

A PRE-IMPLEMENTATION GUIDE BY ZIBTEK & TAYBISS

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# HOW TO KNOW IF YOUR PRODUCT IS DEVELOPER READY

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How to Know if Your Product is Developer Ready

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# THE PROBLEM WITH IMPLEMENTING TOO EARLY



## SECTION ONE





## SO YOU HAVE A NEW PRODUCT OR BUSINESS IDEA?

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If you're new to the startup space and have a technology idea, you probably are desperately trying to figure out your first or next steps to making your idea a full-blown product. To an outsider, the process can be daunting, particularly that of hiring a developer and finding a technical co-founder.

Luckily, I'm here to tell you that you don't need to know anything about coding or software development to take your first steps. In fact, the clearer you can get on what it is you want to deliver before bringing in a developer, the better off you and your business will be in the long-run.

Here's why you want to hold off on your hunt for a developer: Typically, I watch non-technical people flail, intimidated by technology, and too willing to trust any web developer that promises they can do exactly what you need. Remember that, to some extent, it is true: technical people speak a different language than regular people.

Most cheap web developers are only skilled in building what they're told to implement. That means you have to know exactly what you want and be able to tell your developer what you want in detail.

A low-angle, upward-looking photograph of several tall skyscrapers at night. The buildings are dark, with many windows illuminated from within, creating a grid of light points against the dark sky. The perspective makes the buildings appear to converge towards the top of the frame.

# **PRE- IMPLEMENTATION WORKSHEET**

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## **SECTION TWO**

## PRE-IMPLEMENTATION WORKSHEET

### PROBLEM STATEMENT

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1. WHAT PROBLEM ARE YOU TRYING TO SOLVE?

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2. TELL ME A STORY ABOUT HOW YOU HAVE EXPERIENCED THIS PROBLEM?

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*If you haven't experienced this problem before yourself, tell me a story about how someone else experiences this problem.*

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3. WHY DO YOU CARE ABOUT SOLVING THIS PROBLEM?

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4. IF YOU SOLVE THIS PROBLEM, WHAT BENEFITS DO YOU AND YOUR USERS GAIN?

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PRE-IMPLEMENTATION WORKSHEET

FIND WHITE SPACE IN THE MARKETPLACE

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1. WHO IS YOUR TARGET AUDIENCE?

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*Select at least three categories and elaborate.*

A. MALE / FEMALE

E. JOB TITLES

B. YOUNG / OLD

F. INDUSTRIES

C. INCOME LEVEL

G. COMPANY SIZE

D. EDUCATION

H. LOCATION

## PRE-IMPLEMENTATION WORKSHEET

### FIND WHITE SPACE IN THE MARKETPLACE

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1. WHAT MATTERS FROM THE CUSTOMER'S POINT OF VIEW?

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*Think about the audience and the problem they experience.*

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2. WITHOUT TALKING ABOUT YOUR SOLUTION, WHAT ARE YOUR CUSTOMERS SPECIFICALLY TRYING TO ACCOMPLISH?

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3. HOW QUICKLY OR SLOWLY SHOULD THIS GOAL BE ACCOMPLISHED?

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4. WHAT ELSE MIGHT THEY BE DOING WHEN THEY DECIDE THIS IS A GOAL THEY NEED TO WORK ON?

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### CUSTOMER'S GOALS

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1. WHAT MATTERS FROM THE CUSTOMER'S POINT OF VIEW?

---

*Think about the audience and the problem they experience.*

---

2. WITHOUT TALKING ABOUT YOUR SOLUTION, WHAT ARE YOUR CUSTOMERS SPECIFICALLY TRYING TO ACCOMPLISH?

---

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3. HOW QUICKLY OR SLOWLY SHOULD THIS GOAL ACCOMPLISHED?

---

---

4. HOW QUICKLY OR SLOWLY SHOULD THIS GOAL ACCOMPLISHED?

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## PRE-IMPLEMENTATION WORKSHEET

### DESCRIBE YOUR PRODUCT OR IDEA IN CONCISE TERMS

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1. FILL OUT THE FOLLOWING STATEMENT:

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**MY COMPANY, [ INSERT NAME OF COMPANY ], IS DEVELOPING [ A DEFINED OFFERING ] TO HELP [ A DEFINED AUDIENCE ] [ SOLVE A PROBLEM ] WITH [ SECRET SAUCE ].**

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CONGRATULATIONS! YOU CAN NOW ANSWER THESE TYPES OF QUESTIONS...

