

Product Value Assurance Model

Consistent successful product release

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Futuresight

Futuresight helps companies develop successful products and services through deep understanding of users and rigorous testing of ideas.

We deploy small teams of researchers and design practitioners to synch with your sprints and ensure development is prioritised according to customers' needs.

Our model provides you (and your clients) with assurance that the product is always optimised on release due to established market fit.

The Challenge

The client PO is focused on delivering the **business needs** – this is normal and important for setting the overall strategic direction of the product

However, the PO can also see themselves as ‘experts’ on their **customers’ needs**, leading to requirements, even features, being set early to speed up development

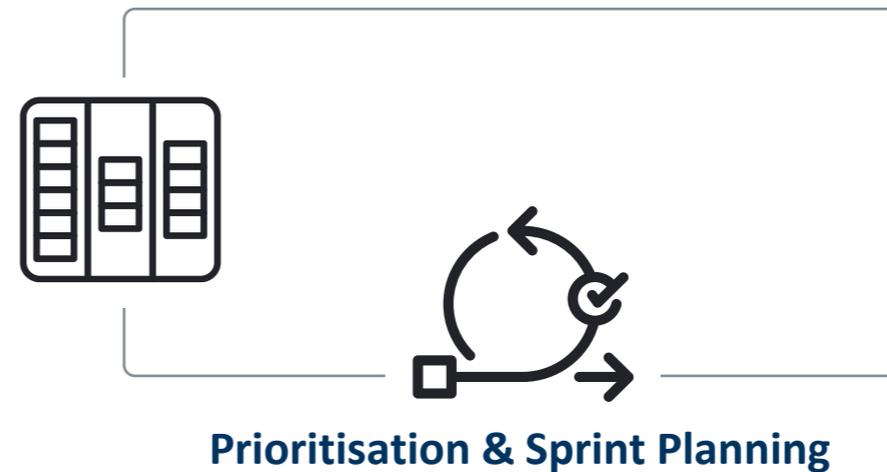
This overlooks that the success of a product relies on a **complex set of human factors**. If these are met, engagement and adoption will be strong

The effects of failing to pay the proper attention to a **product’s success factors** are typically experienced on release

The difficulty at this stage is in identifying which elements of the product contribute to performance issues – and this often leads to a **costly redesign or rebuild**.

Projects that are not design led

Agile delivers product but never promises market fit



Incoming Perceptions:

- Platforms and content exist (and are customised for clients)
- The team has expert knowledge (content & platform)
- Deployment is fast and outcomes predictable
- There is no need for insights or a design approach – the value add is questionable

In Practice:

- Limited insight into client culture & behaviour
- No starting point for resolving common problems
- No baseline for incremental improvement
- There is risk in getting it wrong (even a little bit)
- This leads to poor initial user adoption
- And lots of fire-fighting and waste

How we work with your teams

Value add in 3 key areas

Capacity & Capability



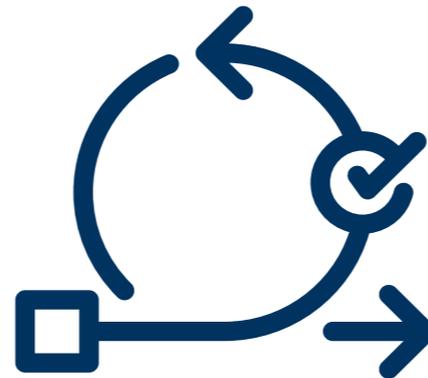
We provide highly skilled resource

- Core team: Insight lead and researchers

And added resource for help with merging backlogs

- Visual designer, developer and copywriter
- Experience Assurance BA

Synchronise



We synchronise with your development teams and methods

We focus on the highest priorities and conduct small pieces of work

These fit into the sprint cadences

We do **NOT** try to solve a big problem over a long period of time (and produce documentation that is not linked to the sprints)

