

# Discovery



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# Key Parts



Analysis



Design  
UX



Development  
Architecture



# Analysis

## **High-level business requirements and feature lists**

Brainstorming sessions, interviews, prototyping, and requirements workshops will assist with determining the shareholders' needs.

## **Defining Minimum Viable Product**

Breaking down project scope into stages will make it valuable for early customers and small enough for fast implementation. Allows for earlier initial feedback collection.

## **Estimates**

Project scope evaluation and provision of estimates in man-days, based on gathered requirements and features.



# Design UX

## **UX research**

- Competitor analysis in the form of a functionality table
- Definition of key Users - their needs and expectations
- Definition of main use cases

## **UX wireframes**

Design of low-detail interface wireframes to understand the user experience

## **Higher detail mock-ups**

Mock-up designs of key interface screens with enough quality to attract investor attention



# Development Architecture

## **Overall project architecture**

We create a technical project model based on what we have identified as being the most optimal architecture design

## **Technical stack**

We specify technologies and frameworks, software and tools needed to bring the project alive.

## **Insights and suggestions**

We provide insights and suggestions based in our years of experience, highlighting important areas that require additional attention in implementation.

# Our Packages



## Startup Optimized

Create a pitch deck and focus on valuable key deliverables that attract investor attention. A great way to kick off the product development journey as a startup.




## Custom


A custom discovery process will enable you to immediately engage developers and start working. It is ideal for enterprise solutions and companies that want to invest *more*, proactively, in their idea before starting development.




## All-Inclusive

After *Discovery*, work with Beetroot on the full development cycle, including: Design, Development, Testing, and more.

 Startup Optimized

 Custom

 All-Inclusive

3 days

3-10 weeks

10+ weeks

5 000 \$

10 000 - 15 000 \$

From 15 000 \$

**Architecture & Development**

Architecture Definition

Yes, a high level overview

Yes, the full project architecture

Yes

Technical stack

Yes

Yes

Yes

Our Insights & Expertise

Yes

Yes

Yes

Development & Testing

No

No

Yes

**Analysis**

High-level business requirements & features definition

No

Yes

Yes

Definition of MVPs

Yes

Yes

Yes

Estimates (Time & Cost)

Yes

Yes

Yes

Team size definition & required skills

No

Yes

Yes

**Design**

Competitor analysis

No

Yes

Yes

Key Persons (their needs and expectations)

No

Yes

Yes

Main use scenario UX wireframes

Yes

Yes

Yes

UI Screen Mockups

Yes, key UI screens

Yes, key UI screens in the form of an interactive UX wireframe prototype

Yes





# The Team

- CTO
- Development Specialist
- UI/UX Designer
- Product Owner
- Project Manager
- QA Analyst

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and may the borsch be with you!



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