

INTREPID'S

DISCOVERY & DESIGN

PROCESS

INTREPID 



INTREPID

100⁺
APPS

7⁺
YEARS

130⁺
EMPLOYEES

Founded in 2010, Intrepid is an end-to-end digital product strategy, design, and development company with offices in Cambridge, MA and Union Square, NYC.

With expertise in product strategy, design thinking, user-experience design/research, and impeccable development for iOS, Android, Back-end, Web, and embedded systems, we will help bring clarity to any omni-channel product vision.

THE MISSION



*To build **GREAT** products at the intersection
of Technology & Humanity*



DISCOVERY & DESIGN

Whether you have the seed of a potentially profound idea or detailed technical specifications, Intrepid's Discovery & Design is a proprietary, accelerated and highly collaborative engagement designed to bring clarity to your mobile product concept.

01 CONCEPTUALIZATION

02 BLUEPRINT

03 VISUALIZATION

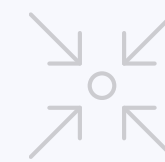
04 ESTIMATION & PRODUCT GUIDEBOOK

01 CONCEPTUALIZATION



GOAL

Gain consensus around problem definition, product concept, and catalog of functionality.



APPROACH

We will collaboratively ideate, and then focus to form a strategy statement, product concept, and visuals that capture the key aspects of each platform.

From there, we will create more-detailed user stories that describe the functionality of each platform at launch.



DELIVERABLES

Strategy Statement, Product Concept, User Stories

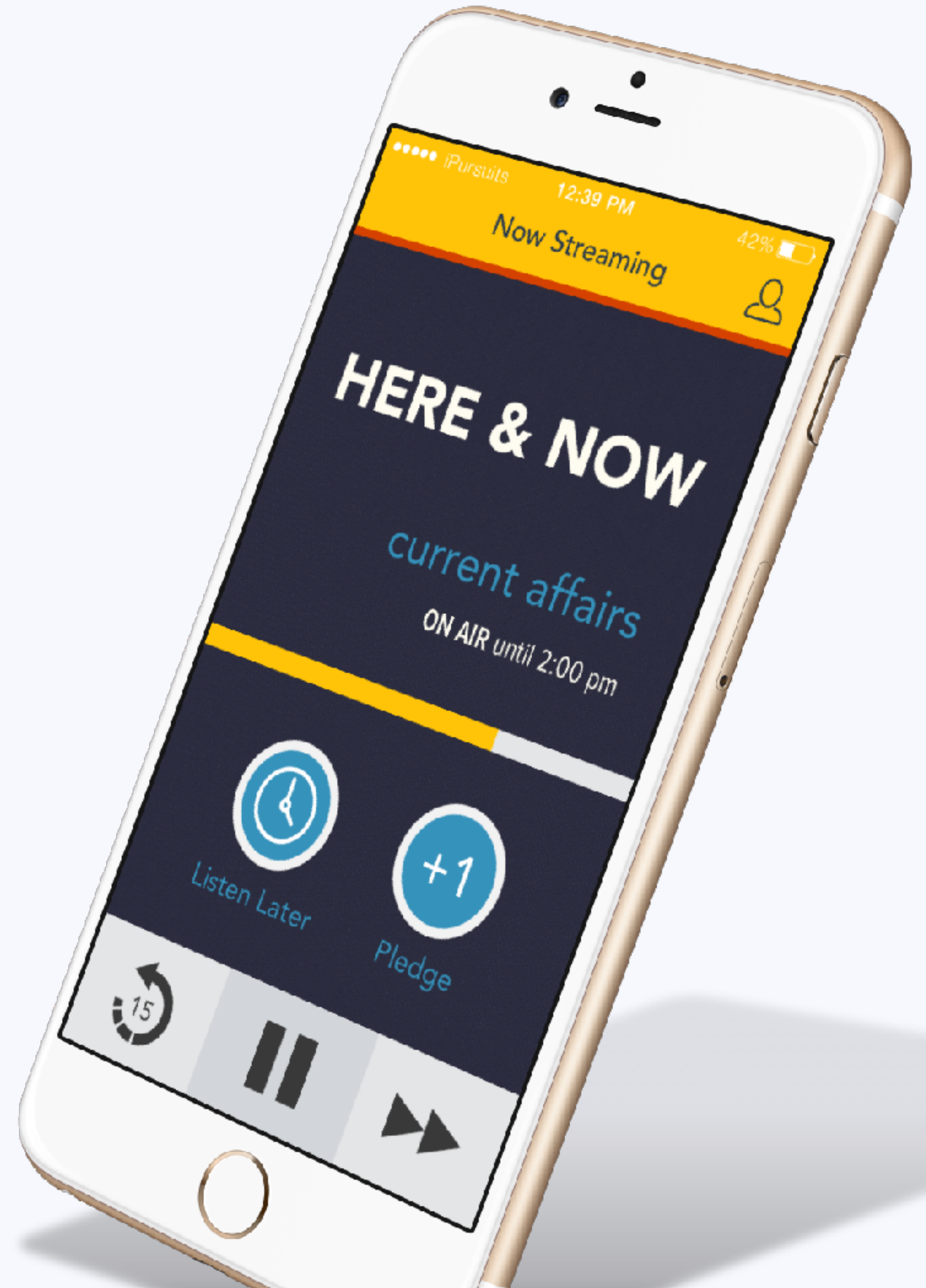
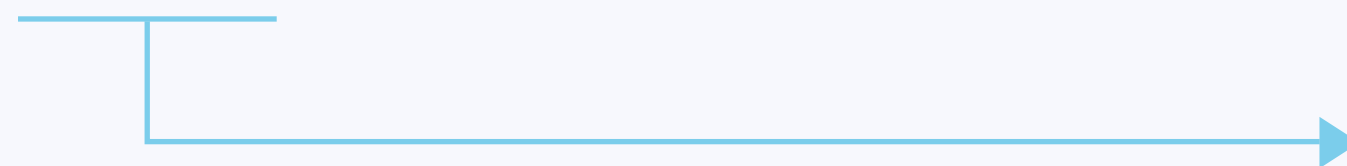
1A

