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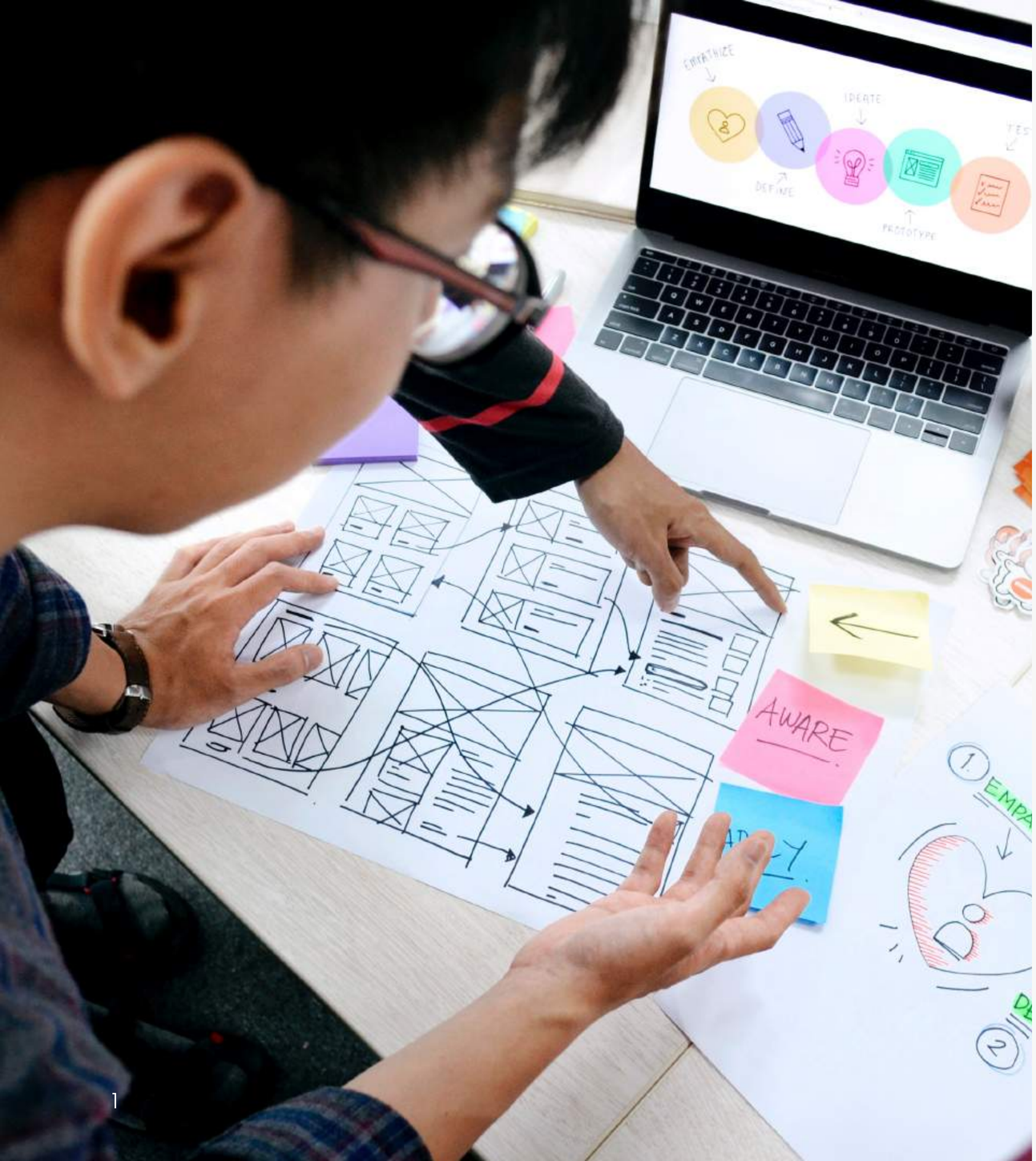
Transform Your Digital Idea into A Concrete Product



Transform Your Digital Idea into A Concrete Product

Transforming your digital idea into a fitted product for your business can be challenging. Sometimes, you don't get what you planned when the result comes. Hence, you need systematic steps to avoid a loss of translation that leads to disappointment.

If you want to build your startup or level up your small business, this article can help you bring your digital idea to life. What are they? Check them out below!

