

Rapid Prototyping

Align Teams and Gain Buy-in

If you are looking to gain buy-in from internal stakeholders on a new business idea, establish a new design strategy, or validate a new technology, then prototyping may be the answer. With minimal investment, you can quickly validate assumptions, gain internal approval, and reduce production risks. A cross-functional Devbridge Group product team can quickly deliver an innovative prototype for your organization at a competitive price.



A Streamlined Approach

Devbridge Group's approach makes it easy for organizations to gain alignment among stakeholders, and provides a low-risk first step towards a larger development initiative. Our Product Managers, Designers and Front-end Developers collaborate closely with your team to deliver a prototype that enables you to validate your idea through user testing before investing in a costly production buildout and ensures your organization develops highly engaging products

Why Prototype?

Simply put, prototyping alleviates risk. Before making a huge investment into a product that may or may not deliver, Devbridge Group enables your organization to:

- 1 Improve an idea.** A lean requirements workshop helps you refine your idea and ensures that dollars are properly invested
- 2 Trial a concept.** An interactive, clickable prototype that customers, employees, and executives can trial and provide pertinent feedback
- 3 Test a market.** User testing exercises in our UX lab where your customers are interviewed, recorded, and can provide actionable insight
- 4 Secure funding.** A visual representation of the product to support your business case and gain approval



Prototyping is a powerful and effective approach that, when done right, offers a huge return on investment. Not only does it give your organization tremendous insight, but it also provides you with a clear product vision.

“ Devbridge Group helped us prototype and validate our business idea within two months. ”

- Brian Walker
VP Strategy & Marketing,
Grainger

Prototype Tiers

Based on your organization's business objectives, we offer three prototype tiers, each with different objectives, price ranges, team compositions, and deliverables:

Tier 1: **Design Prototype**

Objective:

Validate basic designs and user flows

Deliverable:

Web-accessible InvisionApp clickable designs

Timeline: 2-6 weeks

Tier 2: **Front-end Prototype**

Objective:

Validate complex user interactions

Deliverable:

Stand-alone HTML/CSS Web Application or Mobile/Tablet App (no backend integration)

Timeline: 3-8 weeks

Tier 3: **End-to-End Prototype**

Objectives:

Validate complex user interactions and backend integration feasibility

Deliverable:

HTML/CSS Web Application or Mobile/Tablet App integrated with backend APIs and databases

Timeline: 12-16 weeks

For more information on how Devbridge Group can accelerate your products to market, contact us on **312.635.4054** or visit **devbridge.com**.