APP CONCEPT

Working Together to Align on a Concept

Articulation of all strategic input into a big, bold, unique and relevant core concept.

"Simple and intuitive live streaming experience as the core functionality of the app."



1B

QUALITATIVE USER INTERVIEWS

Distilling the Pain Points

Intrepid will work with you to develop a script that identifies the key pain points that the app concept will solve. We'll run user interviews with our target audience to see how we're tracking.



THE PROBLEM

Write a script that identifies our key questions



ANALYSIS

Run qualitative user interviews with our target demographic. These interviews enable us to learn more about our user base, gather insight from their comments, and determine whether the high-level strategies we've developed are tracking well.



STRATEGY

The number of participants varies but we have found a group of 6-10 usually is enough to validate a direction.

10 USER STORIES

Documenting Des

Documenting Desired Functionality

User stories are brief statements that include the role of the user and the activity they wish to perform, in the context of some constraint.

| | C | D | E | F | G | H | I | J |
|----|----------|------------------|--------------|--------------------|------|-----------------------------------|--|--|
| | NU | Feature | Epic | Addendum Feature | JIRA | Role(s) | User Story | Description / Acceptance Criteria |
| | n/a | My Opportunities | Instance | | n/a | Educator, Admin, Student Educator | As an educator, I want to search the Northeastern photo database and include a photo from it. | While Mike was talking photos database. If we having them upload a photo it seems like it might be maybe link out to that site. |
| 16 | MVP | My Opportunities | Instance | | 107 | Educator, Admin, Student Educator | As an educator, I want to upload a photo from my machine to associate with the instance. | This is the backup plan library |
| 17 | push out | My Opportunities | Instance | Enhanced Dashboard | n/a | Educator, Admin, Student Educator | As an educator, I want to delete a saved draft | |
| 18 | MVP | My Opportunities | Instance | | 108 | Educator, Admin, Student Educator | As an educator, I want to edit my existing opportunity instances | *I can edit an instance, copy to explain why, cut to fix errors Editing the instance does * Can edit published opportunities |
| 19 | V1 | My Opportunities | Instance | Student Educators | n/a | Student Educator | As a student educator, I want to edit a published instance and submit it for re-publishing | |
| 20 | MVP | My Opportunities | Instance | | 109 | Educator, Admin, Student Educator | As an educator, I want to invite another educator to collaborate on an opportunity instance. | collaborator cannot remove |
| 21 | MVP | My Opportunities | Instance | | 110 | Educator, Admin, Student Educator | As an educator, I want to remove another educator to collaborate on an opportunity instance. | collaborator cannot remove |
| 22 | MVP | My Opportunities | Instance | | 320 | Student Educator | As a student educator, I'd like to create an instance, but as an Educator, I want to review the student's instances before they go live to Learners. | * Student educators will pre-checked and un-selected * Student educators should button that says something * Student educators should collaborator (if they were enforced). It'll automatically screens, visually differentiated as something that requires action (basically flagging it as visible and publishing again) These can be mixed in with pre-instances |
| 23 | push out | My Opportunities | Instance | Enhanced Dashboard | n/a | Educator, Admin, Student Educator | As an educator, I want to see all drafts I have saved at the top so that I can action on them | These should be visually highlighted so that the user knows they need to take action on them There needs to be a deadline shown by when they need to take |
| 24 | MVP | My Opportunities | Pre-Instance | | 111 | Educator, Admin, Student Educator | As an educator, I want to see all pre-instances pulled from external systems that I am a collaborator on. | May want to break into multiple stories from backend perspective |

02 BLUEPRINT



GOAL

Organize functionality into coherent, intuitive blueprint that serves as the structural foundation for the product.



APPROACH

1. Focus – Functionality and user interactivity
2. Prioritize – Organize and hone feature set
3. Simplicity – Easy to understand and translate



