Preliminary Phase

Doing Things Together

DTT
APPS WEB GAMES

DTT stands for Doing Things Together .

Our full-service offer includes:

- ⊘ Conceptualisation
- ⊘ Co-creation
- ⊘ Visual design
- ⊘ Data-driven strategy
- ⊘ User testing
- ⊘ Gamification
- ⊘ Pilot and soft launching

- ⊘ Business intelligence
- ⊘ UI/UX design
- ⊘ Technology and development
- ⊘ Security
- ⊘ Managed hosting
- ⊘ Code reviews
- ⊘ Service Level Agreements (SLA)

DTT is a full-service digital agency: with proactive guidance, together we arrive at a solution that takes you forward.

Since 2010, DTT has built up a broad portfolio of app, game and web solutions for governments, multinationals, healthcare, NGOs, self-employed people and SMEs. A special mix of commercial and public solutions allows us to weigh up, combine and reinforce varied interests in a substantiated way.

With the Preliminary Phase, DTT takes every project from a 'good idea' to a 'fully developed concept', ready for development. Step by step, we work together towards an effective solution that really moves you forward. We do this in an open atmosphere: we question, challenge and inspire with new insights. Together, we develop a targeted solution that maximises your potential. Solidly designed and with an eye to the future. That way, you move along in the vanguard and you can be sure that the solution will still be running just as well in a few years' time.

A complete development in three steps**.**

Concept and strategy

Design and validation

Budgeting and phasing
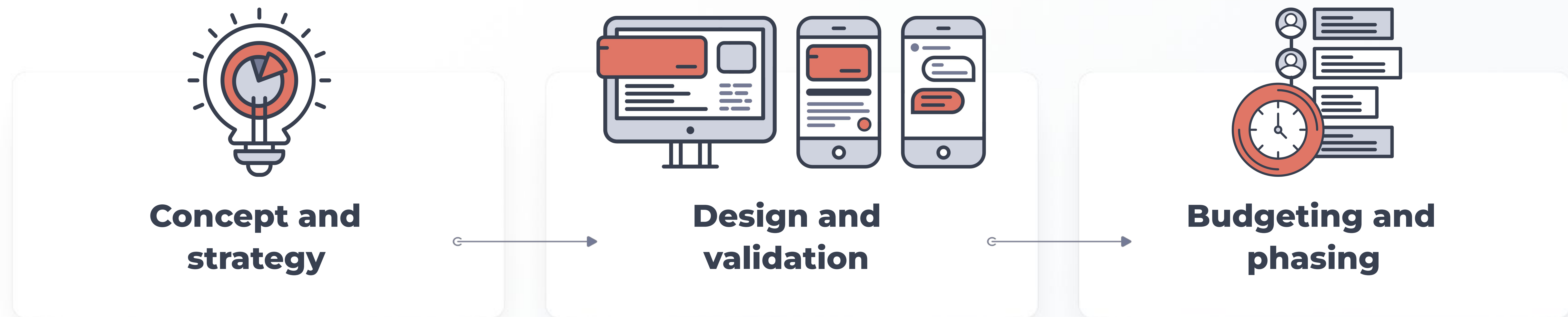
Together, we work out the solution in detail. From target group and objectives, to concept, design and technology. Our Preliminary Phase provides careful preparation, resulting in certainty and grip during the development process. The Preliminary Phase also provides an opportunity to involve the target group and stakeholders, so that the solution fits in well with their interests and expectations. With a modular estimation based on an open calculation, we make the possibilities within different budgets transparent.

01

Concept and strategy.

Together, we zoom in on the core of the solution. What do we want to achieve, and who is the target audience? We will realise a focused concept, and a digital strategy in which measurable objectives are central.

Kick-off meeting

We start with a kick-off session in which we go through the intended solution in full, including ambitions, objectives, interests, target group, timelines and context. In an open atmosphere, we ask questions, challenge and inspire with relevant opportunities.

Focus on the core

We tailor the concept to an MVP: a *Minimum Viable Product*. An effective outline in which we distinguish the 'nice to haves' from the 'must haves'. This way, we focus on the essence: the core of the solution that directly contributes to the set goals.

Validation

We will realize an accessible description of the concept and strategy. Useful for validation within the organisation and with stakeholders. That way, everyone is on the same page when we start working out the design.

02

Design & validation.

