

# Our development process

We call it „The Prismakeway“

1

## Kickoff product meeting

Before we start designing and coding, we would like to understand your idea and vision. These questions are crucial, so be prepared to answer and explain:

- What is your **product vision** and tha are you trying to accomplish?
- Do you have in mind any particular way the app should **look and work**?
- What is the single **most important thing** the application does?
- Who is your app target? Describe a **typical user**.
- List **similar apps** - what do you like and dislike about those apps?
- Are you going to **monetize** through the app? If yes, in what way?

2

## Technical validation phase

First, we need to check if your innovative idea is **feasible**.

## Design phase

Before we start any design work, we do extensive **research** on how similar apps approach common **UX and UI** problems.

- First, we will prepare simple mockups with functions divided between screens.
- When we get your feedback, together we will decide on the best arrangement.
- We will prepare wireframes with buttons, fields, labels in desired places. We will test how users use it:
  - Are they confused?
  - Is it easy to navigate?
  - Do they instantly know where to find all the features?
- We would like to hear how you like it. If you do not - we repeat.
- We prepare a color palette, fonts and the overall app and product style.
- Your feedback - repeat.
- We will prepare 3 different examples of essential views.
- Do you like them? Repeat.

## Technical preparation phase

In this phase, our engineers sit together and think about the project's technical challenges. We ask ourselves these key questions:

- How should your app be **architected and built**?
- How should it communicate with the **server**?
- How to **divide work** between developers?
- What are our **monthly goals**?
- What features should we include in **alpha/ beta/MVP**?

## Quality assurance

QA is a cyclic process that begins with coding and ends with your product is polished to perfection. During each sprint, we averagely spend 10% of time on testing and finding places for improvements.

After completing each feature, our code is reviewed by another senior developer, and only after his approval, changes are accepted and deployed.

## Coding phase

When all tasks are planned and we have clear design guidelines, we can begin a coding part!

Every day we will prepare a freshly baked build with new features.

## Release



Exciting moment! You app is live and running!

7

## After release

Our work is not finished yet! We are constantly monitoring statistics and bug reports. In case of emergency we will be here to help and fix it.