



PROTOTYPE PLAYBOOK

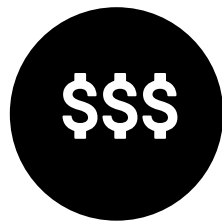
Stellar Agency // Fall 2023

Words We Hear Frequently

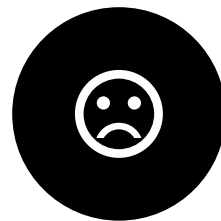
In our prototype work with large and small organizations, we were able to hone in on the **three key things that create the most risk** for a project:



Unruly



Costly



Slow

Build it Better

CAN WE WORK SMARTER?

In our prototype work with large and small organizations, we were able to hone in on the three key things that create the most risk for a project:

- **Organizational agility is difficult to achieve**
- **Stakeholder decision-making is slow**
- **Key requirements are missing or under-defined**

These issues frequently had a negative impact on the budget and schedule.

There is a better way!



Think Differently

YOUR PROTOTYPE PLAYBOOK

By converting our deep experience into a Prototype Playbook, we replaced cumbersome, “one-off” efforts with a well-defined, highly-repeatable business process that:

- **Streamlines stakeholder decision-making and alignment**
- **Reduces project risk and exposure to cost overruns**
- **Keeps the combined team focused, on the right**

path

Sometimes the most effective way to tackle a complex problem is to think about it in a different way. We believe our Prototype Playbook does just that.



Change the Game

FASTER, BETTER, AND COST-EFFECTIVE

We integrate our Prototype Playbook with programmatic thinking that draws on Stellar's deep enterprise experience to create a simple, yet powerful approach that:

- **Reduce time-to-market and enhances efficiency**
- **Fine tunes the blend of speed and quality**
- **Leverages past learnings to keep you on-track**

While the overall Prototype Playbook approach can be fine-tuned for different prototyping situations and needs, it always delivers a host of benefits.

Benefits Recap

At its core, our Prototype Playbook is about converting “one-off projects” into a highly repeatable business process that delivers a compelling and consistent set of benefits:

01

Strategic & Design Help

We help you fill in the blanks with strategy and design when needed.

02

Stakeholder Alignment

We help you manage stakeholder input and maintain alignment.

03

Project Focus

We keep your prototype efforts moving forward on the right path.

04

Dedicated Team

You have a dedicated project team for the duration of the engagement.

05

Reduced Time-to-Market

We help you get your MVP or prototype launched faster and more efficiently.

06

IP, Code & Ownership

At the end of the engagement, all work belongs to you.



READINESS

Who will benefit the most?

Organizations with:

- 1 A high degree of stakeholder alignment
- 2 Ability to assign dedicated resources

Gauging your Readiness for Rapid Prototyping

Prototyping digital products and services is complicated business. One of the only meaningful ways to accelerate the creation of an MVP or prototype is to know *exactly* what you're building before you start building it.

We've found a quick conversation around this set of questions can help us quickly assess your organization's readiness for rapid prototyping.

Key Readiness Questions:

→ **PRODUCT STRATEGY**

Do you have a product strategy that will help shape the prototype?

→ **FUNCTIONAL & TECHNICAL REQUIREMENTS**

Have you documented all of the requirements for this prototype?

→ **CUSTOMER EXPERIENCE**

Have you defined your customer experience objectives?

→ **ORGANIZATIONAL AGILITY**

Are you and your organization prepared to move quickly?

→ **DEDICATED RESOURCE(S)**

Can you dedicate resources to the development of the prototype?

Variations

At several points in our conversation we've mentioned different variations of our Prototype Playbook.

We have found that the majority of clients and their needs fall within these three variations:

Prototype Playbook 45

Duration: 45 Days

MVP Prototype

UX

Prototype Playbook 90

Duration: 90 Days

MVP Prototype

Technology

UX

Strategy *or* Design

Prototype Playbook 120

Duration: 120 Days

MVP Prototype

Technology

Design

UX

Strategy



APPROACH

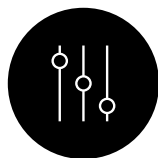
Approach

A potential of 5 steps help us tackle the right things, at the right time, with the right people.
We don't believe in one-size-fits-all solutions and we recognize that prototyping projects vary,
so we've developed some optional steps to help us tailor the approach to your specific needs.



Strategy

*Optional Step
Not all clients
need strategy



User Experience



Design & Branding

*Optional Step
Not all clients
need design



Technology



MVP Prototype

Step 1 / OPTIONAL

Strategy

Developing an effective digital product or strategy requires a deep understanding of the target audience's needs, preferences and behaviors.

We help you translate that understanding into a strategy that ensures you deliver the right experience, to the right people, in the most effective way.

Some clients already have their strategy in place. This step is optional - we can help if you need it.

Deliverables

- Working Session(s) to Define Strategy
- Working Session(s) to Define UX Requirements
- 3 to 5 User Personas
- Development of Process Flow(s)

Step 2

User Experience

Building on the strategy we defined together, this step focuses on developing the user experience design of the prototype.

Our UX team will create the blueprint for your customer journey via a series of site and content maps, wireframes and functional annotations.

This is a key step in creating a prototype that will map to the strategy, requirements and overall vision for the project.