The concept stands: we continue towards the design. From the core screens to a functional design in which the solution is fully worked out.

Core screens

With the core screens, we shape the main functionalities within the solution. This way, we create a clear initial picture of what the solution will look like. A valuable intermediate step for additional guidance and validation, before we develop the full design further.

Click here for an overview of examples

Functional design

The functional design fully elaborates the solution. All screens, functionalities and possible interactions are covered. Similar to an architect's blueprint, the functional design forms the foundation of the development process.

With the functional design, we arrive together at a fully thought-out solution, including design, operation, business rules, content and (technical) dependencies. The comprehensive way in which the design is presented enables us to further validate the solution with the target group and stakeholders. The functional design can also be used as an interactive demo model.
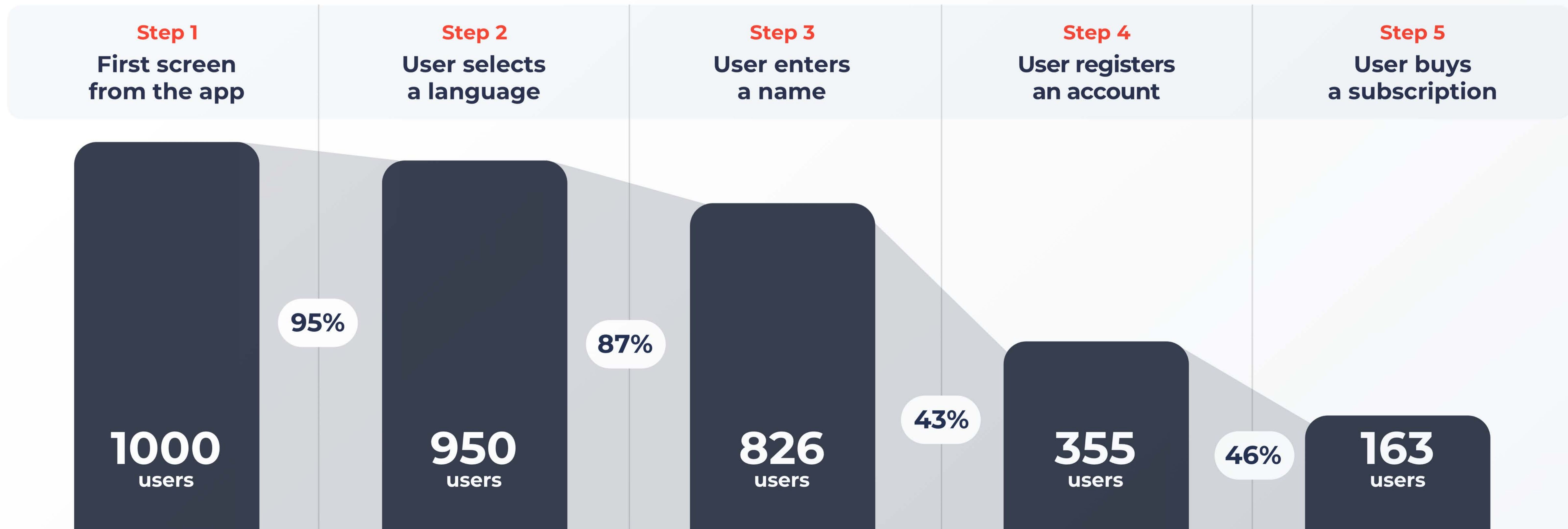
Click here for an overview of examples
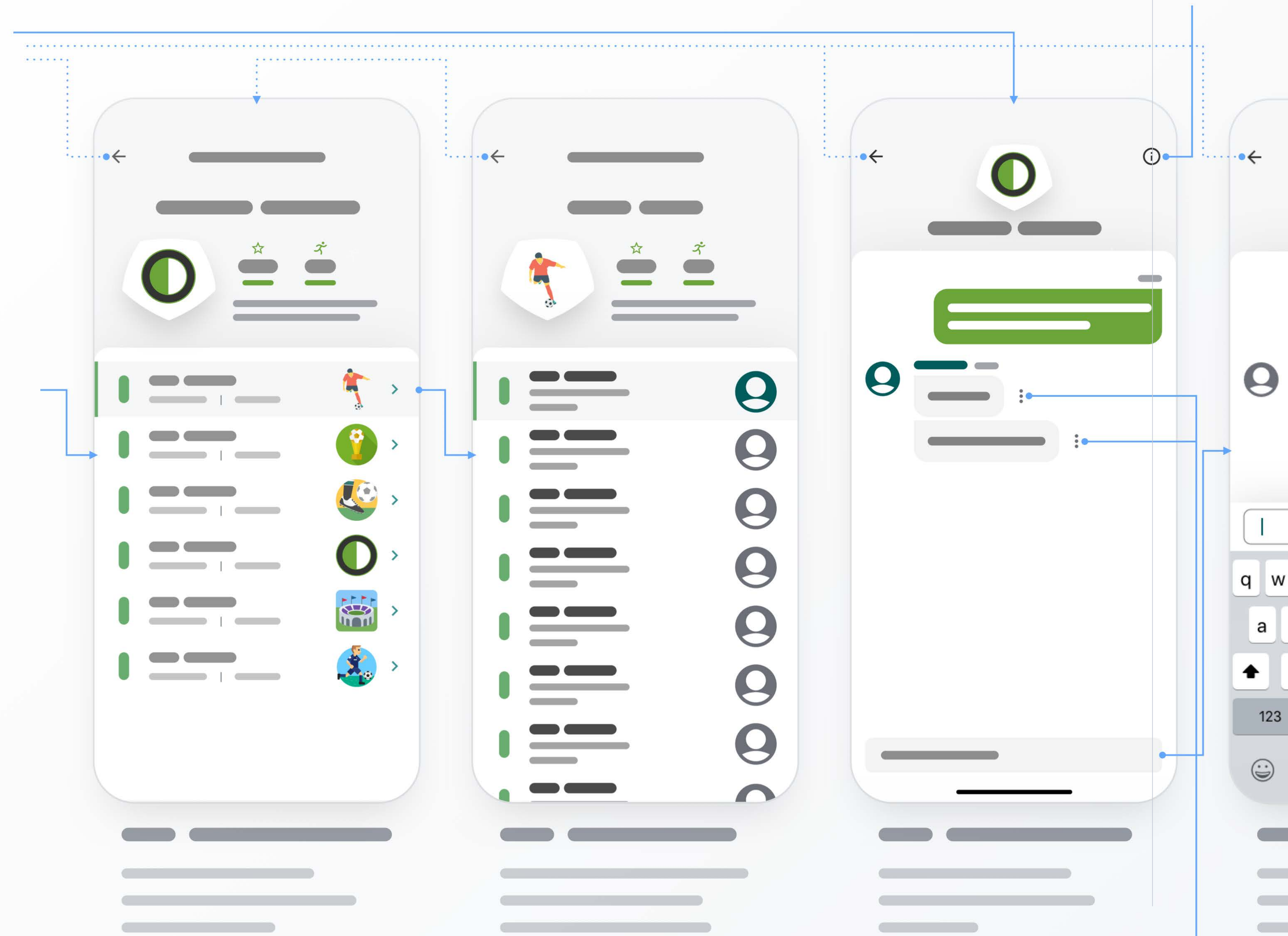
Funnels: the customer journey & conversions

