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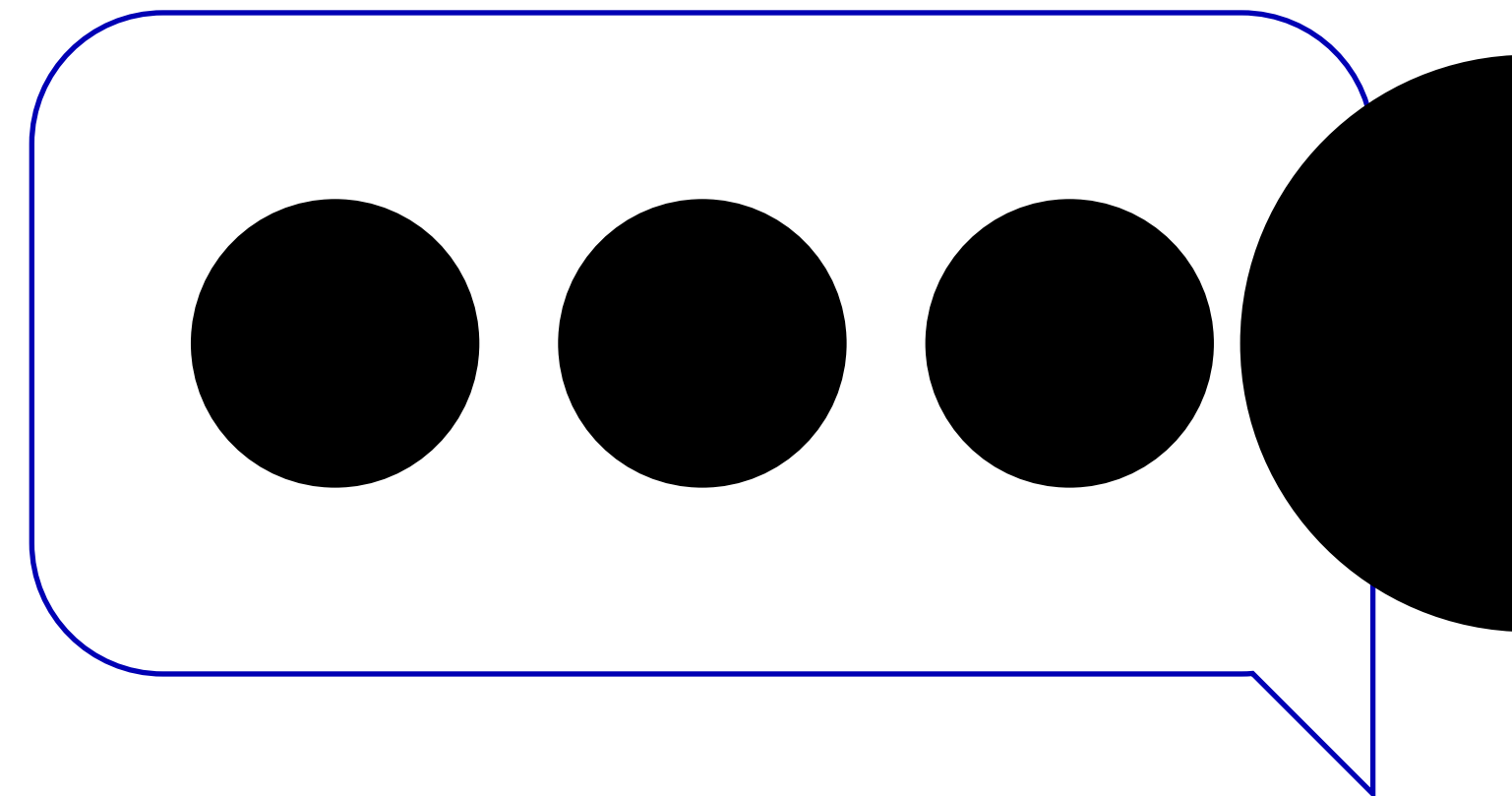
THE PROCESS OF SOFTWARE DEVELOPMENT