Deliverables

- **Creation Of Site/Content Map**
- **Development Of Process Flows**
- **3 Rounds Of Wireframe Reviews**
- **Functional Annotations**
- **UX Review During QA Testing**

Step 3 / OPTIONAL

Design & Branding

Not all of our clients require a fully designed or branded prototype, so we consider this an optional step.

For those who do, we develop a look and feel and UI that reflects the unique visual attributes of your brand.

This is often needed when in the start-up phase or with a rebranding effort.

Deliverables

- Working Session on Design & Branding
- Creation of 2 to 3 Design Options
- Production of Final Brand/UI Elements
- Simple Prototype Style Guide
- Design Review During QA Testing

Step 4

Technology

Technology is Step 4 in our linear process overview, but it has been a part of everything we've done from the beginning of the engagement.

Our tech team works closely with UX and design to create an elegant solution that supports our strategy, and brings the overall vision of the MVP or prototype to life in a compelling way.

This step also dials in the technology vision and plan and provides a roadmap to help you move from MVP to product launch.

Deliverables

- **Technical Requirements**
- **Technology Roadmap**
- **Solution Architecture**
- **Development Plan**
- **Definition of Coding Standards**
- **QA Testing**

Step 5

MVP Prototype

This step involves creating, coding, testing and delivering the MVP or prototype. These prototypes typically come in two flavors.

Adobe XD-Based Prototypes - offer simulated click-thru capabilities and basic motion and animation. Relatively quick to develop.

HTML-Based Prototypes - offer a much deeper set of possibilities that includes APIs, CMS and light data integration. Generally, the more advanced the prototype the longer the dev cycle.

Deliverables

- Adobe XD Prototype or
- HTML-based Prototype
- APIs and Integration Required for Prototype
- IP Ownership of All Code Created



ABOUT STELLAR

Agency Highlights

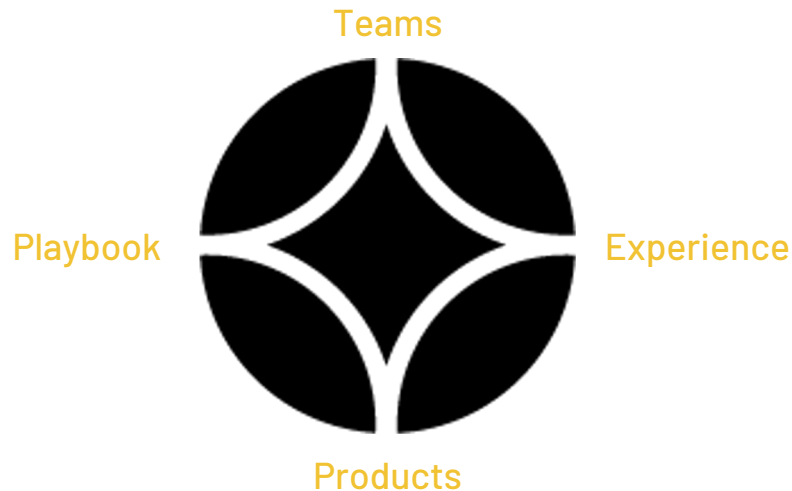
- Long-term customer relationships that continue to grow - HPE is an 8+ year relationship
- Focus on design- and technology-driven solutions that drive competitive advantages
- Recently added a Social Media team to create new opportunities
- Work with clients in many capacities - consulting, retainers, projects & staff augmentation
- We don't have a "B Team"
- Team blends onshore, nearshore and offshore capabilities
- "We'd rather be a happy, successful \$10MM dollar agency than a struggling \$50MM agency"

Agency DNA

The best engagements are the ones where we can become a true partner with our clients. All of our long-term success stories have the same ingredients:

- **Commitment**
- **Sincerity**
- **Action**
- **Trust**

And an overwhelming desire to go the extra mile.



Leadership Team



Martin Pedersen
CEO

23 Years
Experience



Miguel Echegaray
Managing Director

26 Years
Experience



Jason Widmann
Director of Strategy,
UX & Design

28 Years
Experience



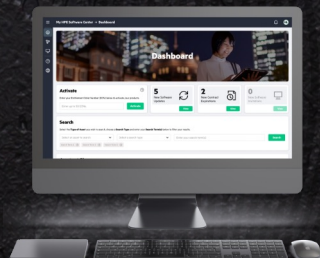
Shane Elliott
Director of Technology

24 Years
Experience

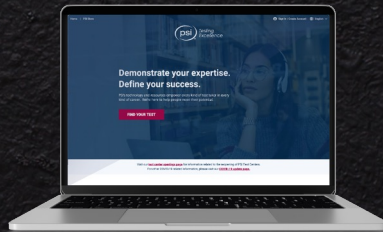


Success Stories

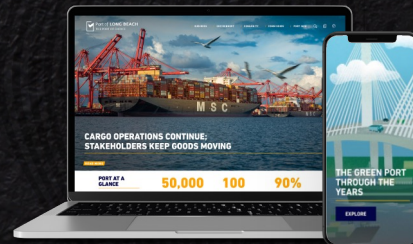
From our 9-year relationship with HPE, to our digital transformation work with PSI, our team has executed many prototyping challenges over the years.



Launched 6 global customer web portals that helped double customer satisfaction scores



Reimagined and redesigned PSI's digital product suite as part of a sweeping digital transformation



Redesigned the digital ecosystem across mobile and web while redesigning the brand

Let's Talk!

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Thank You