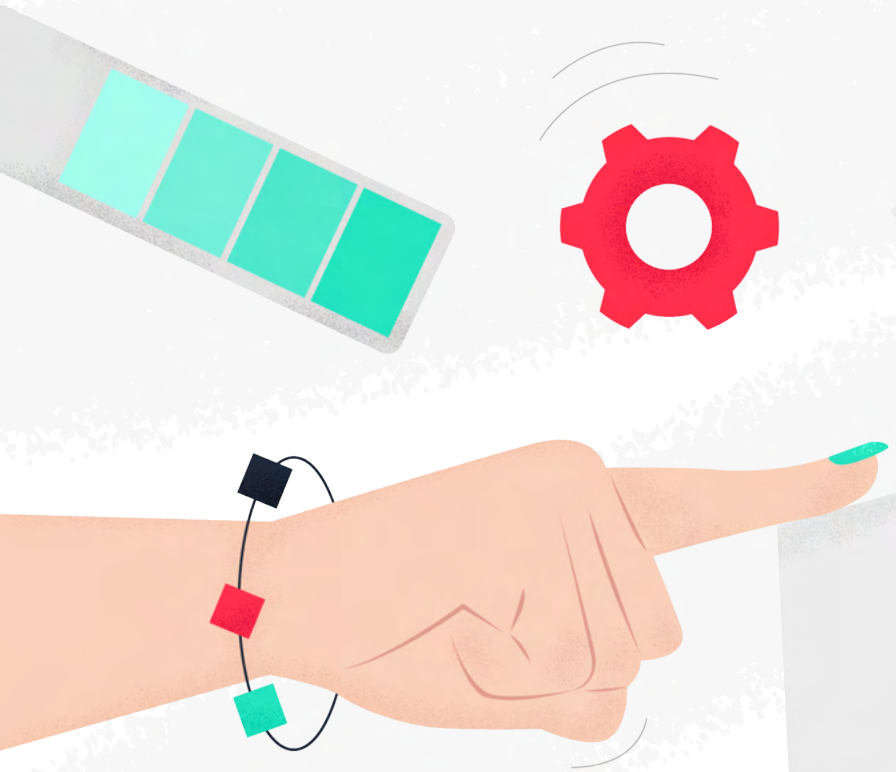
PROCESS BOOK

by Applover, Full-Stack Digital Agency

How A Well-Planned Process Will Bring Your **Project To Reality**



The document below will provide details regarding the most crucial stage of your project – planning. It's also a guide explaining what is done, at which phase of the project, who does what, when they do it, and why it's done. The following Process Book is based on experience over numerous years and countless completed projects. Thanks to its assumptions, we can be sure that the resulting product follows your expectations and the latest technological solutions. Familiarizing yourself with this document will help you better understand the subsequent stages of creating your digital product and give you control over possible changes.

Piotr Sędzik
CEO

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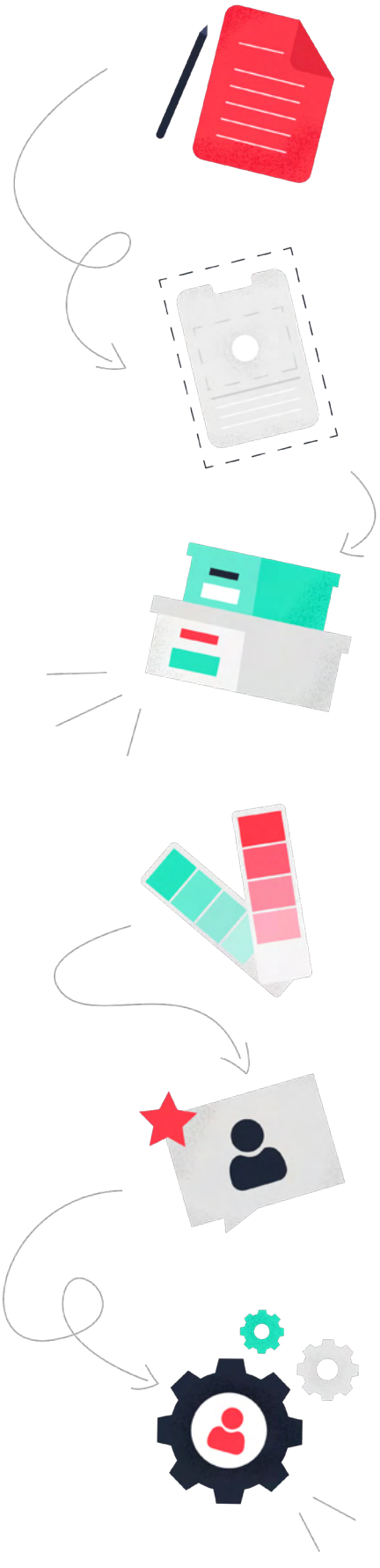
Glossary