wefactory

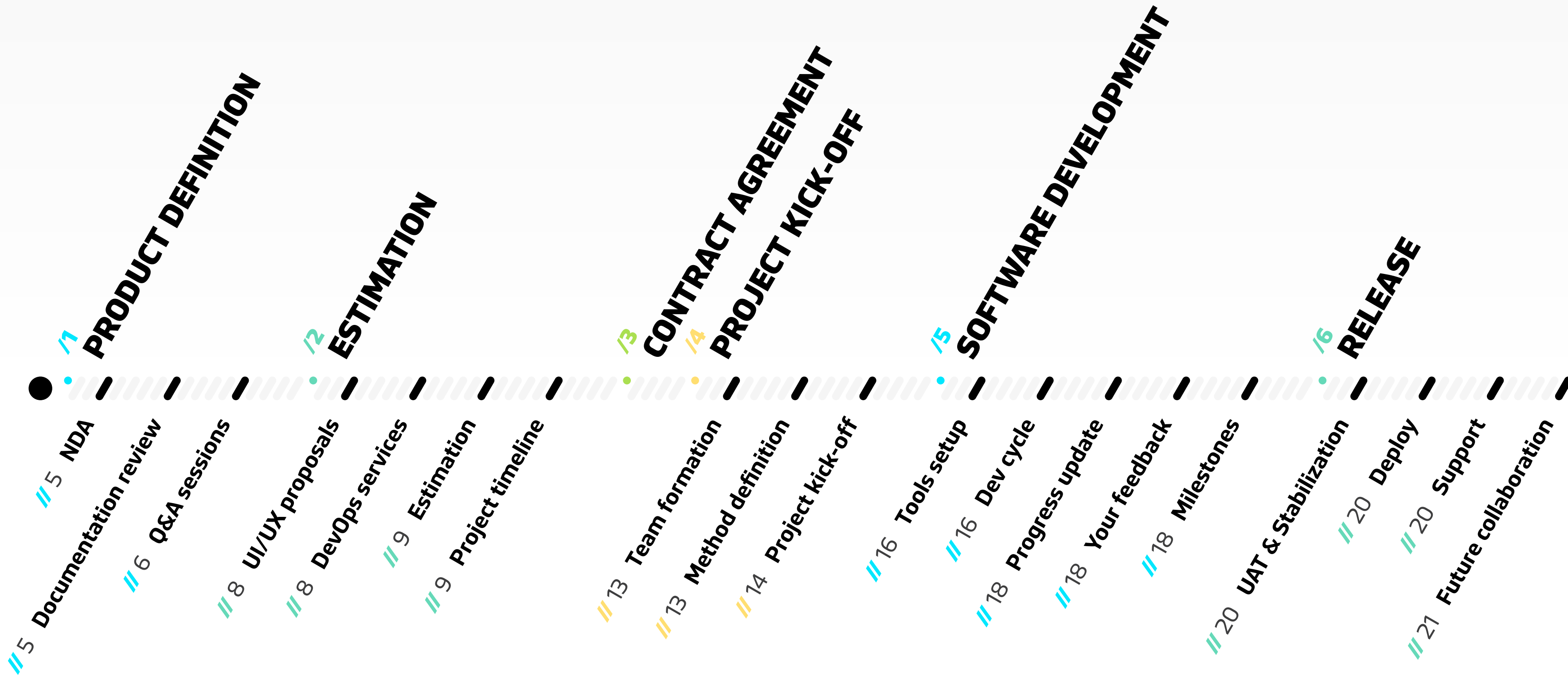
The purpose of this document is to help you set your expectations and understand the steps that will be taken to successfully launch your product.
Also, we'll briefly explain the services, processes and people involved from expertise and management standpoints.