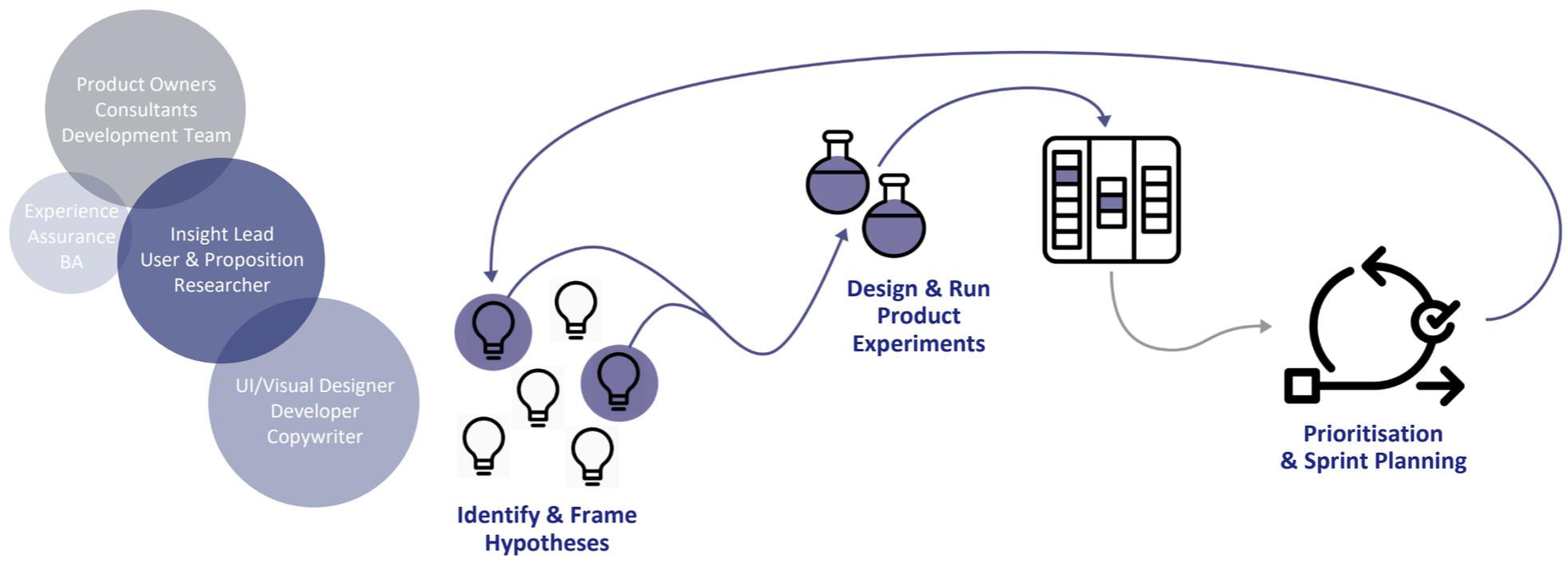
Validation

We run experiments to validate and de-risk a product's success factors



Product Value Assurance Model

Validated User Experience & Market Fit



This model is proven to underpin successful release and minimise waste*

Each project starts in exactly the same way, i.e. consistent application of Lean UX principles, providing a solid foundation for efficient development at speed

Our standard process identifies risks at the outset and mitigates through small scale, non-intrusive testing

All our work is aligned with your agile sprints, with up to date reporting on the experiment backlog.

* Case studies available on request

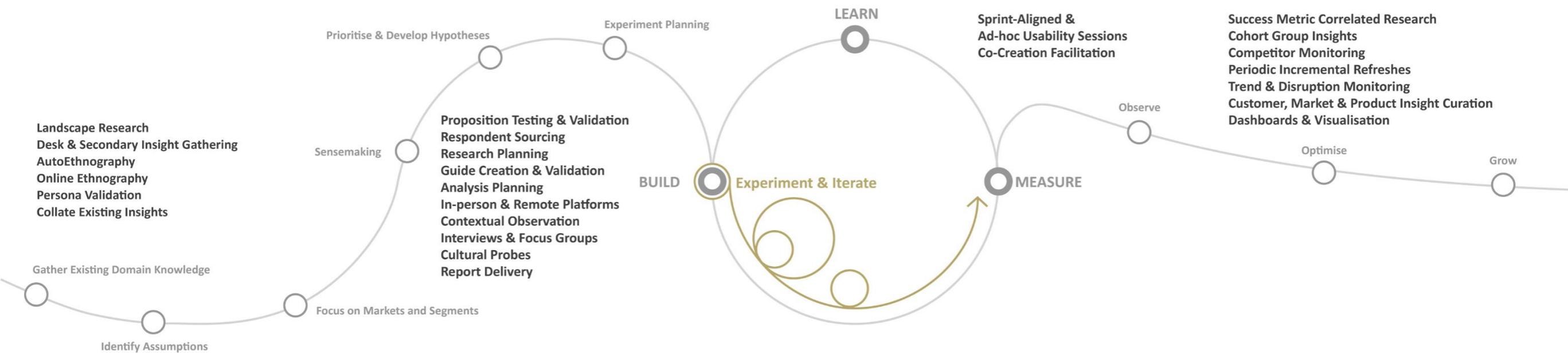
Summary: Key Benefits

- Getting it right from the outset - consistent starting point for every project
- Deployment of highly experienced resource across all new projects (avoid costly individual recruits, the hassle of building the right team and IR35 restrictions)
- Product risks are mitigated by ensuring the human factors are met (culture, experience, operating model)
- Low intervention with customers - limited to short, focused bursts (and only with the right people involved - no time-consuming workshops with non essentials)
- Efficient development – we only work on problems that relate to your sprints
- No waste - consistent, successful product release due to established market fit

Our Experience



We can work across all stages - from start to release to optimisation . . .



The above illustrates the full range of our research activities in the development cycle and post-launch.

Our involvement is entirely flexible:

- We can conduct research, and carry insights, across the whole of the development cycle and post launch
- Alternatively, we can step in to support at specific stages

Whether extensive or specific, our delivery is agile, timely and cost-effective in direct relation to need.

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