

# Product Discovery, Design, and MVP Development

## Start with UX. Start with us.

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# TRANSFORM YOUR IDEA INTO A SUCCESSFUL PRODUCT

Do you have an idea for a product? Are you founding a new startup or working to expand your current business? We will help you reach your goals in just four steps.

## 1\_ UX and Market Research

Solid research is critical before you start spending time, money, and energy on implementing your idea. The first step is to thoroughly investigate your idea. We do a competitive analysis and talk to potential customers about their current pain points. If necessary, we also build a simple landing page and launch marketing campaigns to determine the best messaging and targeting to help your idea gain traction.

- [Example of deliverables: UX Research Summary](#)
- [UX Research: The Never-Ending Story of a Successful Product](#)
- [How to Unlock Your App Idea and Forecast Your Profit and Loss](#)

## 2\_ Design Sprint Workshop

Once we validate your idea, we conduct a Design Sprint workshop. In four days we brainstorm a solution together, prototype, and user test it.

- [Demo: Clickable prototype](#)
- [UX Workshops: The Critical First Step to App Project Success](#)

- [Summary with workshop notes](#)
- [Case Study: How to Run an Effective Remote UX Workshop](#)
- [High-Fidelity Prototyping: How to Verify Ideas without Writing a Single Line of Code](#)

### 3\_ Minimum Testable Product (MTP)

The Design Sprint gives us a better understanding of what we want to build and how users interact with the planned user interface. Instead of spending months delivering the finished product, we deliver an MTP in just six weeks. The MTP is a working product containing the core functionality we have agreed on. You can immediately share it with potential customers, investors, and other stakeholders to get their feedback.

- [Example of deliverables: MTP Application Demo](#)

### 4\_ Minimum Viable Product (MVP)

Feedback on the MTP gives us a great basis to create a detailed plan for an MVP that you can launch publicly.

- [Example of deliverables: MVP Application](#)
- [Salsita's Product Discovery & Delivery Best Practices - Video Presentation](#)

*Note: You can commit to just one stage of the process at a time. For example, we can conduct UX research and, if you continue to see potential in the idea, proceed with the Design Sprint.*

## What will we need from you?

- All materials connected to your idea
- Time for regular calls during the UX research phase to get your feedback
- Two days of your time for the Design Sprint

# BOOST YOUR CURRENT PRODUCT

Do you have an app in production, but feel the UX isn't where it could be? Do you want to increase engagement, revenue, and vital business metrics? With our simple but effective approach to design, we will help make your product even more successful. Here's how:

## 1\_ UX Audit

Our UX experts do a deep-dive of your entire app to assess its UX. We conduct user testing, check analytics, review customer feedback, and do everything we can to gather insights about any problems you've been facing and uncover those you may not know about. We also research your competition to see where you outperform them and where you need improvement. Then we draft a document that lays out the problem areas with recommendations for improvement.

- [Case Study: Salsita Helps SCUF Gaming Optimize Their eCommerce Presence](#)

## 2\_ Growth Hacking Workshop

Once we've identified the main issues, it's good practice to brainstorm each of them together. The brainstorming takes two days and has four key elements:

1. Discuss all issues uncovered by the UX Audit
2. Gather inspiration from competitors and other relevant apps

3. Come up with at least two to three different solutions
4. Pick the best one and sketch it in more detail. After the workshop we take two days to prototype all the solutions and provide you with high-fidelity clickable prototypes.

- [Summary with workshop notes](#)



## Implementing Improvements

We have a team of experienced full-stack engineers, UI developers, and QA experts who can help you implement all the solutions we came up with in the Growth Hacking workshop.

## What will we need from you?

- Brief list of issues you have with your current product
- All customer feedback you have collected
- Access to analytics data

# WHATEVER YOUR DIGITAL PRODUCT NEEDS, SALSITA HAS YOU COVERED

Salsita is a digital product agency that designs and develops exceptional web and mobile solutions which differentiate our clients, engage their customers, and grow their business.