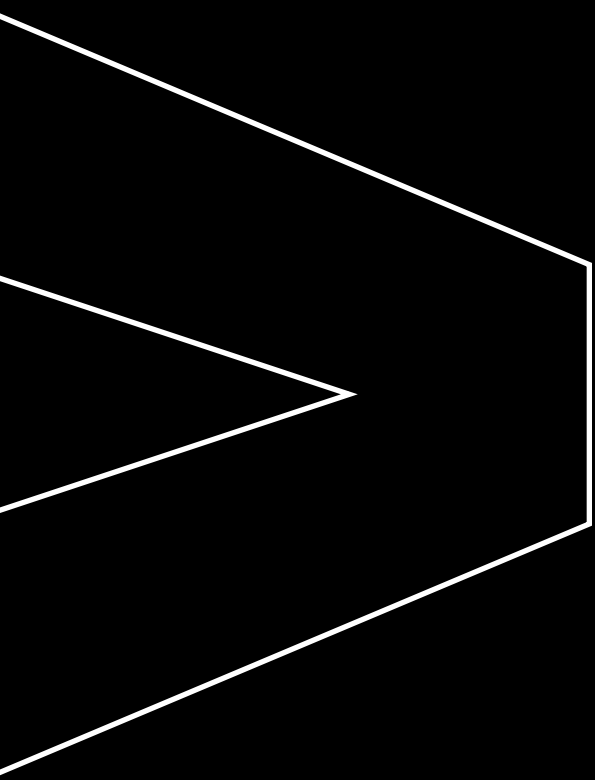
**WHAT
TO
EXPECT!**

From the first meeting, **Web Factory** assigns a dedicated, decision-making-capable point of contact for every client (Key Account Manager - KAM). This contact will be available via email, video call, or Slack, for any need you might have. The KAM will see the project from the very start to the end, and beyond. Our business people also possess substantial technical skills, which will make it easier to understand and translate your needs into technical requirements on the go, and make communication more efficient.



WHAT TO EXPECT





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Product Definition

Product Definition



// NDA

We are aware of the talent and hard work necessary to bring an idea to life and we understand it is not easy to share your knowledge and expertise with just anyone. We value trust, confidentiality, and honesty, but you don't have to take our word for it. Our collaboration will begin with signing an NDA so you can feel safe about any information you decide to share with us.

// Documentation review

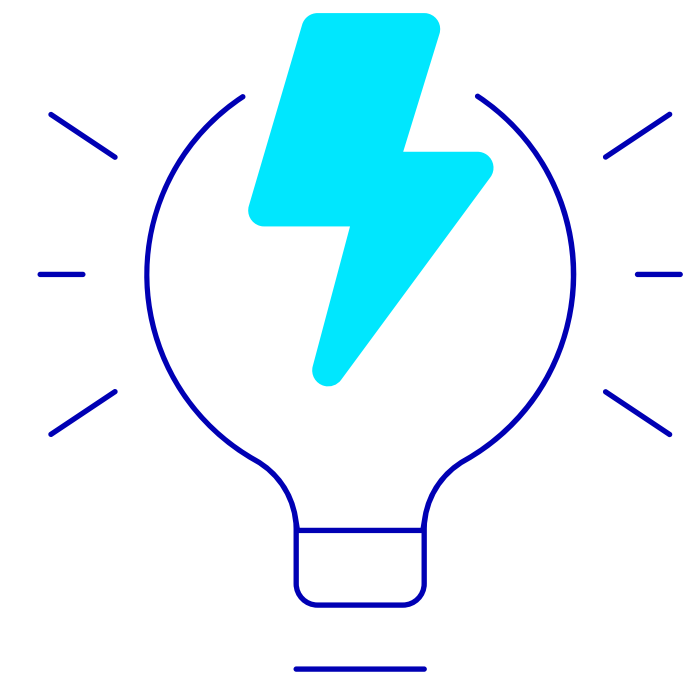
From the very beginning, besides the KAM, a tech lead is also assigned to every project. Together with the KAM, the tech lead will carefully go through all the documentation and requirements you send us. We make a detailed analysis and make sure everything possible is defined ahead of time - this makes it easier to pinpoint possible pain points ahead of time and share them with you. This analysis also enables us to define a tech stack proposition that would best suit the product, as well as best practices and possible alternatives based on your needs and desired goals. The documentation review step is usually combined with an internal brainstorming session where we envision the product from all angles to better understand both the business and technical challenges. This takes us to the second step:

