



the **IGNITER**



# You probably have a great idea for a project.



However, throwing developers at a project doesn't always get it off on the right foot. We've found the best way to start is to spend time clarifying your vision into an actionable plan.

We'll guide you through an intensive process that helps solidify what your initial product needs to do to be successful, how users will interact with it, and what it should look like. This is a lot to accomplish in a week, but it works because we spend most of the time listening to you.

# We want to identify five things



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1. What outcomes are you hoping to achieve? What's the overall goal and how will you know if the project is successful?
2. Who are the paying customers? What are the motivations that affect their buying decision?
3. Who are the people who will be using the product on a daily basis? They may or may not be the same people who pay for the product, but they certainly have a different mindset than when the purchase decision is made.
4. What are the different activities of users? When and how often are they performed?
5. What tasks must the product support to complete these activities?

# What Will We Achieve?

All of this context produces a story map that serves as a guide for your product's lifecycle. The map gives you an estimate of your scope, timeline, and cost.



A competent agile development team can then use the plan to immediately start building your product. Alternatively, you may decide that it warrants further evaluation by your team before development begins. These results can also be used for an effective presentation to potential customers or investors in your product.

# We Provide

## Project Guide

This person facilitates the process of discovery, while also understanding what's essential for a practical project plan. With a solid technical background and experience on dozens of agile projects, the guide foresees potential obstacles to effective delivery.

## Designer

Nothing breathes life into the vision of a project like a good designer. They bring creativity and user-centered design to the discussion, and are ultimately responsible for producing the final deliverables.



# You Provide

## Project Owner

This person probably has the most difficult position on the whole team. The role requires a clear understanding of the product and why it's being built. The product owner is empowered with the ability to prioritize based on the project's objectives.



## Additional Team Members

We want to work with people from your team who have specialized knowledge about the product and how it will be used. These could be financially vested stakeholders, or knowledgeable users. Obtaining necessary input from additional team members must be balanced with having too many people in the room, which can inhibit open engagement and reduce focus.



# Logistics

## Where

We're happy to travel to your location for the Igniter. However, you may want to consider eliminating distraction by leaving your work place and coming to our office. Ultimately, we're interested in a location that allows for focused discussion and discovery.

## Cost

\$10000 + travel expenses.

nerds

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< >  
slaying dragons  
solving problems

experience solve

notion

let's  
great thing



Creative

problem-  
solver

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