Filter Your Idea

When you may have so many ideas in your head, not all of them are worth fighting. Only the relevant one can stand the rest. To find the one that fits your business, understand your goal, needs, and resources. Don't forget to examine your customer's problem and need in the market.

Do those things with your team instead of going solo. Who knows that your team's insight can bring more innovation to the idea?

Research

Once you get what idea you want to create, you need to validate it by researching your market, your customers, and the competition.

Discover the biggest pain points of your potential customers and what can move them to find your product. These questions can help you add more value to your product and set marketing strategies better.

Another way to enrich your product is by analysing your competitor. Study their products, strengths, and weaknesses, but never copy them! Use that information and combine it with yours to make your product unique.

Work on Brand Language

Since humans are visual creatures, don't forget to work on the appearance of your brand, or we can call it brand language. Try to create some similarities for products under your brand, so your customers can recognise them from afar or when your brand is removed.

Pay Attention on UI/UX

UI/UX donates many percentages to the product's success. It will give you a clue about how your product will interact with your customers.

Regardless of what design or style you put on the product, ensure that it's easy to use, enjoyable, and intuitive. Remember, you want to remove your customers' pains, not to add them more.

Create a Prototype

When those points above are checked, it's time to find out how it works; it's time to create a prototype!

Never wait until your product is perfect to create a prototype. The concept of a prototype is releasing your first version where you can improve to perfection.

Development Process

Are you satisfied with the prototype? Let's move to the creation process. Since this process requires complex stages, we recommend that you hire a digital solution company.

Digital company has people with various skills who can enrich your product and develop it faster rather than hiring developers who work separately.

Testing

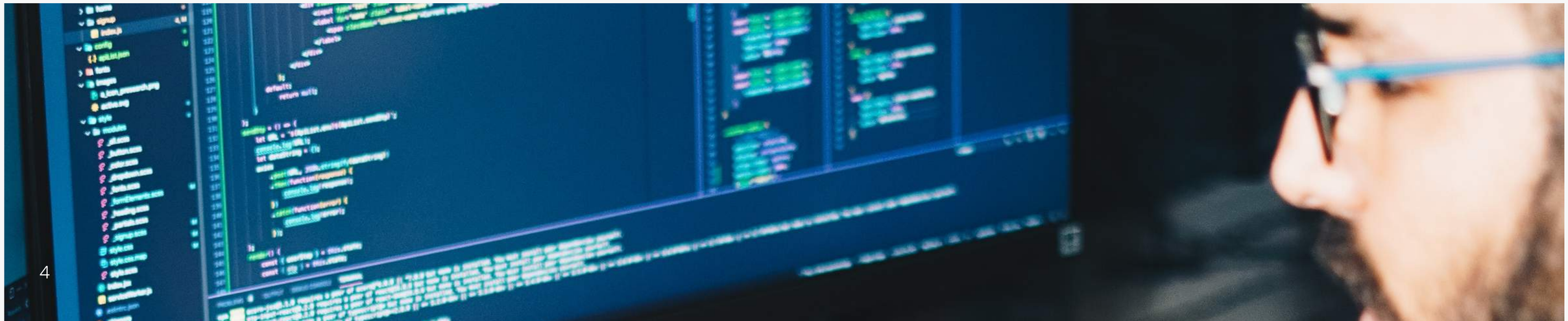
To ensure your product works like you want it to, never leave a testing stage. Quality assurance will help you detect problems and errors, ensure all functions are working properly, and give you future insight into the product.

Launch Plan

When everything is ready, let's move to launch time. Don't get swayed by the euphoria of the product release. Create a marketing strategy that makes your digital product attractive and recognisable. Also, pay attention to the release time and app store requirements.

Upgrade and Maintenance

Releasing an app means that you’re willing to make continuous improvements. Maintenance and upgrade are needed to ensure you can stay in the competition among others. Adding new features will help your customers stay with you and know that you value them greatly.



Takeaway

You can use those steps to transform your digital idea into a concrete product. They may sound challenging, but does not mean they’re impossible. If you have no clue to start, we are ready to help you.

We are a Melbourne-based digital company specialising in custom software for desktop, mobile, and business. We have experts ready to help you transform your idea into life on whatever stage you are on.

All you need to do is call or book a meeting with us, and we'll reach you within two hours.

Let's create your dream product now!

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