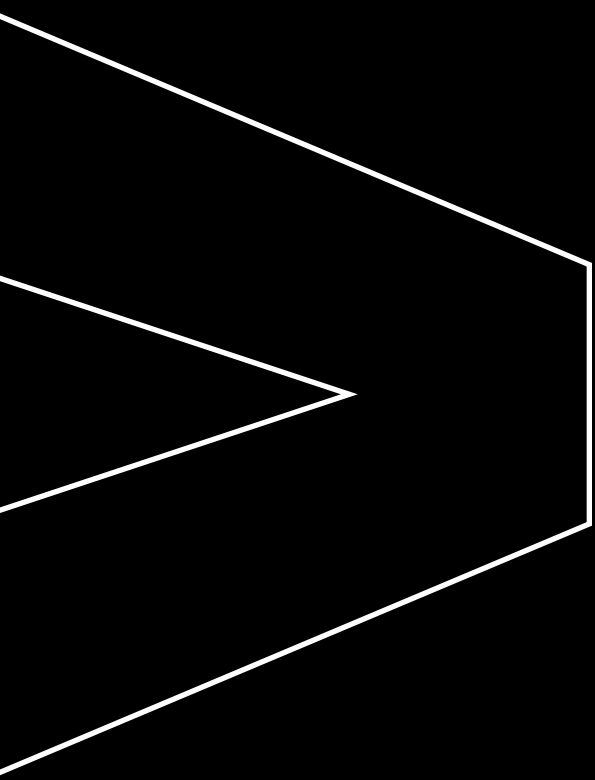
Product Definition



// Q&A sessions

The documentation review almost always leaves us with questions concerning your business goals, plans for the product, details you might have missed, any specifics or particulars that need to be additionally defined, edge-case scenarios, etc. This Q&A is a back-and-forth communication with you until we polish all the details needed to start planning. The tech stack may also be adjusted at this phase. Q&A has proved to be very useful a lot of times because it can both uncover underlying issues and inspire new ideas and solutions.





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Estimation

// UI/UX proposals

We have quite a bit of experience in product design or creating a brand identity. We can perform a complete design process to prepare functional UI/UX solutions for both web and mobile platforms. Our team can also do the research as an essential foundation for a design strategy that will help you create the most optimal product for the end users. Depending on your business plan, we can design the product before developing it (as a design project) or we can prepare example wireframes and design the project on the go (simultaneous with the development). However, we have also worked with external design teams so if you already have a design team (or a finished design) don't worry, we are more than capable to implement it pixel-perfect.

// DevOps services

We have an internal DevOps team, so we can perfectly implement every product at full capacity, including support. Our DevOps team can supply expert advice on system architecture, automation, deployment, scalability, security, etc. to help you and us fully streamline the development process.

// Estimation

Once the product is well-defined and we have answered every question that can be answered for the time being, we move on to the estimation phase. Here, we assemble a team of technical people (each an expert in the required area) led by the tech lead to cover all the functionalities and platforms needed, also joined by a PM who can assess the organizational challenges of the project. While we are doing a detailed technical estimation, we also prepare a more scope-friendly estimation categorized by platforms and features, and also a summary of the total estimation. At any time, we can address details about any feature or platform that is covered in the project.

- Depending on the platform, we also might suggest certain optional functionalities or capabilities which can in some way improve the product. The process is of course flexible to fit your needs as a client.
- The UI/UX and DevOps services (if needed) are included in the estimation.

// Project timeline

Depending on the product needs, Web Factory will prepare a project timeline and Gantt chart that will help us have a general overview of the development process, including important milestones and potential deadlines.



