



RAPID PROTOTYPING PLAYBOOK

Why Critical Projects Fail

When organizations embark on large, complex projects that require massive budgets and teams, it's crucial to quickly understand the risks involved before deploying full-scale efforts.

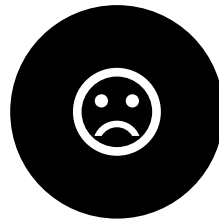
In our experience, there are **three key things that create the most risk** for a project:



Unruly



Costly



Slow

Does this sound familiar?

These common risk factors have a negative impact on successful outcomes:

- **Organizational agility is difficult to achieve**
- **Stakeholder decision-making is slow**
- **Key requirements are missing or under-defined**

THERE'S A BETTER WAY!



A Fresh Approach

ADOPT A PROTOTYPE PLAYBOOK

A Prototype Playbook replaces cumbersome, “one-off” efforts with a well-defined, highly-repeatable business process that:

- **Streamlines stakeholder decision-making and alignment**
- **Reduces project risk and exposure to cost overruns**
- **Keeps the combined team focused, on the right path**

Sometimes the most effective way to tackle a complex problem is to think about it in a different way.



Why Prototype?

FASTER, BETTER, AND MORE COST-EFFECTIVE

Stellar offers an integrated Prototype Playbook with programmatic thinking that draws on rich enterprise experience to create a simple, yet powerful approach that:

- **Substantiate your business strategy and direction**
- **Reduces time-to-market and enhances efficiency**
- **Creates organizational alignment**
- **Fine tunes the blend of speed and quality**
- **Leverages past learnings to identify and quickly resolve potential issues**

Prototyping Benefits

Our Prototype Playbook is about converting one-off projects into a highly repeatable business process that delivers a compelling and consistent set of benefits for organizations:

01

Strategic & Design Help

We consult on strategy and design.

02

Stakeholder Alignment

We help you manage stakeholder input and maintain alignment.

03

Project Focus

We manage every stage of the project to ensure timely delivery.

04

Dedicated Team

You have a dedicated project team for the duration of the engagement.

05


Reduced Time-to-Market

We help you get your MVP or prototype launched faster and more efficiently.

06

IP, Code & Ownership

At the end of the engagement, all work belongs to you.



**IS PROTOTYPING
RIGHT FOR YOU?**

Who will benefit the most?

Organizations with:

- 1 A complex structure requiring a high degree of stakeholder alignment
- 2 The ability to assign a dedicated team

Gauging your Readiness for Rapid Prototyping

Prototyping digital products and services is complicated business. One of the only meaningful ways to accelerate the creation of a prototype, or MVP, is to know *exactly* what you're building before you start building it.

We've found a quick conversation around this set of questions can help us quickly assess your organization's readiness for rapid prototyping.

Key Readiness Questions:

- **PRODUCT STRATEGY**
How do you envision customers using the product?
What need will it serve?
- **FUNCTIONAL & TECHNICAL REQUIREMENTS**
Do you know what it will take to build the product?
- **CUSTOMER EXPERIENCE**
How do you want customers to interact with the product?
- **ORGANIZATIONAL AGILITY**
Organizational agility: Do you have enough alignment to iterate quickly?
- **DEDICATED RESOURCE(S)**
Can you dedicate resources to the development of the prototype?

Variations

We have found that the majority of clients, and their needs, fall within these three variations:

Prototype Playbook 45

Duration: 45 Days

MVP Prototype

UX

Prototype Playbook 90

Duration: 90 Days

MVP Prototype

Technology

UX

Strategy *or* Design

Prototype Playbook 120

Duration: 120 Days

MVP Prototype

Technology

Design

UX

Strategy

The background is a dark, textured surface featuring a series of thin, wavy, concentric lines that create a sense of depth and movement. These lines are primarily in shades of gray and black, with some lighter areas where they intersect. The overall effect is a modern, high-tech aesthetic.

OUR APPROACH

Our Custom Approach

A potential of 5 steps help us tackle the right problems/issues/challenges, at the right time, with the right people.
We don't believe in one-size-fits-all solutions and we recognize that prototyping projects vary,
so we've developed some optional steps to help us tailor the approach to your specific needs.



