

# Development proposal roadmap

Doing Things Together



SINCE 2010



# About DTT.

DTT stands for '**Doing Things Together**', working on the **best solutions**, together with the client. DTT operates on **the cutting edge of technology** and **creativity**, a unique and specific combination. That is why we step forward as an expert and a **strategic advisor**. We take our responsibility to establish a **successful delivery** for the **client** as well as for the **end-user**. We communicate in an open and transparent manner, and provide our clients insights into the pros and cons of the available solutions.

## Our services include:

- ✔ Strategy
- ✔ Conceptualisation
- ✔ UI/UX design
- ✔ Visual design
- ✔ User testing
- ✔ Development
- ✔ Testing
- ✔ Security
- ✔ Managed hosting
- ✔ Maintenance
- ✔ Marketing
- ✔ Analytics





# Doing Things Together.

Doing Things Together – within our team, but also in co-creation with our clients.

Developing apps, websites, and games requires a **multidisciplinary approach**. Together with strategists, designers, developers, game developers, project managers, testers, data analysts, and marketers, we deliver projects of a **convincing quality**.

Doing Things Together results in stunning designs and **viable solutions**, awarded with millions of downloads, and thousands of five-star reviews in the app stores. Together we stand strong, and together we continuously work on improving our business processes and the quality of our deliveries.





# Development proposal roadmap.

**Maximising** your chances for **success**, that's what our development proposal roadmap is all about. An approach that builds upon a foundation of intensive preparations and a comprehensive plan. Our roadmap carefully encompasses every detail of the proposed concept. Our roadmap includes:



The creation of a development proposal is a **team effort** with **specialists** from the following disciplines: strategy, marketing, UI/UX design, development, gamification, E-learning, data analytics, and conversion optimization.



# Step 1: Kick-off meeting.

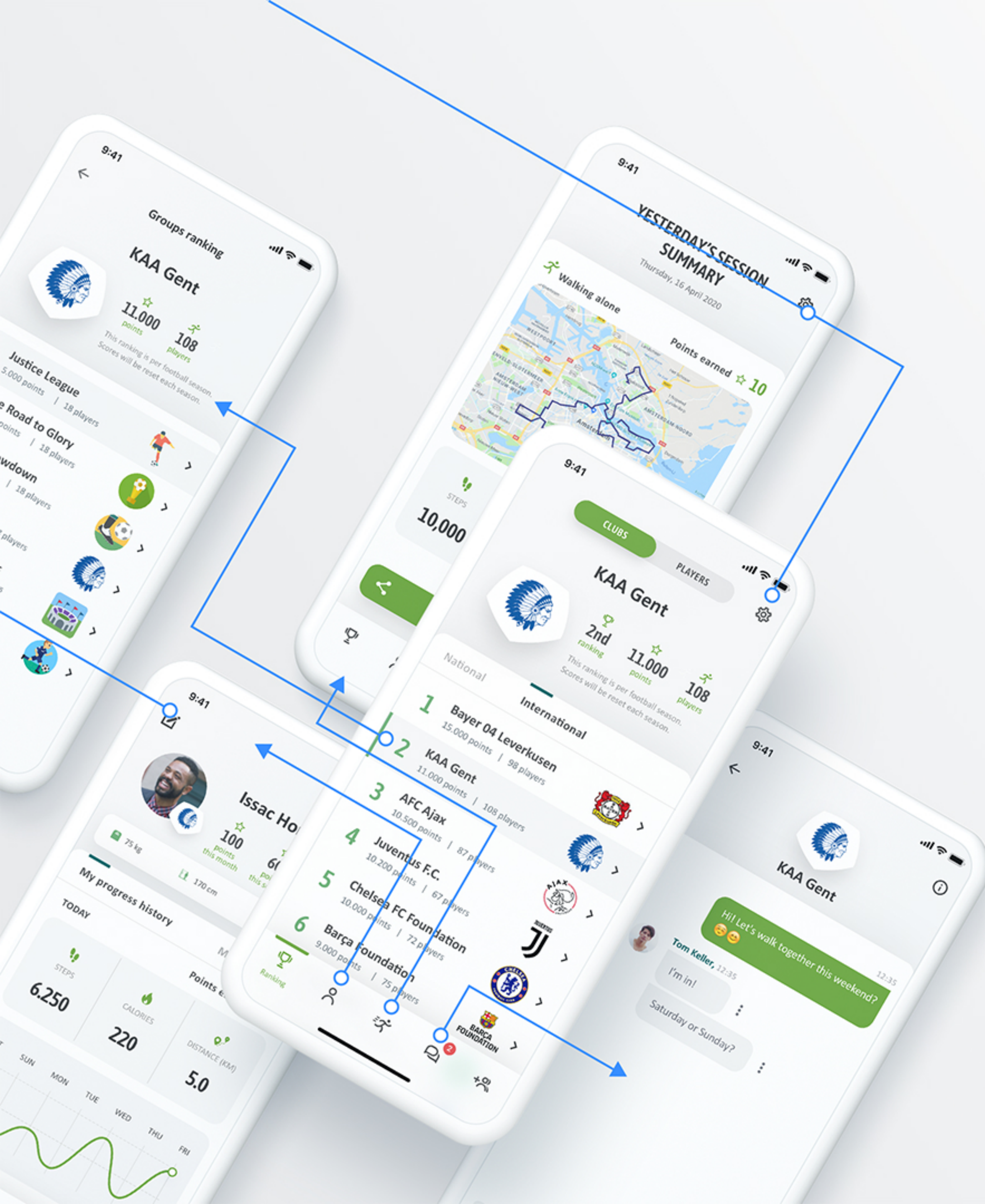
A kick-off meeting is a first **acquaintance** between the specialists of DTT and the client. With a healthy dose of **ambition** and **enthusiasm**, the **foundation** will be laid out for further collaboration on the project. During the kick-off meeting, the project outline is made clear, the main goal is determined, and the steps to achieve this goal are set.