We provide design-driven development services that cover the entire software development cycle, including product discovery, UX research, UX design, frontend and backend development, quality assurance, project management, build engineering and deployment. We have a bias towards rapid delivery, early user testing and incremental improvements using agile development practices.

We have developed award-winning digital solutions for dozens of companies, ranging from household names like eBay, SAP, Texas Instruments, and First American Financial, to innovative startups across Europe and North America.

Our diverse team boasts members from over 20 countries, united by a strong corporate culture that values inclusion, mutual respect, and outstanding customer service.

## **Product Design and UX**

Creating a successful web or mobile app is more than just writing code. If you haven't yet completed your UX work, we conduct UX workshops to map out your user interface in detail with a clickable prototype. We favor rapid prototyping and

regular user testing in order to validate UX decisions as early as possible in the process.

### **Multidisciplinary Teams**

Once we are ready to kick off the implementation phase, we put together a multidisciplinary team consisting of developers, QA engineers, UX designers and build engineers. A product manager serves as your primary point of contact while ensuring that priorities and deliverables are clearly communicated to the team. We typically set up a shared channel on Slack so that our clients can interact in real-time with the team if they desire.

### **Continuous Improvement in Close Collaboration with Our Clients**

We employ an agile methodology based on Scrum or Shape Up that organizes work into fixed-length sprints, typically 2 weeks long. Our clients are involved at every stage of development. We hold planning meetings via video conference at the beginning of each sprint and demo the results of the sprint when it is completed. We also hold regular retrospective meetings. Continuous improvement is part of our DNA, and we focus in particular on areas where we can fine-tune our process on each project to achieve optimal results.

### **State-of-the-Art Development Practices**

We do peer code reviews to promote knowledge sharing, explore alternative approaches and catch defects early. On every project we use state-of-the-art continuous integration/delivery techniques so that changes to the code are immediately built and deployed to the development and/or production servers. QA automation engineers are embedded in each team, writing tests in parallel with the development work. In this way we build up a rich suite of automated tests over time that are part of the project deliverables.

## Deployment, Maintenance and Support

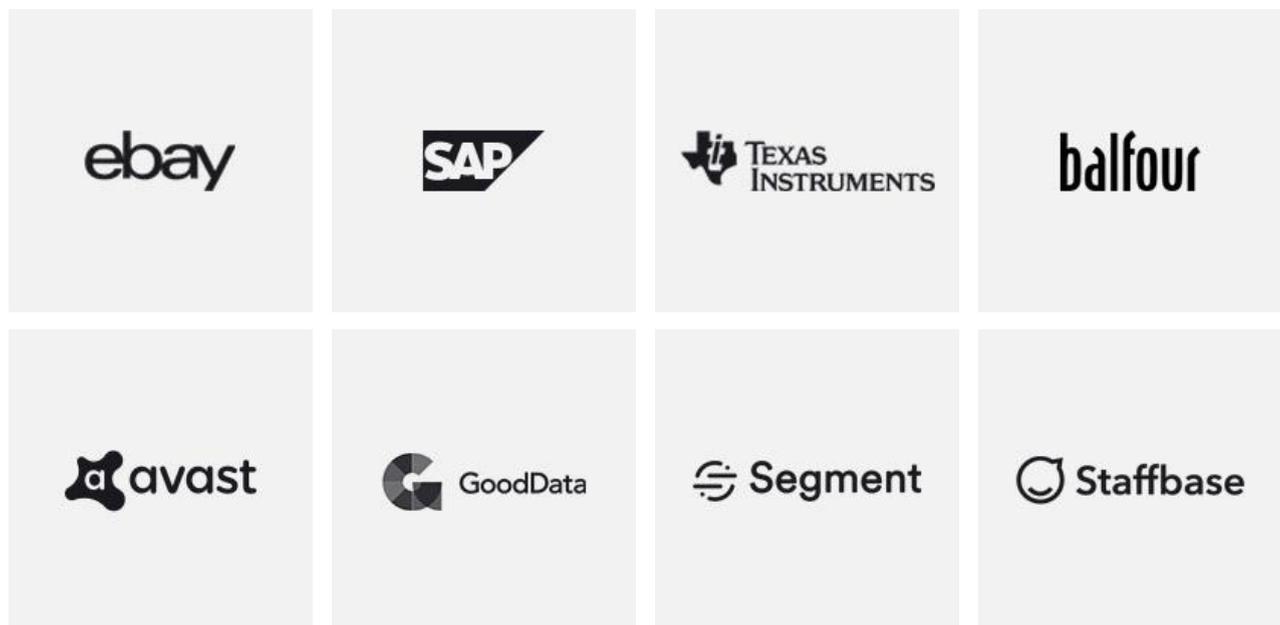
Our involvement does not end when the project is completed. We help our clients to configure their deployment environment on popular cloud platforms such as AWS, Azure and Google Cloud. We can also help with submitting mobile apps to the Apple and Google app stores. And naturally we remain available for maintenance, production support and ongoing development.