During the development of your new digital solution, we focus on the goals you have set. Important questions here are; i. what do we actually expect from the user, ii. what type of conversions are we looking for, and iii. how do we bring the user as easily and convincingly towards a conversion? Together with you, we map this out by using funnels.

With a funnel we make it possible to measure and visualise how many users flow through the 'customer journey' towards the conversion moment. This data-driven method helps us to focus on the most important parts of your digital solution, now and in the future. Learn more on page 14.

Step 1	Step 2	Step 3	Step 4	Step 5
First screen from the app	**User selects a language**	**User enters a name**	**User registers an account**	**User buys a subscription**

95% 87% 43% 46%

| 1000 users | 950 users | 826 users | 355 users | 163 users |

03

Estimation and phasing.

The functional design enables us to make a detailed and targeted price estimation based on an open calculation. A transparent understanding of the resources required, which allows us to scope and phase the development process within the available budget.

A transparent budget

We translate the functional design into 'user stories'. These are concise scenarios that describe the solution from the user's perspective, including requirements and needs. The estimation puts all user stories together and provides an indication of the hours required per user story. This way, you can see exactly how many hours we set aside to realise a user story.

From advice to agreement

With clear insight into budgeted hours, we look together at considerations within different budgets and realisation trajectories. We think proactively along with you and advise from our 10+ years of experience with varied solutions and clients.