Strategy

*Optional Step
Not all clients
need strategy



User Experience



Design & Branding

*Optional Step
Not all clients
need design



Technology



MVP Prototype

Step 1 / OPTIONAL

Strategy

Developing an effective digital product or strategy requires a deep understanding of the target audience's needs, preferences and behaviors.

We help you translate that understanding into a strategy that ensures you deliver the right experience, to the right people, in the most effective way.

Some clients already have their strategy in place. This step is optional - we can help if you need it.

Deliverables

- Working sessions to define strategy
- Working sessions to define UX requirements
- 3 to 5 User personas
- Development of process flows

Step 2

User Experience

Our UX team will create the blueprint for your customer journey via a series of site and content maps, wireframes and functional annotations.

This is a key step in creating a prototype that will adhere to the strategy, requirements and overall vision for the project.

Deliverables

- **Creation Of Site/Content Map**
- **Development Of Process Flows**
- **3 Rounds Of Wireframe Reviews**
- **Functional Annotations**
- **UX Review During QA Testing**

Step 3 / OPTIONAL

Design & Branding

For those projects requiring a new visual identity, we develop a look and feel and UI that reflects the unique attributes of your brand.

This is often needed when in the start-up phase or with a rebranding effort.

Deliverables

- Working Session on Design & Branding
- Creation of 2 to 3 Design Options
- Production of Final Brand/UI Elements
- Simple Prototype Style Guide
- Design Review During QA Testing

Step 4

Technology

Our tech team works closely with UX and design to create an elegant solution that supports our strategy, and brings the overall vision of the MVP or prototype to life in a compelling way.

This step also dials in the technology vision and provides a roadmap to help you move from MVP to product launch.

Deliverables

- **Technical Requirements**
- **Technology Roadmap**
- **Solution Architecture**
- **Development Plan**
- **Definition of Coding Standards**
- **QA Testing**

Step 5

MVP Prototype

This step involves creating, coding, testing and delivering the MVP or prototype. These prototypes typically come in two flavors.

Adobe XD-Based Prototypes - offer simulated click-thru capabilities and basic motion and animation. Relatively quick to develop.

HTML-Based Prototypes - offer a much deeper set of possibilities that includes APIs, CMS and light data integration. Generally, the more advanced the prototype the longer the dev cycle.

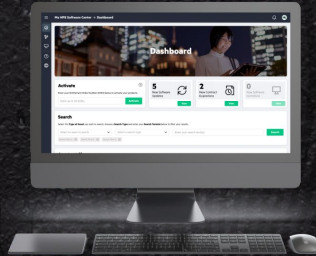
Deliverables

- **Adobe XD Prototype or**
- **HTML-based Prototype**
- **APIs and Integration Required for Prototype**
- **IP Ownership of All Code Created**

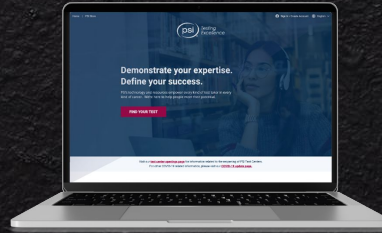
Success Stories

From our 9-year relationship with HPE, to our digital transformation work with PSI, our team has helped companies substantiate their mission-critical strategies through Rapid Prototyping.

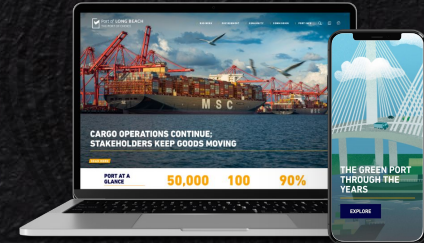

Hewlett Packard
Enterprise



Launched 6 global customer web portals that helped double customer satisfaction scores



Reimagined and redesigned PSI's digital product suite as part of a sweeping digital transformation



Redesigned the digital ecosystem across mobile and web while redesigning the brand

We're here to help.

**Ready to see how Rapid Prototyping can
demonstrate your business strategies and goals?**

Let's have a chat.

MARTIN PEDERSEN

martin@stellaragency.com