Brief

In our case, it takes the form of questions and answers. It defines the general objectives and functionality of the product, setting out further work on its creation. It also contributes to the valuation and works planning.

Wireframe

Wireframes are a visual representation of a user interface that focuses explicitly on space allocation and prioritization of content, functionalities available, and intended behaviors. For these reasons, wireframes typically do not include styling, color, or graphics.

Specification

A specification is a set of documented requirements to be satisfied by a product. It contains every desired functionality in the form of user stories. Every user story is broken down into a detailed description, involved actors, and an outcome.

UX (User Experience)

A design approach focused on the overall user experience so that the interaction with the product will provide the best possible experience. To this end, the UX Designer adopts a user-oriented design methodology.

Project Manager

Specialist responsible for planning and delivering the project on time. The PM knows the product and its specifications. It's also the contact point between the project team and the client ordering the product.

Tech Lead (Software Developer)

Specialist responsible for developing code elements that are the foundation of the application. This person with much experience in the project's first phase is also responsible for the technical analysis and supervising the team of developers (from a technical point of view).

Roles in the process

Michał Kukuł
Project Manager Lead

Szymon Bernatowicz
Project Manager

Szymon Drożdżewicz
Project Manager

Martyna Kazimierczak
Project Manager

Project Manager

Coordinates communication between the development team and their client, distributes tasks and assigns work to developers. That's the person responsible for meeting deadlines.

Responsibilities:

- Manages the entire specification process.
- Ensures specification consistency.
- Is responsible for meeting deadlines.
- Distributes tasks and assigns work to developers.
- Coordinates communication between the development team and the client.

Roles in the process

Julia Komin
UX/UI Designer

Grzegorz Musiał
UX/UI Designer

Ela Kubica
UX/UI Designer

Basia Cichoń
UX/UI Designer

UX/UI Designer

Creates wireframes of the future product and the flow of an application but also defines the target group of an application.

Responsibilities:

- Performs analysis of the design brief.
- Performs application flow analysis.
- Analyses the product requirements and conducts the research.
- Researches solutions available for this project in the market.
- Defines the target group and adapts the product to the selected group.
- Creates the flow of an application.
- Prepares the wireframes in Figma, which mirror how the product will work.
- Prepares clickable Prototypes based on wireframes.

Roles in the process

Applover
Tech Lead

Tech Lead

Supports the team on technical issues. Due to his knowledge and experience, the analysis of the feasibility of implementing individual solutions is much more accurate.

Responsibilities:

- Assessing the difficulty of implementing various features.
- Investigate integration with external tools.
- Identifies major technical risks.

Roles in the process

Marcin Gawroński
IT Business Analyst

Business Analyst

Provides business consultations, analyses application purposes, and performs product analysis through the prism of available solutions.