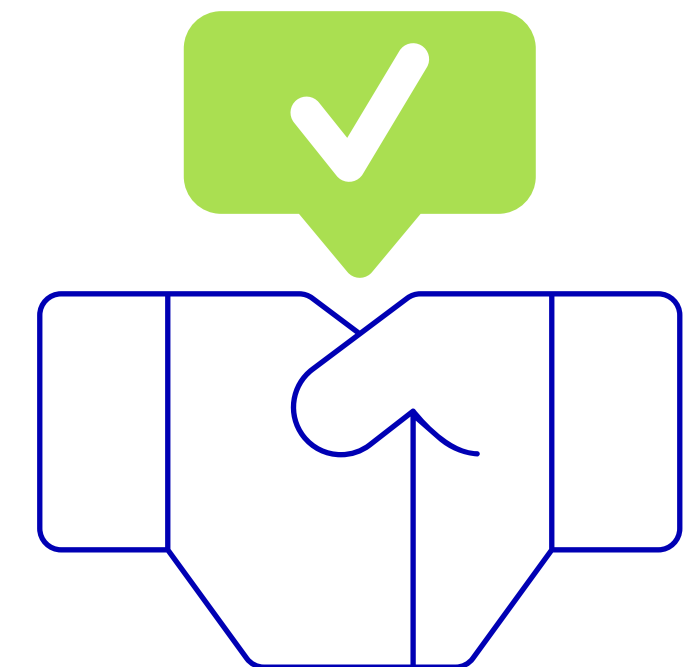
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Contract Agreement

Contract Agreement

If the suggested timeline, solution, and estimation work for you, the final step before a project kick-off is the signing of

- a Master Software Development Agreement that defines our general collaboration concerning software services,
- a Schedule that defines the terms, services, timeline, and fees specifically for this project.





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Project Kick-off

// Team formation

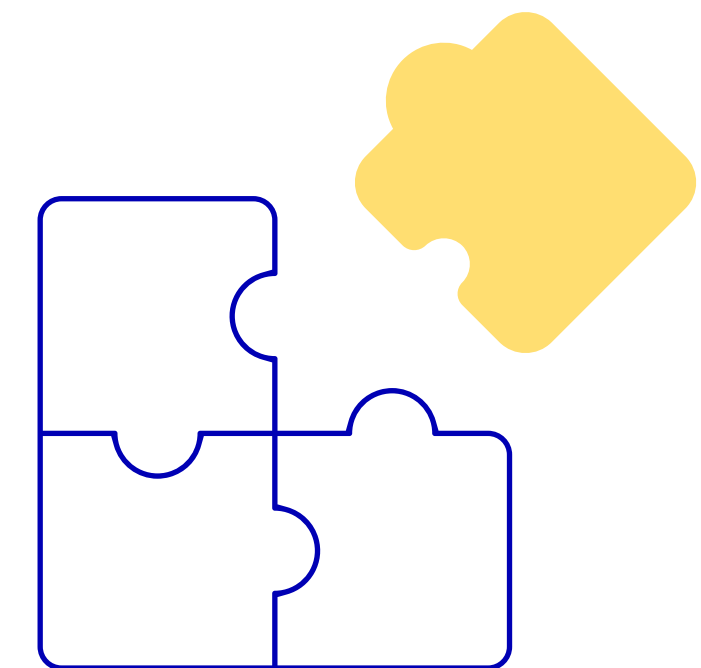
When we form a team, we take into account multiple factors to make sure the team has good chemistry and covers all areas of expertise. One such key factor is seniority, where we try to strike a fine balance that depends on the complexity of the technical solution. Our usual team consists of developers, QA engineers, and a PM that will coordinate the team according to the product's needs and requirements. Additionally, designers and DevOps engineers can be added to the team if such services are needed for the product to be developed. A very important thing to note is that, although each project gets a dedicated team, that team and project have access to everybody at Web Factory as a source of expertise, experience, and guidance, to deliver the best possible product.

