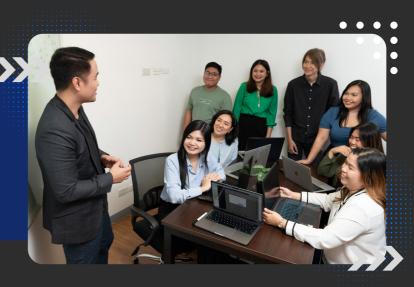
#### **Assumption Mapping**

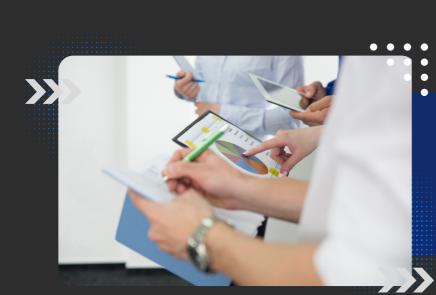
We will map the key assumptions about desireability, viability and feasibility for new ideas that have been shortlisted by the business.

#### Step 2

#### Solution Validation

We will develop a set of questions to ask key stakeholders to validate our assumptions that are linked to the idea/solution.





Step 3

#### **Benefits Validation**

We will use an pretotyping tool to design a number of experiments to provide feedback & validate the potential benefits of the solution.

Week 3

#### Step 4

#### Run Experiments

Participants will validate the idea with prospective users/customers.



Week 4



Step 5

### PoC Scope

We will rank & prioritise the minimum key feature set that would be required to build out the solution.

### Step 6

### Decision Submission We will prepare a template (1)

We will prepare a template (using key inputs from this phase) that will form the basis of final pitch back to Exec sponsor for a 'MVP' build decision.



## Clients feedback

website's design and functionality, noting timely delivery and the team's responsiveness to customer feedback throughout the project

The client was highly satisfied with the





# PROTOTYPE (8 WEEKS) Iterative design & build of a working prototype to test with users/customers for feedback

**PHASE 2: DEVELOP A** 

TOF TEEGDACK

Option to proceed with the build of a minimum viable product (MVP) that incorporates feedback from prototype phase

**PHASE 3: MVP DECISION POINT** 