DELIVERABLES

Product Flow, Wireframes

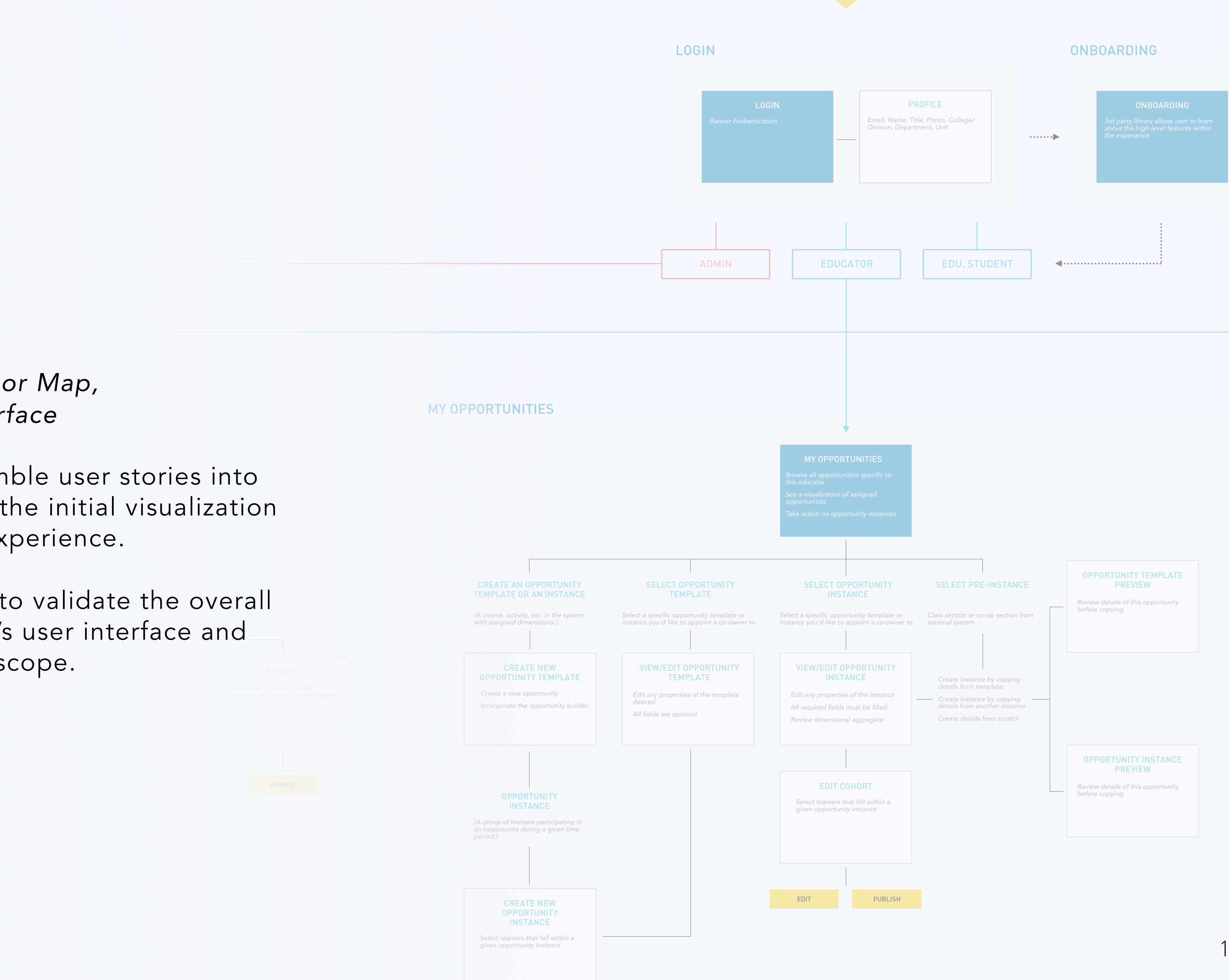
2A

PRODUCT FLOW

A High-Level View, or Map, of the Product Interface

Product flows assemble user stories into screens, serving as the initial visualization of the entire user experience.

Designers are able to validate the overall flow of the product’s user interface and provide a sense of scope.

