# THE NEXT 30,60 & 90 DAYS

#### Day 1

Get smart

### By Day 30

Establish vision & roadmap

#### **Kick-off MVP Build**

Use vision and roadmap to kick-off the MVP development

# What clients can expect as they begin their relationship with the Mobility team.

This is a sample of a mobile kick-off and is subject to change from client to client.

## **KICK-OFF**

#### Week1

# **Business and Customer Experience Deep Dive**

- Request/review research/materials
- Request business, legal and medical
- Review current user experience & communication touch-points
- Identify KPIs

#### **Technical Deep Dive**

- Begin tech audit: systems, data, environments and integration points
- Understand communication systems

- Understand current vendors
- Financial system and process review

#### **Financials**

- MSA development
- Resource allocations
- SOW Creation
- Budget Alignment

#### **Team Building**

- Broader Partnership engagement
- Identify ways of working

# **OUR FIRST 30 DAYS**

#### Week 2

#### **Customer Experience Deep Dive**

- Begin synthesis of materials
- Conduct competitor research
- Conduct stakeholder interviews Collaborate with MLR team on requirements
- Conduct story mapping exercise
- Conduct primary research (if needed)

## **Technical Discovery**

- Complete audits
- Begin to synthesize audit findings
- Create system and architecture diagrams for app/middle tier
  Create vendor shortlist

#### Week 3

#### **Customer Experience Vision**

- Begin building vision and roadmap
- Create high-level user flow/ wireframes and user stories

- Prioritize user stories for MVP

#### **Technical Discovery**

- Complete system and architecture diagrams
- Create technology vision
- Contact vendors RFI

#### Week 4

#### **Customer Experience Roadmap**

 Complete roadmap and mobile app vision. Includes MVP recommendation and prioritized user stories with LOE

#### **Technical Discovery**

- Complete technology vision including tech stack, environments and architecture
- Prepare to kick-off sprint activities

# **OUTCOMES FROM DISCOVERY**

# **Customer Experience Discovery Summary**

- Summary of research, findings and recommendations
- Vision + Roadmap of mobile experience and middle tier.
- MVP phase 1 user stories and backlog

#### **Technical Discovery Summary**

- Summary of audits, environments, systems and our recommendations.
- Technology Vision for experience for MVP and beyond.



#### By Day 60

Fully agile team is onboarded and actively designing and developing

#### By Day 90

The experience is coming to life using our customer-drive approach to design + build

#### **Continued Improvements**

Ensure that user feedback. stakeholder feedback and analytics drive further improvements

# **DESIGN + BUILD**

#### **Sprint 1 Design**

- UI and UX Development

#### **Sprint 0 Dev**

- Stand Up Dev Environments
- Vendor Selection
- Begin Coding Middle tier
- Begin Coding App Framework

#### **Sprint 2 Design**

- UI and UX Development

#### **Sprint 1 Dev**

- User Story Development
- Testing
- Client Demo
- Retrospective

# **DESIGN + BUILD CONT.**

#### **Sprint 3 Design**

- UI and UX Development

#### **Sprint 2 Dev**

- User Story Development
- Testing
- Client Demo
- Retrospective

#### **Sprint 4 Design**

- UI and UX Development

#### **Sprint 3 Dev**

- User Story Development
- Testing
- Client Demo
- Retrospective

At VMLY&R, we understand that creating a successful product goes beyond just the launch date. Without a solid plan and set of processes in place to help improve our launch product, there is a good chance of falling behind our competitors and an increased risk of diminishing our user base.

One of the key things we offer is monitoring the life cycle of a product. Creating a consistent and efficient maintenance plan and optimization team allows us to have a mutually beneficial feedback loop and long-term product vision.