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MY CUSTOMERS ARE...

THEIR PROBLEM IS...

THEY CAN SOLVE THIS PROBLEM BY...

WHAT THEY WANT TO DO IS...

*Here is An Example:*

*My customers* are facility managers who are middle-aged men with low-to-moderate technical capabilities. Facilities managers are short on time, long on duties. While new and unique problems arise everyday *their problem is* that making sure the building is always up and running, particularly lights and electricity. *They can solve this problem now* using an existing lighting management system that is complex, frivolous and makes no sense to them. *What they want to do is* bring their operation into the "technology age" by making the routine tasks extremely easy to manage across multiple facilities managers

# HOW TO MOVE FORWARD



## SECTION THREE

## CONGRATULATIONS!

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At first glance, the questions on the pre-implementation worksheet may seem really easy. If they were easy, you did not push yourself hard enough to carve out a clear niche, or white space for you and your product to make a huge impact. Differentiation is important. So is making sure that your product's design caters to potential customers' needs, not just your own. Read the following tips on how to move forward.



### IS YOUR IDEA TECHNICALLY VIABLE?

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It is important to understand the limitations of the technology you'd ideally like to employ. For example, if you're building an app for iOS but it needs to access a firewire device, that's just not going to work

Can you find other websites that have the types of features and functionality you're looking for? Look for design inspiration around the internet and the app stores to create statements about what your ideal product looks like. For example, "I want star ratings like Yelp rates restaurants, and a search interface like Google Places." The idea is to find similar examples of what you want to build. If you have ideas that you have not seen elsewhere, this is where you'll want to ask about technical feasibility.

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### REFINE YOUR TARGET AUDIENCE & DEFFINE THEIR NEEDS

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There's nothing worse than developing a product, pushing it through the App or Google Play store, launching it, then realizing that no one can use it. You've wasted a lot of time and money that could have been avoided if you spent more time with your target users.





#### CAN YOU AFFORD TO IMPLEMENT?

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Whether your funds are secured through crowdfunding, angel investors or from your own wallet, you've got to have the money to build. That's because it's highly unlikely that you will find a developer willing to work on your idea from the onset; they are solicited daily to work on other people's ideas

To validate you're spending your money on the right product and business idea, work on building a prototype first. Building a prototype minimizes the upfront investment so that you don't build another software product no one uses. When you can test your idea and discover what people are willing to pay for, you have persuasive findings likely to attract potential collaborators, including developers, that want to work with you. Most importantly though, this validates that you have a viable business and spending the money to build your product is a fruitful investment.

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#### CONSIDER OPTIONS FOR A PARTNERSHIP

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On the journey of building digital products, it's not easy to know who you can trust and who truly has the expertise your project needs. Many startups opt to use traditional outsourcing for the cost savings but are disappointed in the product once it's designed and built. The technology industry is "hot" which means a lot of unqualified people are racing into the space.

It's best to find design and development partners who have deep industry expertise covering a wide variety of technologies. They can validate your ideas, let you know what may or may not work, and provide opportunities for improvement based on years of experience. Someone who has spent enough time in the industry to know which technologies will work best, how to prioritize features, and how to give you timely, workable iterations.

The background is a blurred photograph of a workspace. It shows a desk with several sheets of paper, a red pen, and a dark-colored notebook. The lighting is soft, and the overall tone is professional and creative.

# DESIGNING AND DEVELOPING A SUCESSFUL PRODUCT

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## SECTION FOUR



## WE'RE HERE TO HELP.

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## READY TO IMPLEMENT

Zibtek is challenging the standard for outsourced software development. Traditional outsourcing has gotten a bad rap from some technology circles in the US because of its history of poor communication, cultural misunderstandings, and lackluster products. Zibtek's model combines traditional outsourcing with agency-style partnerships. Our team uses offshore developers to build products more cost effectively but manages your project from the US. Our onshore team is located in Salt Lake City, UT and our offshore team in Pune, Maharashtra, India. Each project developed by Zibtek is handled by a US-based Project Manager, an India-based Tech Lead, and as many Zibtek Engineers as your project requires. We specialize in helping you build and grow your startup, creating cross-platform web and mobile apps, and augmenting teams of any size.

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# HAVE ANY QUESTIONS? WE'D LOVE TO HEAR FROM YOU.



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