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All relevant topics will be discussed, so that the parties move **forward** together, based on the right insights.







## Step 2: Functional design.

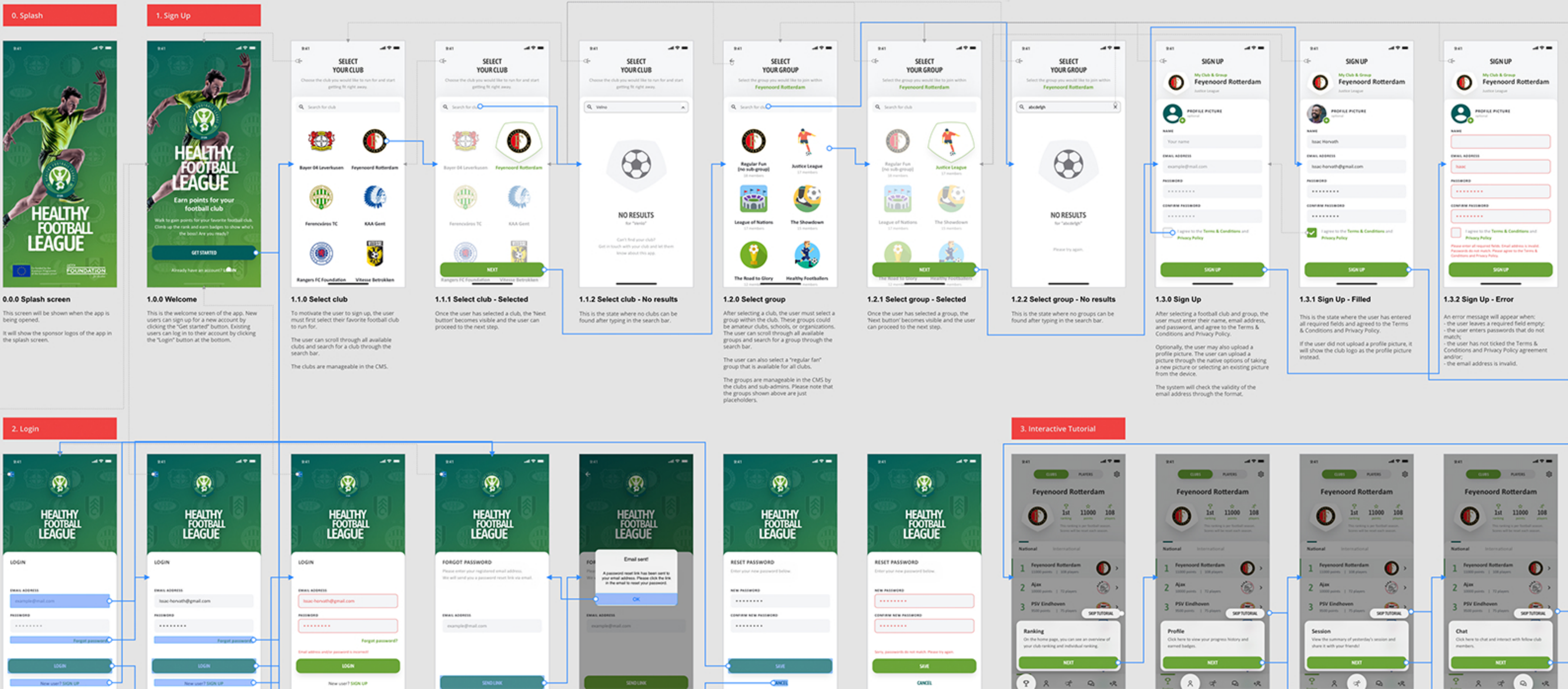
A functional design is, simply put, similar to a blueprint made by an architect. The functional design provides a **complete overview** of all the **screens** and **functionalities** of the desired solution. Each screen shows the functionalities which it contains and how the users can **navigate** through the different screens. The results from the kick-off meeting serve as a foundation for the development of the functional design.

