

# Idea Lab

*You have great ideas. Let us show you how promising their future can be.*

All software products start as an idea. And the road from concept to reality can lead to unprecedented success or point-blank failure. **Scio** Idea Lab can help remove the guesswork.

We employ a proven set of processes in our Idea Lab to help a wide range of clients, from start-ups to Fortune 500 companies, refine and thoroughly plan their software products, thereby helping to mitigate risk.

The Idea Lab is both a carefully defined and inherently flexible set of processes. Whether using our full Idea Lab services or a specific planning or design module, clients see the benefits of the Idea Lab in a more efficient development process and a more effectively realized product.

## *360° Exploration of your software idea*



## **All software applications are products**

They are artifacts offered to consumers (i.e., users, whether internal or external) to satisfy a need. The success of the product is tied to a bundle of all the physical, psychological, symbolic, and service requirements that users perceive they will obtain by using the product.

The aim of the Idea Lab services is to fully explore the idea and reach a complete vision of what is necessary for the application to become a successful product.



Agility in On-Demand Product Development

**Understanding success means answering many questions**

- » Has the product been already developed somewhere?
- » Who are the target users?
- » What do users really expect?
- » What are they using now?
- » Are the benefits of the new application worth the pain of change?
- » What are the constraints in terms of cost, technology, and time...?



## The IdeaScape

At project initialization, the **Scio** team will help you assess your product idea's viability and identify what will make it successful. Now is when we begin helping you determine any needs for adjustment to save you time and money upfront. This assessment, usually held at the client's site, includes:

- » Building an Idea Statement
- » Identifying product goals
- » Defining the product's value proposition
- » Assessing internal/external technical and market environments
- » Analyzing the target market and users
- » Identifying opportunities and threats
- » Outlining the financial model
- » Developing a project plan

## Planning For Success

Following the product assessment, comprehensive planning and conceptualization begins in earnest. At completion, your idea will be planned out as a fully articulated product with promise far beyond the technical environment. The product conceptualization and realization process, a collaboration between **Scio** and the client, includes:

- » Conducting product and market research
- » Defining functional and technical requirements
- » Planning for technical development
- » Planning for infrastructure setup, monitoring and management
- » Creating prototypes for use in assessment and sales
- » Developing a business plan
- » Developing marketing/sales strategies and tools

## Avoid Risk Maximize ROI

As anyone with experience in the field knows, more than half of all application development projects fail.

Whether the application is a product, a service, or an extension of organizational capabilities, close to 60% of software development projects fail.

Even when the project has gone through to completion and implementation, it can still fail to meet user objectives. Why? The concept was never completely understood, described, or realized before development was started.

*Let us help you make your  
Idea a reality...*

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