- 1\_ Develop a web or mobile app from start to finish
- 2\_ Accelerate development with our teams
- 3\_ Boost your current code
- 4\_ Add a new feature to your app
- 5\_ Expert advice and consultation

[View Development PDF](#)



# CLIENT QUOTES AND SHOWCASES

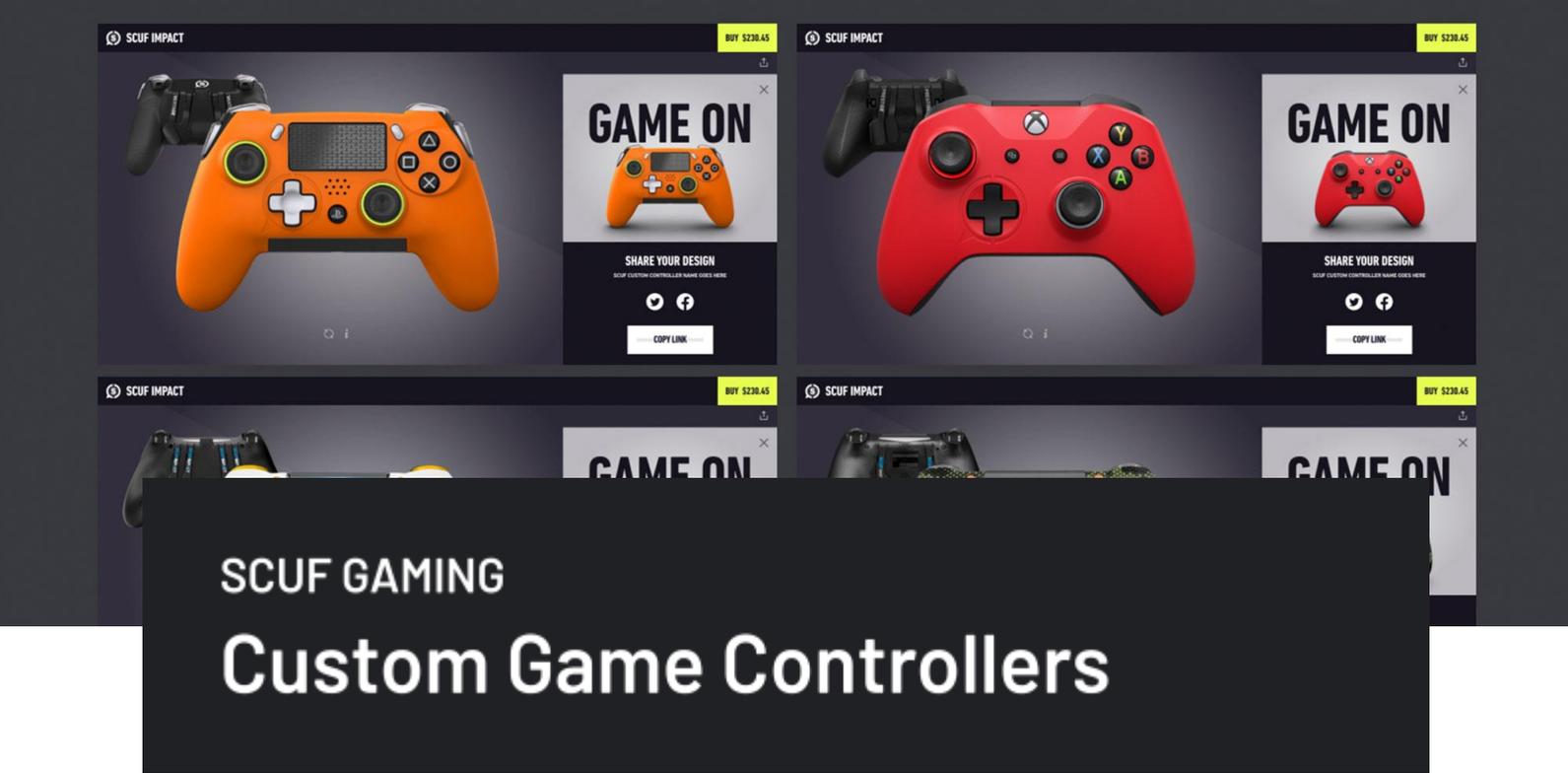


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Salsita has become the go-to agency for our most challenging projects.

Emile van den Ende

Technical Director/Partner, Purple Creative Innovators



## ABOUT

Advanced configurator for customizable Xbox and PlayStation controllers

## WHAT WE DID

Salsita's UX and front-end specialists architected the configurator for high performance and ease-of-use. It scales up from smartphones and tablets to desktop computers. Throughout the project, Salsita's engineers provided strategic advice on tricky UX decisions and architectural best practices.

“ ”

Every member of the team has been fun to work with and great at their job.

**David Guerra**

IT Director, SCUF Gaming

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# SMART-FERTILIZER Fertilizer Management

## ABOUT

A UX-first approach with proven results

## WHAT WE DID

Salsita conducted a UX audit as well as a remote UX workshop to brainstorm better solutions and support the client with a summary of necessary improvement, recommendations, and proposals.

“ ”

The workshop was very useful for us. You gave our team possible solutions they did not think of.

**Valeriia Istratova**  
CEO, Yellow Brick Technologies

Parts summary **Parts proposal** Board details Assembly options Final quote

I will supply the bare PWBs myself

- Ideally you will send us the boards within a week
- We will send you a delivery address by email

ADCO will order the bare PWBs

- Please finish the details about the boards