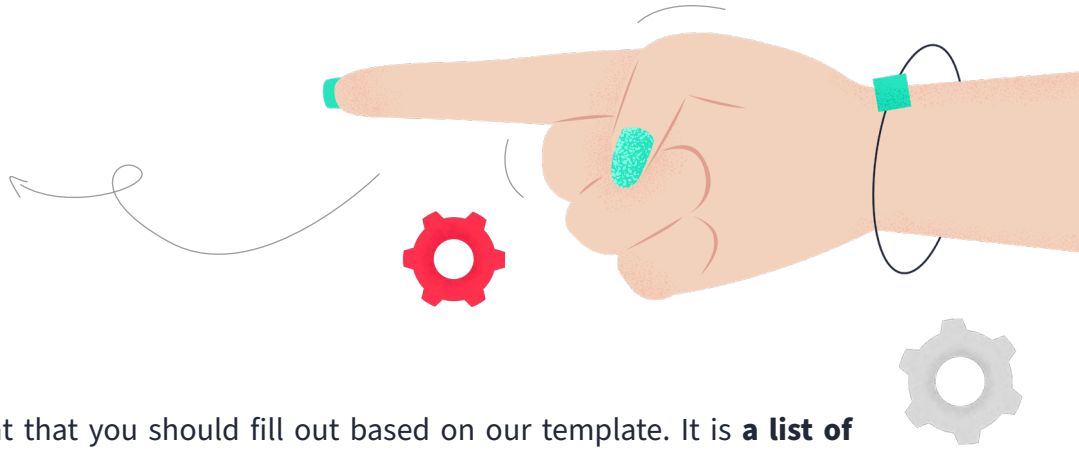
Responsibilities:

- Identifies the principal risks and usage requirements in the project.
- Helps you verify hypotheses (based on market analysis) and adjust project assumptions.
- Performs product analysis through the prism of solutions available on the market.
- Selects and adapts services of external providers.

Step
1
Mentorship
What is it about?
Milestones
Home
Teamwork
Tech leading
Communication
Community
Delivery & Problem Solving
Evangelism
Knowledge sharing
Mentorship
Organisation design

Step 1

Brief



Goal

A brief is a document that you should fill out based on our template. It is **a list of questions about the product**, which will give us an idea of the desired functionality after you answer them. If you need help completing the brief, we are here to help you.

Value for you

- It allows you to describe the idea behind the product.
- It's the document to describe your product goal.
- It allows you to share your vision, all the basic functionalities, and the big picture of your idea with the development team.

Why is it so important?

It serves as a fundamental reference point for the client and Applover. It's a crucial tool that facilitates clear and accurate communication at the beginning of the design process. It also helps us understand the product you envisioned and the challenges it will solve.

How is it done?

Our team will send you a Google document with multiple questions and short tips or examples in case you're unsure what to share in each part. The brief consists of questions regarding your core business and all the functionalities and goals to meet. If you have any questions about the filling, you can always call the people from us, who will help you find the answers.

(You can find a brief sample here.)

Outcome

We can move on to the initial valuation based on the completed brief.

Step
2

Step 2

Initial valuation

Goal

At this stage, we determine the **time and costs of the project** based on the brief you sent us.

Value for you

- It allows us to determine a ballpark budget at an early stage
- It lets you figure out if we're a good fit for your budget
- It helps you estimate the timeline of the project, so you can plan the release date and your next steps

Why is it so important?

It gives you the **costs** and the **expected** time needed to finish your project.

How is it done?

The initial valuation is presented to you based on general information about the project. It will be provided in the form of a Spreadsheet divided into functions and/or/ sections.

Outcome

Valuation

The initial valuation is not binding on any of the parties. Still, it allows you to determine the budget at an early stage. Here we need your input if the initial valuation is within your budget. Otherwise, we can operate every month **or negotiate specific functionality**.

Framework Agreement

If the valuation we've presented is within your budget, we proceed to sign a framework agreement. It defines **the cooperation framework**, rates, the parties' liability, and your project's confidentiality.

After receiving the signed Agreement, we proceed to the First Order.

Orders

Orders are extensions of the framework agreement. In such a document, each planned work is described with these parameters:

- The subject of the order (scope of work)
- Price
- Deadlines
- Warranty

The first order of the project covers workshops consisting of:

- Business analysis
- UX/UI analysis
- First workshop
- Second workshop
- Functionality specification
- Clickable wireframes

After receiving the signed documents, we move on to the Workshop Stages. You should sign the documents within seven days of receiving them; this allows us to book our workforce to prepare for Workshops / Specifications.