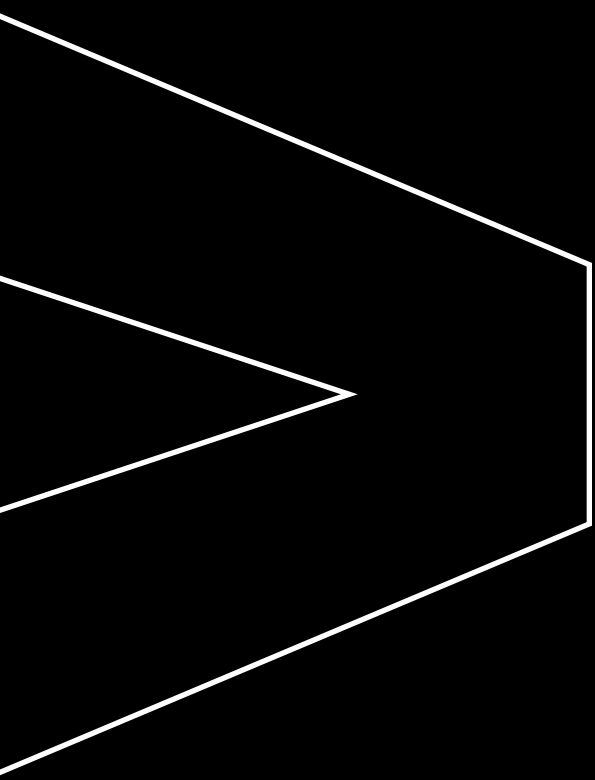
// Method definition

If the project has fixed requirements, we prepare the whole timeline in more detail and follow the process week by week. In the case of a more product-focused approach, we take either a hybrid SCRUM or Kanban approach depending on the needs.

// Project kick-off

Once we have the team assembled, the PM will set up JIRA, Slack, Trello, and any other tools that will help with communication, collaboration, and progress tracking. Then we have the official project kick-off meeting where the client gets to know the team. In this meeting, we agree on any communication matrix (recurring meetings, plannings, progress reports, etc), rules of engagement, roles and responsibilities, transparency, access to client's managed services (AWS, Heroku, Github, Jira, etc,), workflow, initial milestones, and deliverable timelines. We'll also deliver you a list of any accounts and services you'd be required to open on your end (hosting, mobile market accounts, registering domain names, etc.) Once we're ready, the development can begin.





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Software Development

// Tools setup

In this initial phase, we're setting up the tools and services that will help us bring the product to a successful end. The development team will set up repositories (e.g. Github) and dev environments, prepare tools, and configure any 3rd party services we might require. The PM sets up Jira tasks for the first several weeks so progress can be tracked.

// Dev cycle

We work with SCRUM, Kanban, and Waterfall. The most often used is SCRUM, so, below is an example of how we approach it. Sprints begin with a sprint planning meeting, where everyone gets assigned tasks and responsibilities, and expectations are set for that sprint. Development and QA work together to ensure quality and stability at all stages of development. We're aiming to be able to demo/deploy at least once per sprint, although it should and will get more frequent as the product nears completion. At the end of the sprint, we do a sprint retrospective to see what can be improved.

Sprint format example (2 weeks long)

- 1-hour sprint planning (client can participate, but not mandatory)
- 10-minute daily standups (client can participate, but not mandatory)
- 1-hour sprint retrospective (client can participate, but not mandatory)
- Status report/demo with the client (or delivery of build accessible by the client)
- NOTE: important updates and feedback are given at any time. We won't be waiting till the end of a sprint to exchange important information.

Communication

- Jira/Trello board with active sprints are available at all time
- The whole team is available on Slack and via email during working hours
- The PM is available for catch-up calls on short notification
- The team is available for meetings on scheduled notification
- NOTE: We prefer communication to go through the PM first to not disrupt the development focus. All team members are available for direct communication if the need arises.
- Daily 20 min standups [catch-up calls]: PM [KAM] with Client

// Progress update

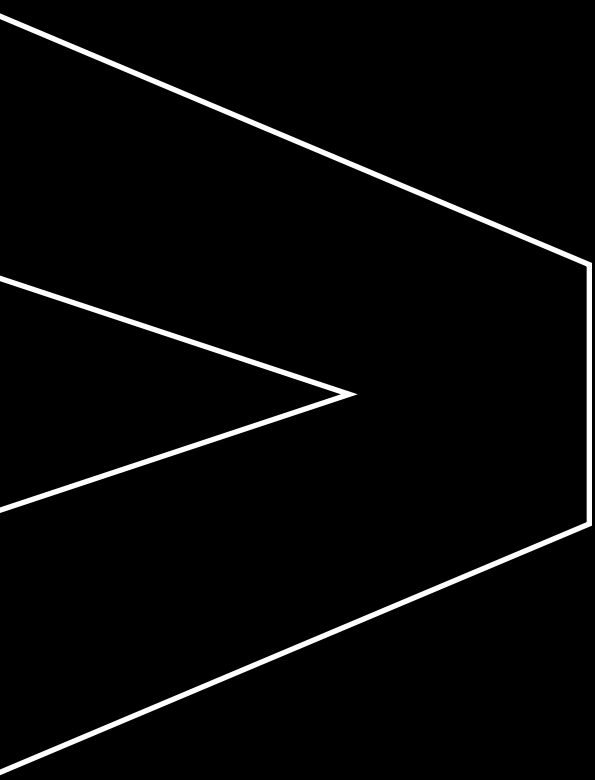
When needed, we will send a progress update via email or other platforms for communication, and/or prepare a demo. Most of the platforms/products allow for continuous development that will enable us to deploy a build/version without delay so you can check progress at any time - not just at the end of the sprint.