- We will send you a quote in the next few days by email

1. Gerber file(s) and/or fabrication drawing(s) \*

gerber\_project.zip

2. Board quantity \*

100

### BOM project

Assembly part number enter your ref. no.  
Quote ID 75  
Assembly quantity 100

PARTS \$3,996.11

Total placements (per board) 99  
Unique parts (BOM lines) 25  
+ 1 part(s) marked DNP  
Final BOM scrubbed & costed

ADCOproto

# Interactive PCB Assembly

## ABOUT

An interactive tool for electronic manufacturers for quoting PCB assemblies

## WHAT WE DID

The wizard interface provides information about the price and availability of requested parts. Electronic engineers can configure and finalize the whole assembly, order, and pay for it. ADCO Circuits then orders all the parts, assembles them, and sends the circuit boards to the customer within a few weeks.

“ ”

Their overall expertise in B2B website development is impressive.

**Archie Damman**

President, ADCO Circuits



BAYWA

# Photo-Sharing Mobile App

## ABOUT

Turning a 10th-anniversary party into a real-time, live photo album

## WHAT WE DID

Salsita built a mobile app that allowed staff to take photos during the 10th-anniversary celebration, attach an exposure effect, and post it to a gallery.

“ ”

Their ability to reduce the level of complexity while also keeping a focused communication structure was impressive.

**Dominic Rheinwald**

Head of Digital Marketing, BayWa r.e.

# GET IN TOUCH

hello@salsitasoft.com



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Nothing slows down a software development project like realizing halfway in that you haven't thought through the details of the UX. That's why we strongly recommend doing thorough UX work before kicking off your project.

[Matthew Gertner](#)

CEO and Founder, Salsita Software