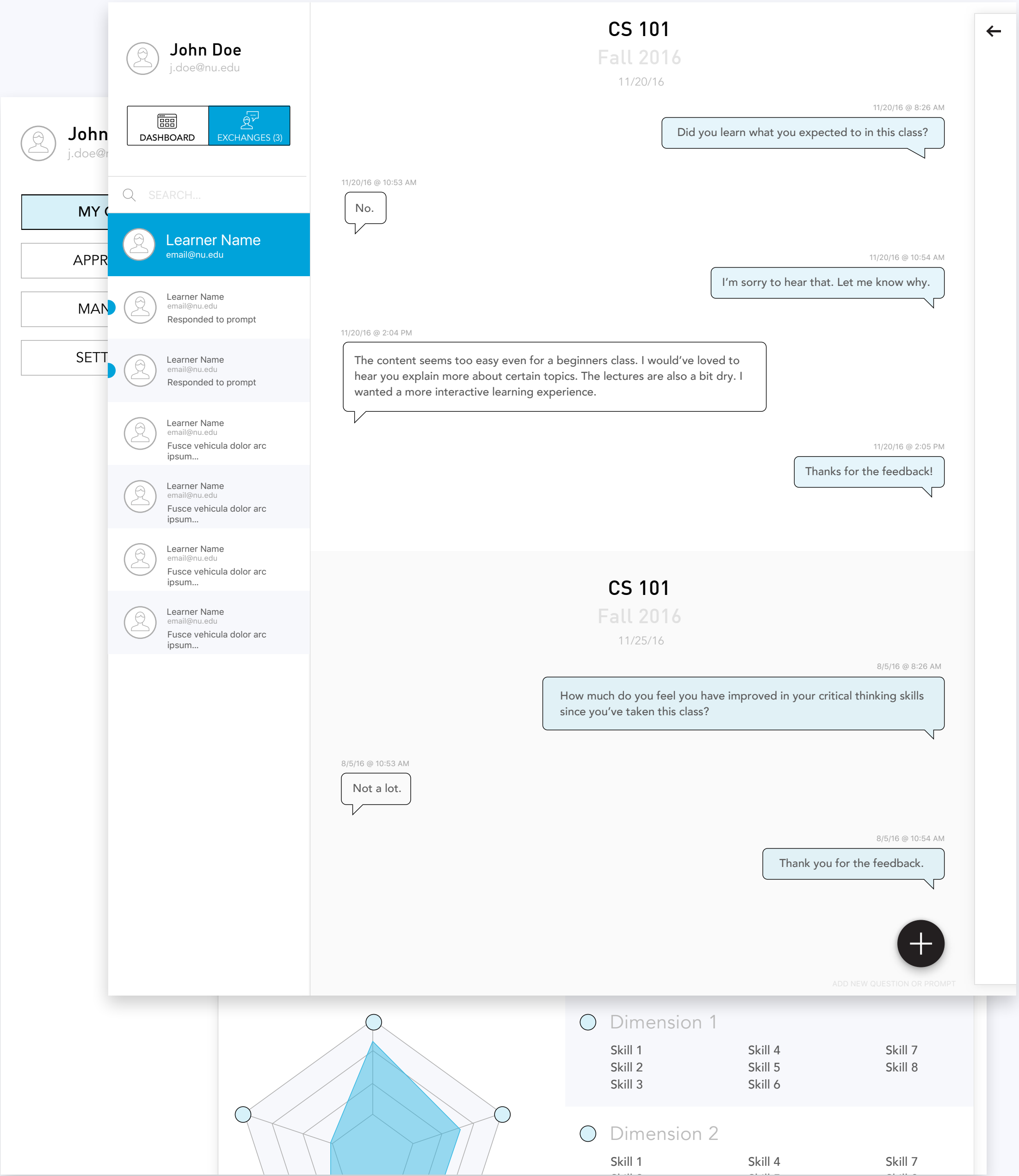


2B

WIREFRAMES

A Low-Fidelity Visualization of the Interface Design

Wireframes are the ‘backbone’ of an interface’s design, providing the initial structure upon which the product’s visual design is based.



03 VISUALIZATION



GOAL

Craft and define the polished, aesthetic attributes of the product, where beauty = functionality.



APPROACH

1. Inspiration
2. Exploration
3. Iteration



DELIVERABLES

Selected Moodboard, Visual Exploration, Mockups

03 - VISUALIZATION

3A

MOODBOARDS

A Visual Representation of the Product’s Future Look and Feel

Drawing from a spectrum of styles, points of view, and languages, together we’ll create a shared visual vocabulary that feels right for the translation of your brand, your product and your key users.