The functional design creates a clear image of what the solution has to offer, and whether or not it matches the goals and objectives of the client. Safeguarding the **user-friendliness** is another important aspect of setting up a functional design. On the next slide you will find an example of a functional design.



# Functional design: example.

Click [here](#) for an example of the functional design of the EFDN Healthy Football League solution.







# Step 3: Presentation and feedback.

When the functional design is complete, we present it to the client. Together with the client we discuss and study the **preliminary results**, and investigate if we can further **strengthen** and **improve** the concept and functional design.



# Step 4: Estimation.

The functional design enables us to make a detailed and targeted price estimation based on an **open calculation**. With the help of **'user stories'**, we map out the required hours within the estimation.

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A transparent estimation **prevents** budgetary **surprises** and contributes to setting up a **realistic planning**. In this way, we make projects **manageable**. Click [here](#) for an example of an estimation.





# Step 5: Prioritising and phasing.

The **estimation** based on an **open calculation** enables the client to calculate the savings that can be made by postponing functionalities to the next phase. When working out the functional design, we often focus on an **ideal setup** of the solution including the so-called 'nice-to-have' functionalities. These nice-to-have functionalities can result in an estimation that will exceed the available budget.

Within step 5 we once again meet with the client. In this meeting, we **advise** the client on how to follow up on the set **budget restrictions**. Additional savings can be achieved, for example, by postponing nice-to-have functionalities to the next phase.





# Additionally.

DTT offers additional services to present the concept to relevant stakeholders. Acquiring budgets and financing can be simplified with the help of the right contacts and **professional presentation materials**.

DTT has relevant experience with subsidy advisors and attracting investors. DTT is happy to share this knowledge and experience to the benefit of our clients.



## 01 Interactive demos of the solution:

- ▶ EFDN
- ▶ Keypath

## 02 Websites to present the concept:

- ▶ [www.vono.app](http://www.vono.app)
- ▶ [www.kids-books.app](http://www.kids-books.app)

## 03 Animation videos:

- ▶ Keypath
- ▶ Edu Play Book
- ▶ BreathBalanz
- ▶ G4S

## 04 Pitch document for investors:

- ▶ [VeiligZwanger\\_Pitch](#)



# Continuous development: Agile Scrum.

## Deliverables

In sprints of two weeks we create deliverables with a team of developers and designers.

## Insights

A new sprint is set up based on the progress and insights gained.



## Going live

Placing the solution live in a timely manner.