// Your involvement

Your feedback and involvement in the project are essential for the product's success. At the end of the day, it is you that understands your business the best, so it is crucial that you're part of the process as much as possible. On-time feedback is very important. In business, priorities can change - we're ready to do so in software development as well and direct our attention to what is most important at the moment.

// Milestones

Milestones are more significant goals reached after multiple sprints. Depending on your needs, we can do UAT after any milestone and deploy a major version.



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Release

// UAT & Stabilization

At the end of the development process, we're still working full steam to ensure the product is stable, functional, and passes all standards and requirements. We go over the whole product and polish any rough edges that might have slipped by.

// Deploy

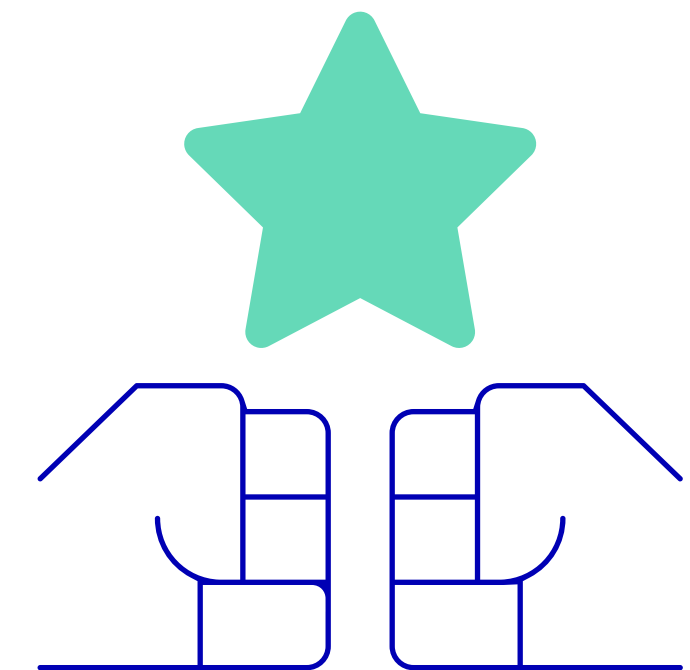
When the product is ready, we finally deploy a version that is accessible to the end users and available on the market. We ensure everything is set up to meet users' feedback and maintain optimal performance.

// Support

Our job doesn't end yet - every product is bulletproof until it meets the end user. This is why after deployment, we attentively measure performance and scalability and watch out for bugs. We are aware that first contact is crucial for a product's success, so if the need arises we stand ready to act quickly and efficiently.

// Future collaboration

Once you have your successful product, whether you'd like continuous support, additional features and enhancements, or have ideas and plans for new products, we'll be more than happy to work with you again. We do our best to build trust and respect with our clients because we believe in long- standing relationships, and we're looking forward to building one with you.