Mood Style 1

Baskerville Bold Italic

Helvetica Neue Condensed Bold 12345

Helvetica Neue Medium 25

Helvetica Neue Light 15

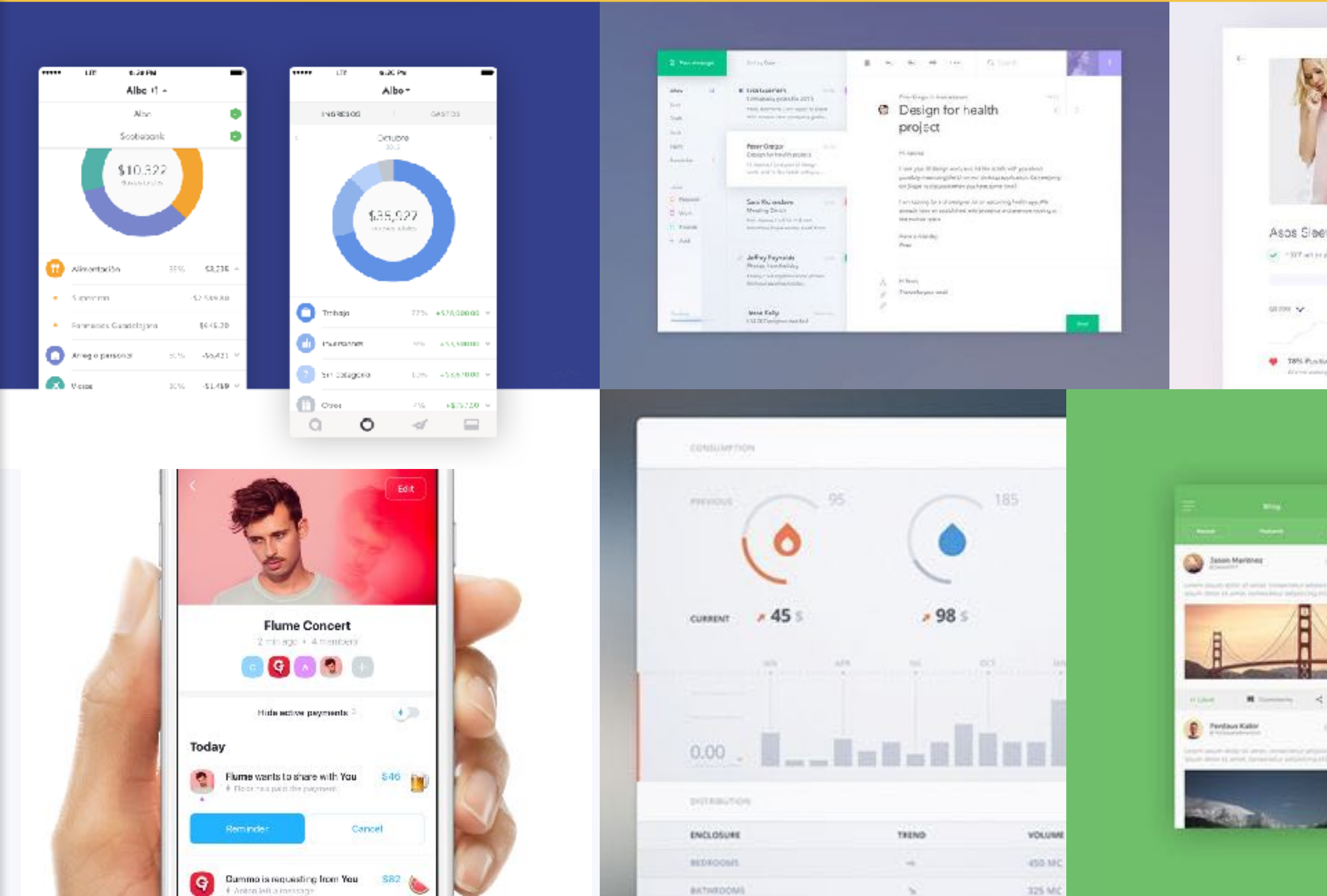
Helvetica Neue Medium 25

Helvetica Neue Light 15

Mood Style 2

PASTEL

- A w
- Cle
- Co



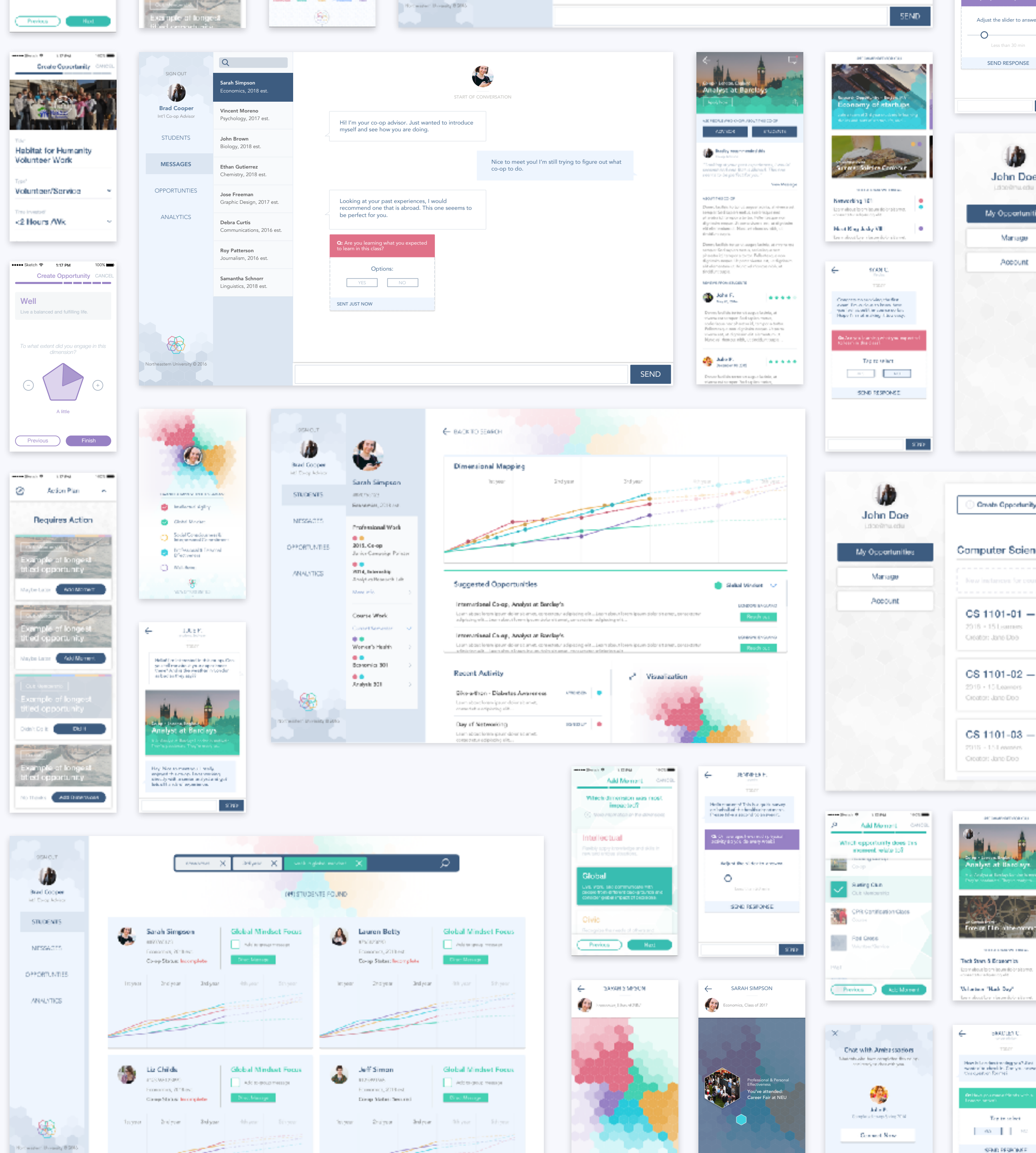
03 - VISUALIZATION

3B

VISUAL EXPLORATION

The Defining Moment of Determining How the Final Product Will Appear

Whether starting from scratch or interpreting existing design standards, we explore typography, color, and iconography to create a range of impactful visual treatments.



3C

MOCKUPS

Your App, In Full Color

We apply the visual style to core screens of the app to give you a more holistic sense for what your finished product will look like.



04 ROADMAP



PRODUCT GUIDEBOOK