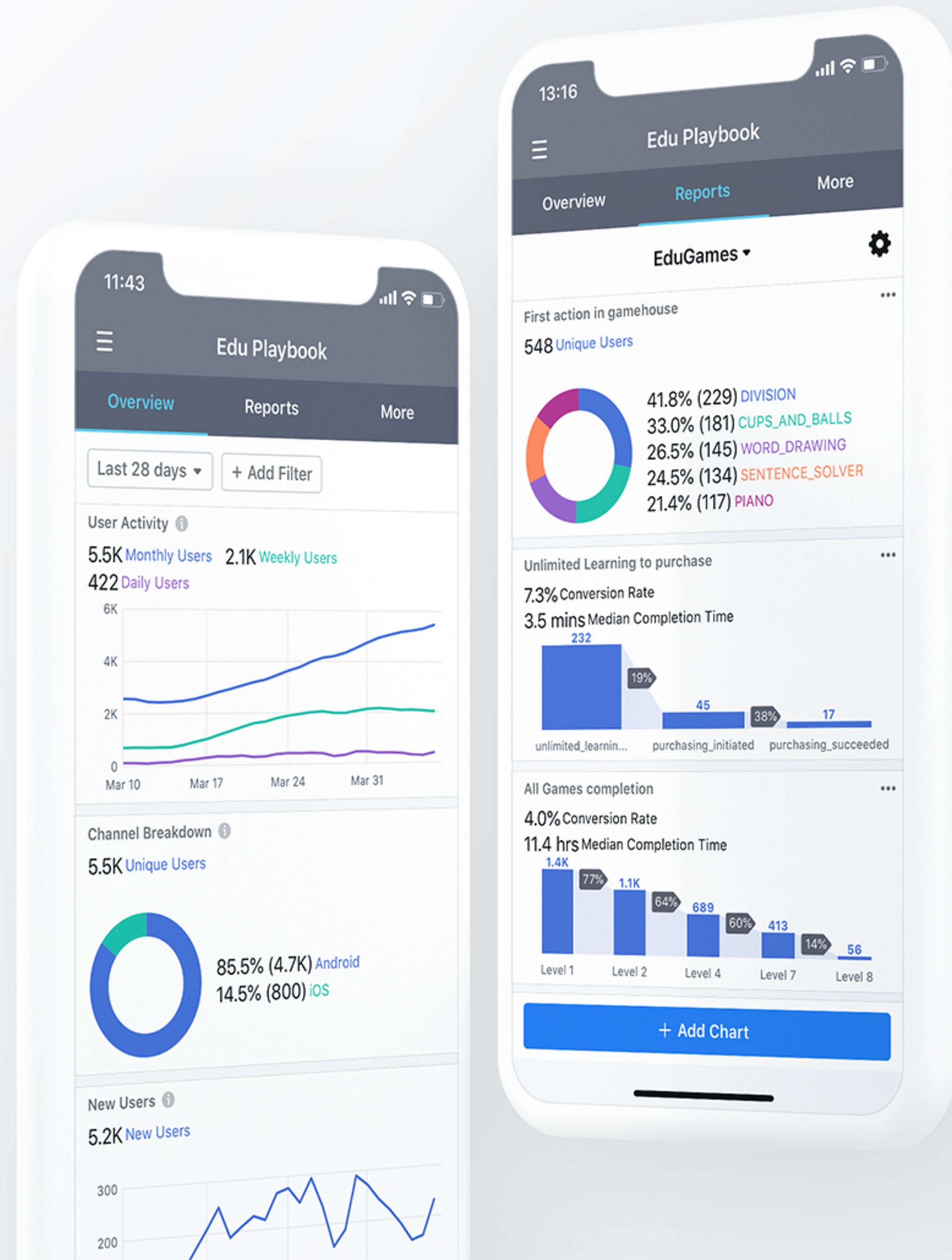
## User statistics

Gathering valuable insights that help to further improve the solution based on reliable data.



# Data driven: analytics dashboard.

Measuring **user behaviour** is essential to further develop the solution in a cost-effective manner. User behaviour provides valuable insights for making **informed decisions** about conversion optimization, new functionalities, and setting priorities.





# User testing.

Testing with real users can provide **valuable** additional **insights** into the user-friendliness and effectiveness of the solution. **Bottlenecks** can be identified at an early stage, resulting in **conversion optimizations** and cost savings.



# Partner in development.

Together with our clients we work towards successful and **high quality deliveries**. At DTT we do not take on projects that we can not bring to a successful end.

We don't go for 'quick wins', but for **long-term relationships**. This means that DTT acts as a flexible partner whom supports clients in reaching their goals.

