

flexilabs.

START UP

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.

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.

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 PROOF-OF-CONCEPT (3 WEEKS)

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

PHASE 3: Handover of Poc

Option to proceed with the build of a Working Prototype that incorporates feedback from the PoC phase