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TECH STACK

**POINTS
OF
CONTENT**

**TECH
STACK**

**WEB
SOLUTIONS**
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**MOBILE
SOLUTIONS**
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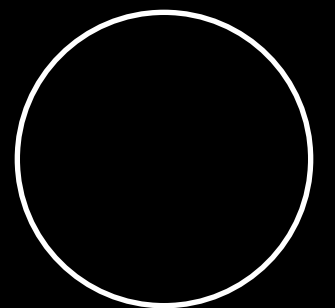
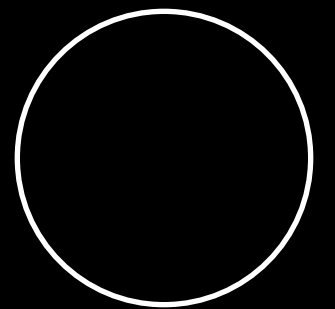
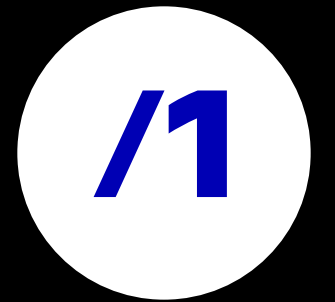
**PRODUCT
DESIGN**
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TECH STACK

WEB
SOLUTIONS



Web Solutions



We are capable of creating extensive, efficient, and responsive web applications, utilizing the full power and potential of HTML5, CSS3, and Javascript. Dedicated custom backends and APIs are our bread and butter.

Web development is just one minor fragment of a complete digital transformation. Harness the power of the latest technologies and get a major jumpstart before competitors. Tell your story the digital way and revolutionize the way you do business - we're more than happy to assist you along the way!

FRONT-END

- Angular
- Vue
- React

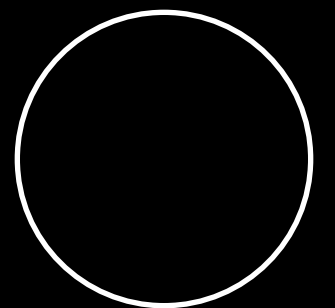
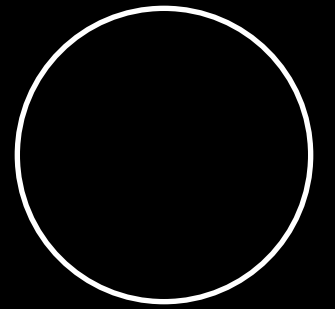
BACKEND

- Java
- Ruby on Rails
- Python

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TECH STACK

MOBILE
SOLUTIONS



Mobile Solutions



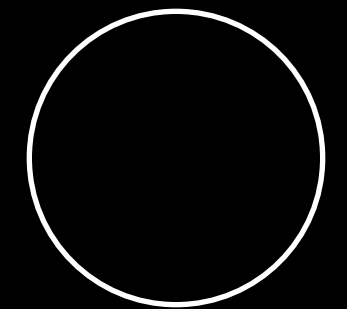
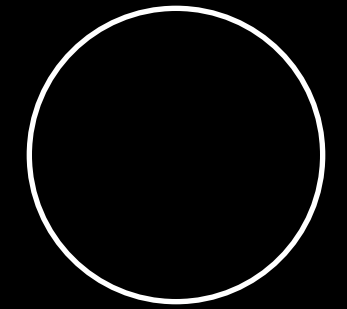
We create powerful apps that represent everything you need to get your brand noticed. You choose the platform and the device type and we'll take care of the rest. For increased efficiency, we also do cross-platform development.

Exceptional apps support exceptional ideas. But for the most exceptional brand experience, provide end-users with a chance to enjoy the whole package - we're here to guide you along the way. Make it easier for your users to stay connected with your business by digitally transforming every product and service you offer. Make them wonder how did they do without your help so far.

- Cross-platform (Flutter)
- iOS Native (Swift and Obj-C)
- Android Native (Kotlin and Java)
- Smartwatch and Android Wear

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TECH STACK



PRODUCT
DESIGN



Product Design



We build amazing experiences and custom designs. Great UX combined with beautiful UI is what we excel at. Our experienced team always aims at creating neat products that meet your user's expectations.

When it comes to product design, supreme design and utmost functionality are no longer optional - now, that's the standard. Surpass expectations and give users much more than they initially expected by introducing a digital component to every part of your business. We can show you how to revolutionize user touchpoints and implement the industry's best practices to your best advantage.

- Strategy
- Design
- UI/UX
- Product Development

**THANK
YOU!**

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