With kind regards,  
Team DTT

*Doing Things Together*





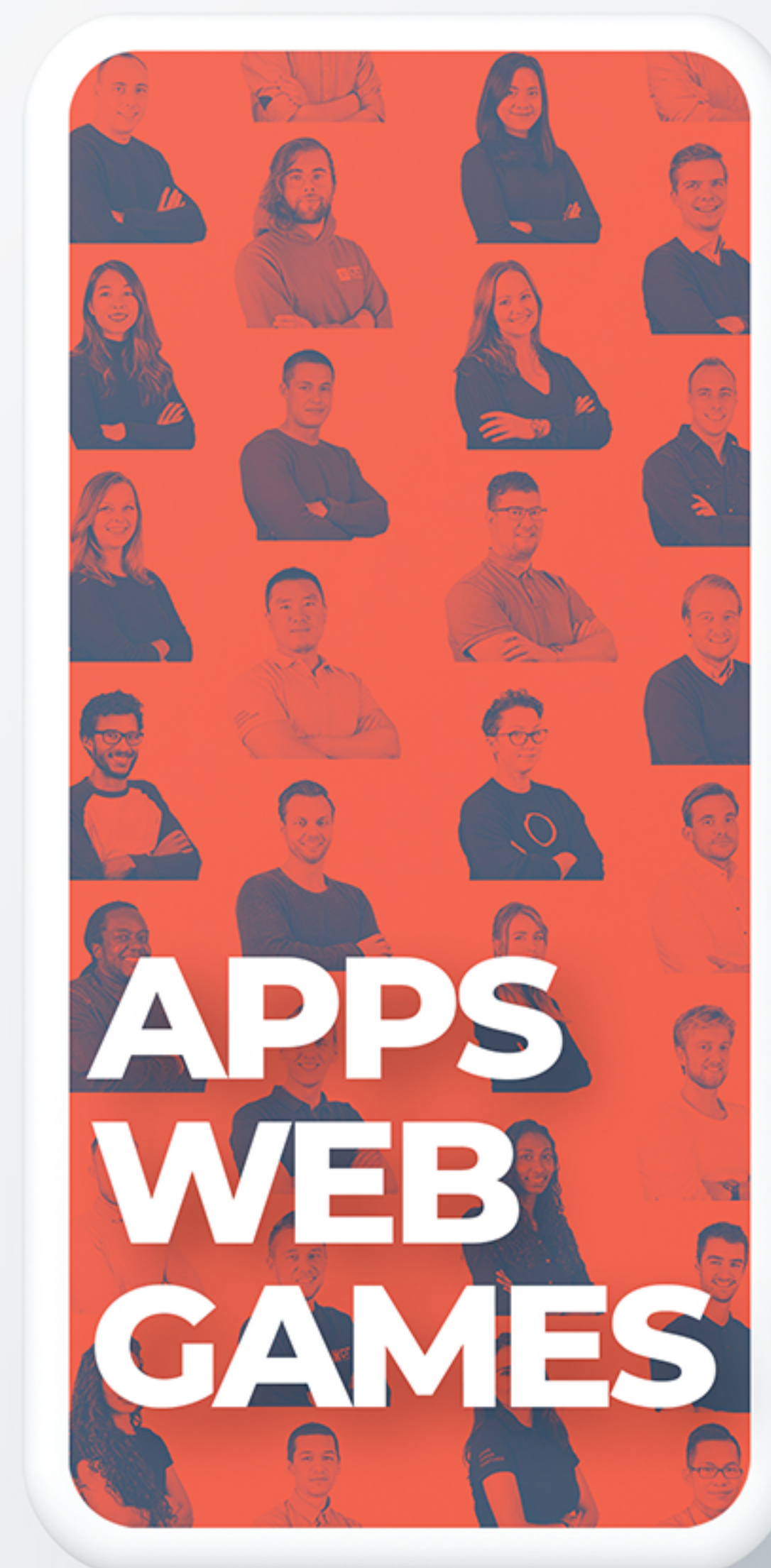
# Appendix.

- I. Clients**
- II. Testimonials**
- III. Active worldwide**
- IV. Press coverage**
- V. Apps with high rankings**
- VI. What users say**
- VII. Apps with good reviews**



# I. Clients.

Long-term relationships and deliveries of high quality. We understand that herein lies the future of DTT. We apply this philosophy to all of our clients; multinationals, governments, investors, manufacturers, SMEs, start-ups and private individuals.





# II. Testimonials.



## Randstad

*Joost Schriever, Global Director Marketing*

"DTT has built an application for us with which we can digitally recreate and furnish any Randstad location in the world. This will help us enormously in the global rollout of our new Human Forward positioning. Furniture, carpeting, wall decoration and other elements can be dragged into an office space with the tool. A calculation of the associated investment is made at the same time.

We have gotten to know DTT as very professional, creative and extremely enjoyable."



## Ministry of Health, Welfare and Sport

*Rian van der Broek, Deputy Chief Information Officer*

"DTT has built the 'ziekenhuisbedchecker' for the ministry of Health, Welfare and Sport, with which we can give every healthcare provider free insight into the available beds, IC and non-IC, COVID-19 and non-COVID-19 in the Netherlands from existing registration systems. This is going to help us enormously even after the corona crisis. After all, ambulance services know whether they should drive to a hospital or not, and GPs can see if there is a bed available at the emergency room before they have to make rounds if they want to send in a patient. DTT has really done this in record time, I am very impressed by the commitment and thinking along in turbulent times. Very professional, well-coordinated party. Definitely the right choice!"