In this part, our Design team and Business Analyst will be responsible for a brief analysis and establishing which features are missing details, how Users' expectations might look like, and which platforms are our target. All of that would be presented during the first workshop.

Step
3

Step 3

First workshop

Goal of the first workshop

Its goal is to collect the information and materials needed to create the initial technical specification and mockups, including business and technical analysis of the product.

Value for you

- It allows you to impact the project directly.
- It helps you make the development team understand your company's core business and how your tool, app, or website should look to make it thrive.
- It helps you understand how the cooperation will take place to make it productive.

Why is it so important?

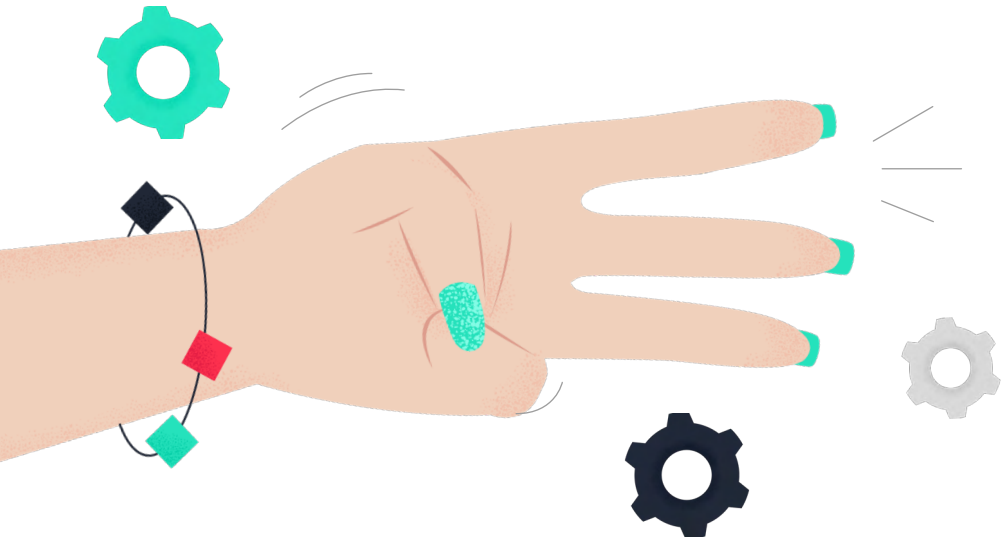
It helps the team conduct a technical and business analysis of the product and move on to the next step of product development.

How is it done?

Workshops can be held at Applover's headquarters, in your office, or via conference call. It's when you can define the problems your product will solve with the help of our development team. It's also the right time to do the product analysis together and discuss any additional technical issues related to the project. We go through the functionality that should be included in the application and focus on making it fit within the budget.

Outcome

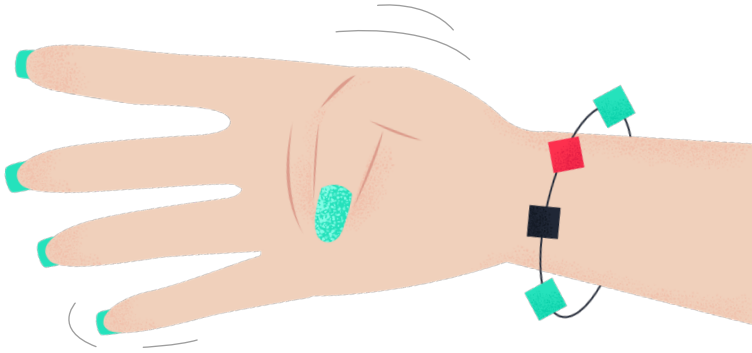
Our team will be ready to move on to creating wireframes and specifications, which will help you get an idea of how your project will be structured.



