

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 desirability, 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 prototyping tool to design a number of experiments to provide feedback & validate the potential benefits of the solution.

Step 4

Run Experiments

Participants will validate the idea with prospective users/customers.

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 (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

The client was highly satisfied with the website's design and functionality, noting timely delivery and the team's responsiveness to customer feedback throughout the project

PHASE 2: DEVELOP A PROTOTYPE (8 WEEKS)

Iterative design & build of a working prototype to test with users/customers for feedback

PHASE 3: MVP DECISION POINT

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

NO

YES

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MAYBE