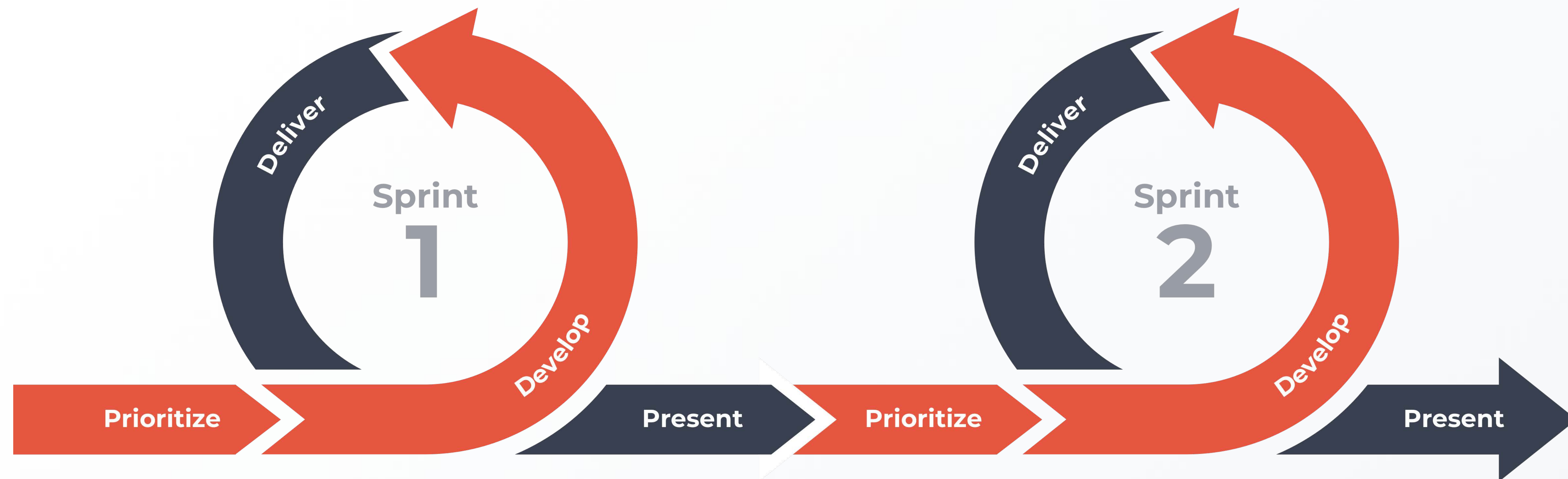**Click here for an overview of examples**

Ready for development.

Within the Preliminary Phase, we defined together:

■ **A validated concept,** which meets the expectations of the target audience and the interests of stakeholders.

■ **A connecting digital strategy,** in which measurable objectives are central.

■ **A visual style with the right character,** and a fully functional design.

■ **An estimation** with a transparent budget based on an open calculation.

We are ready to continue a successful collaboration towards the development process and a successful launch of the solution.

Developing with a grip: Agile Scrum.

During the development process, we work in two-week sprints. After each sprint, we walk through a new version of the solution together during the sprint review. Here, we reflect on the progress made, learning moments and priorities for the upcoming sprint. With this integral cooperation, we provide both flexibility and certainty. **This is how we work towards a successful launch of your digital solution.**

Deliver

Sprint **1**

Develop

Prioritize

Present

Deliver

Sprint **2**

Develop

Prioritize

Present

13

After launch:
Data-driven follow-up.

With a 'data-driven' approach, we put facts and figures at the basis of decision-making in a clever way, thus ensuring that resources are deployed where they are worth the most. In this way, we avoid assumptions and carefully manage available budgets.

By making objectives measurable, we provide our data-driven strategy with additional guidance. A concrete insight into where we are and how far we still have to go. To keep track of the valuable insights, we provide a peace of mind in both technical and analytical areas, including design and development. **We ensure that the right insights are gathered and provide substantiated advice on the next steps.**

Click here for more information

+ 55% Conversion

PRO

Get VoNo PRO

SAVE 55%
Pay yearly

Pay monthly

Pay lifetime

A VS B

PRO

Get VoNo PRO

Continue with FREE TRIAL

SAVE 44%
Pay yearly

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