Step

4

startupy mogą wykorzysta
ewodnik po trendach w bud
kacji we Flutterze, jego wadach i
tach, a także kosztach.
epty techniczne nasz
tera.
Zeska
swój
Hand



Step 4

Second workshop

Goal

It aims to clarify doubts or issues and create final versions of the scope, specifications, and wireframes. We discuss the pre-prepared wireframes and specifications screen-by-screen (or functionalities). Also, our job here is to inform you which parts of the project might be test-sensitive and the main risks while developing specific features. We clarify any doubts that have arisen between workshops.

Value for you

- It helps you get an overview of what has been achieved and what still poses a challenge.
- The second workshop helps you understand the specification and lets you add anything that might be missing from your point of view.
- It lets you address schedule-related challenges (deadlines).

Why is it so important?

This part of the workshop series is done. Hence, you understand all the information in the specification and **ensure that your vision has been transferred to the specifications and the wireframes**.

How is it done?

This part of the workshop is mainly to verify the project assumptions. It's done through the summary of the current state of work, going through both the specification and wireframes and discusing each part of them. After the meeting, you'll receive **a summary of the findings and the next steps**.

Outcome

Besides the overview of what needs to be done due to the conclusions made during the second workshop, we'll set deadlines to deliver the final version of the **wireframes** and **specifications**. The outc me after the workshop is also a recalculated, more accurate estimation. (You can find a comprehensive explanation of the goals, values, and outcomes of wireframes and specifications below.)

Wireframes

Goal

The goal is to create wireframes of a page or an application showing what interface elements will exist on personal views and how they will work. Wireframes are also crucial in applying a structure to the entire project (dividing each screen into logical parts) and developing and testing the user flow (making everything work logically for the user). **It helps start the work properly**, based on the UI layer and development.

In this step, it's also time for our team to analyze wireframes to ensure that user flow is intuitive and that all functional elements are appropriately placed and described.

Value for you

- Wireframes give you a better idea of what the whole application will look like.
- They allow you to plan and check the structure of the page and the functions it has to perform.
- They let you understand the functionality of the application/website.
- The creation of wireframes helps you visualize your project early and confront it with your vision.

Why is it so important?

It's an **early visualization of your project**. It helps you check whether the UX/UI team correctly understood your idea, taste, and vision. It helps to move on with developing and completing the project.

Outcome

In this part, our UX/UI team will perform a market analysis for you, discovering more about your competitors and what to do to make your product one step ahead. Our team will also create early sketches for you, giving you an overview of the website or application. At the end of that process, you'll obtain access to wireframes prepared in Figma (the program that allows sharing open design files with others, which improves the flow of information between programmers, designers, and the client).

Specification

Goal

It identifies the expected result of the implementation. It contains goals, features, and details the team needs to turn your vision into reality.

Value for you

- It ensures that the developed product will meet business and functional requirements.
- It helps you understand complex relations and features of the product.
- Provides means to simplify communication with the product implementation team by developing a common language (names of screens, components, parts).

Why is it so important?

A properly written specification enables the client to **transfer requirements to the development team**. It allows for analyzing and comparing the project with the finished product. Moreover, we can plan the team's work in the development phase and dissect our boards. The arrangements contained in the specification are legally binding. Changes are possible but involve changing the project valuation and signing a new order.

How is it done?

The project specification is created in Google Docs as a private document that you and the project team can access. The document allows you to add comments and discuss specific elements, paragraphs, or sentences in the paper. The specification is accepted through comments within Google Docs in designated places.

Outcome

Programmers know what they are building, and the QA team knows precisely how the system should operate. The Project Manager knows how to break down tasks in the development phase. You're aware of what the final product will look like. The issues that could extend the project's scope of work are detected and resolved before kick-off. It's also the basis for preparing a price estimate – you get the valuation of time and resources needed during the development. You also get **a description of the product's functionality**.

