

Create PoC - Proof of Concept

Overview

A POC is a presentation of the proposed product and its potential viability.

POCs describe the idea and proposed functionality of the product, including its general design or specific features, and how achievable they are. This presentation serves as a prerequisite before companies produce a sample or the final version and release it for wide-scale implementation or sales.

Through the POC, project managers can **prove that building the proposed solution, program, product, feature, or method is achievable**. POCs further allow decision-makers to explore the potential of the idea, giving them a glimpse of the bigger picture or the situation once the company launches the product. This is why developing POCs should stem from the organization's strategic goals, which should **also come from the vision statement**.

Software as a service (SaaS) companies, for their part, can create a POC software that tests if specific features can complete their required tasks or if two separate systems can work harmoniously, and some other important features.

Difference between POC and PROTOTYPING

- A POC shows whether a product can be built or not
- A prototype physically presents its basic functions and how it will be developed.

PROOF OF CONCEPT	PROTOTYPING
It addresses the question: Can a product be built or not?	It addresses the question: How can a product be developed?
It aims to test an idea or assumption for real-life application.	It brings concept to life through a working interactive model.
It describes the idea, functionality, and feasibility of a product.	It is designed to serve the functions as visualized in the POC.

It is a theoretical demo that the solution is achievable.

It is a physical demo or sample of how the product will operate.

Importance of the POC for small businesses?

1. Project managers can pinpoint potential risks and obstacles
2. Project leaders can determine the chances for scalability
3. Stakeholders need proof before investing

Steps to create a POC

1. Demonstrate the need for the product
 - a. Need for the product
 - b. Target market
 - c. Pain points
 - d. By interviewing (in-depth questions) a representative sample of customers
 - e. **Pro tip:** Interview a sample group of customers to understand and verify their pain points.
2. Ideate the right solution
 - a. They can even narrow down the **list of ideas** to the most feasible ones and finalize their proposed product.
 - b. Additionally, to **firm up** 巩固 the proposal, the team should discuss **how their solution can support the fulfillment** of the organization's or stakeholders' goals.
 - c. **Pro tip: Welcome half-baked ideas** 不成熟的想法. You don't need to be a perfectionist when ideating, at least, in the initial stages. You'll be surprised how half-baked ideas can lead you to the best solutions.
3. Create a prototype and test it
 - a. **Pro tip:** Prototyping isn't the end in and of itself, it is just the means. Don't get so caught up at building the perfect prototype. While you need to

exercise caution and vigilance, don't be stuck in this phase longer than you should be.

4. Gather and document feedback

- a. **Pro tip:** Use a cloud-based platform to obtain feedback. In that way, it's easier for your project team or even your sample group to participate and collaborate.

5. Present POC for approval

- a. They must present, among other things, the **pain points 痛点** that the product solves, features that address those problems, and technologies integrated to demonstrate the value of the idea.
- b. They should elaborate on the **product development** and **project management** components, which they should also note in their **project tracker**. These include clearly defined success criteria or **project management metrics**, evaluation measures, timelines, next **project management plans** (should it be approved), resources needed, and other aspects discussed earlier.
- c. **Pro tip:** Put more emphasis on the benefits that your **product brings**, instead of its features.

Final words

A POC helps businesses see if a proposed idea is practical and attractive for the target market and achievable for the company.

Through the POC, project teams can explore the planned components and functionalities of the ideated product, along with the costs, resources, and capacities required to make it work.

From these details, companies can better assess the readiness of the newly developed solutions for adoption on a wider scale, approve of the idea, and decide to invest in its implementation.