Key stakeholder-ready presentation outlining the why, what and how of your product.



ESTIMATE

An actionable, phased development estimate informed by the concrete product idea.



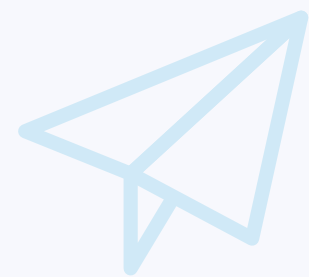
CONFIDENCE & COMPREHENSION

Active and intimate participation of breathing life into your product plus the experience of working with a dynamic, passionate team of mobile specialists.

OUR DESIGN & DISCOVERY

DELIVERABLES

INTREPID 



DELIVERABLES FOR DISCOVERY & DESIGN

Intrepid will deliver the following items,
all at the utmost quality to assure the
most stable foundation on which to build.



STRATEGY
STATEMENT



PRODUCT
CONCEPT



PRODUCT
FLOW



WIREFRAMES



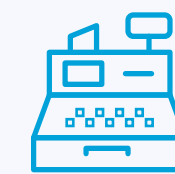
VISUAL DESIGN



USER STORIES



PRODUCT
GUIDEBOOK



DEVELOPMENT
ESTIMATE

YOU TOOK THE TIME,

THANK YOU!

INTREPID