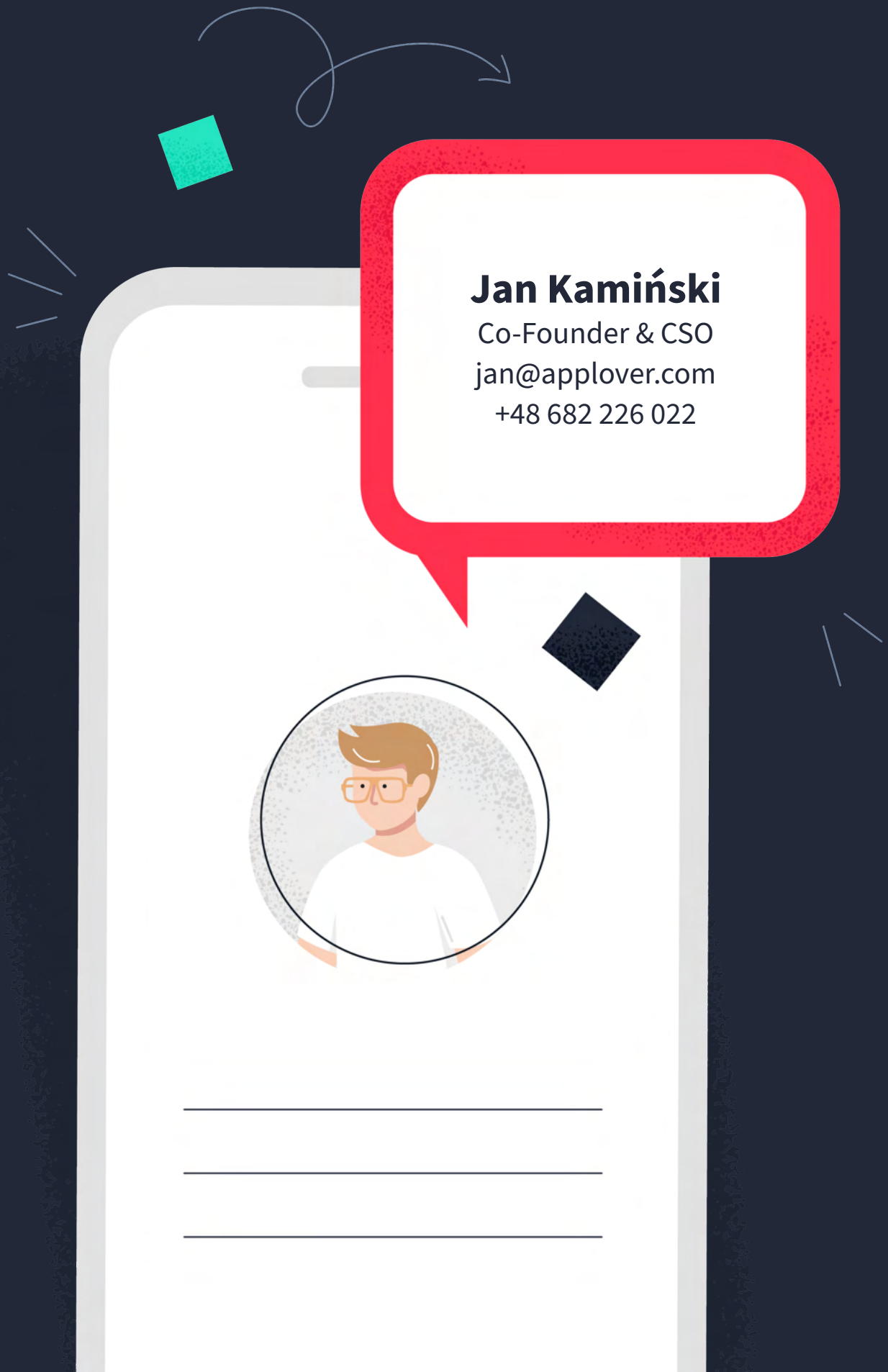
Step
5

Step 5

Project launch

After the second workshop, accepting the specification and the wireframes, we will fully understand the project assumptions. We already have a framework agreement and individual orders for specific stages of development. The next step is signing a second Order, which includes some parts of development and design. Once we close legal matters – agreements, signatures - we can start working on the project.

Then, the team participates in a series of introductory meetings, where the Project Manager, product analyst, and UX designer present the project's vision to everyone involved.

Finally, when everyone is familiar with the project, a start date is set, and the team begins work simultaneously.

Let’s stay in touch!