## Erasmus MC

*Mary Dankbaar, Program Manager E-Learning*

"We wanted to create an additional training opportunity for medical awithin realistic medical case histories. We have developed the Clinical Challenge app in collaboration with DTT for this purpose, so that students can practice this easily at any location. DTT was a reliable partner; the employees think along with you, quickly answer questions and deliver a strong quality."



## Greenpeace

*Ehtimaad Rais, Online Campagner*

"Speaking for both myself, Joost and the entire project team at Greenpeace, I would like to thank DTT deeply for their efforts. We are thrilled with the end result! When we approached DTT with the request to make penguins appear everywhere in the Netherlands through AR, we received an exceptional proposal. A very entertaining elaboration of our campaign to make the South Pole a protected marine reserve. Once again, compliments on how fast DTT brought this amazing app into the digital world. I experienced it as a very pleasant collaboration."



# III. Active worldwide.

The work of DTT does not go unnoticed internationally. Our most popular apps are downloaded in 194 countries. DTT is always looking for new opportunities to further realise her international ambitions.



**OSR**  
**Star finder**

**194**  
countries



**Doula**  
**Labor Coach**

**183**  
countries



**VoNo**  
**Voice Note to Mail**

**151**  
countries



**Edu**  
**Play Book**

**138**  
countries



# IV. Press coverage.





# V. Apps with high rankings.



## KNHS Dressage app



Top paid:  
Sports:

#1  
#1



Top paid:  
Sports:

#2  
#1



## RIVM Tick Bite



Medical:  
Free apps:

#1  
#3



Medical:  
Trending:  
Popular apps:

#1  
#1  
#1



## King Penguin - Greenpeace AR



Trending education: #1  
Trending games: #1



## Scoupy



Most downloads: #1  
Lifestyle: #1



NL - Lifestyle: #1



# VI. What users say.



## VoNo

★★★★★ *Jon Rand - February 21, 2020*

"I love VoNo. The simplicity is right up my alley, and their support is responsive and personable. The app is front and center on my phone and I use it constantly."



## Doula

★★★★★ *T. Sanches - February 6, 2019*

"I have used this app during both my deliveries. Very nice and soothing!"



## King Penguin - Greenpeace AR

★★★★★ *Victor van der Veen - April 6, 2018*

"Great app that keeps you moving!"



## Edu Play Book

★★★★★ *Ginger Lutchman - December 2, 2019*

"This app allows me to read to my child daily. It is an interactive app where the stories are entertaining and colorful. It also give me the option to record myself reading the stories for those nights I am too sleepy to do the reading over and over again."



## RIVM Tick Bite

★★★★★ *anita verbeek - February 7, 2020*

"I always check the tick radar. Especially when I have to start again with the tick control products for my dog after the winter."



## KNHS Dressage app

★★★★★ *Nikki Franke - September 8, 2019*

"Soon I have a competition again, and this app really helped me! Highly recommended!!!"



## OSR

★★★★★ *Jaya Surya .K - June 11, 2019*

"It's amazing...really...I found my fav stars through this app. loved it. thank you so much app team..."



## Hebban

★★★★★ *hoog47 - December 4, 2019*

**"Looking for a book? Read Hebban first!"**

The Hebban app is an absolute must for reading fanatics! All book descriptions are easy to find, as well as submitted reviews. I no longer read or buy a book without consulting the app first. Five absolutely deserved stars."



**OSR  
Star Finder**



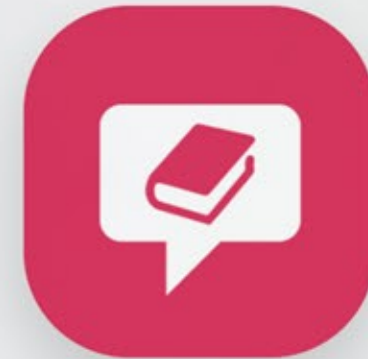
4.5 | ★★★★★  
10166 total

**Doula**



4.4 | ★★★★★  
4738 total

**Hebban**



4.5 | ★★★★★  
4455 total

**Edu  
Play Book**



4.4 | ★★★★★  
330 total

**KNHS  
Dressage app**



4.6 | ★★★★★  
2563 total

# VII. Apps with good reviews.





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