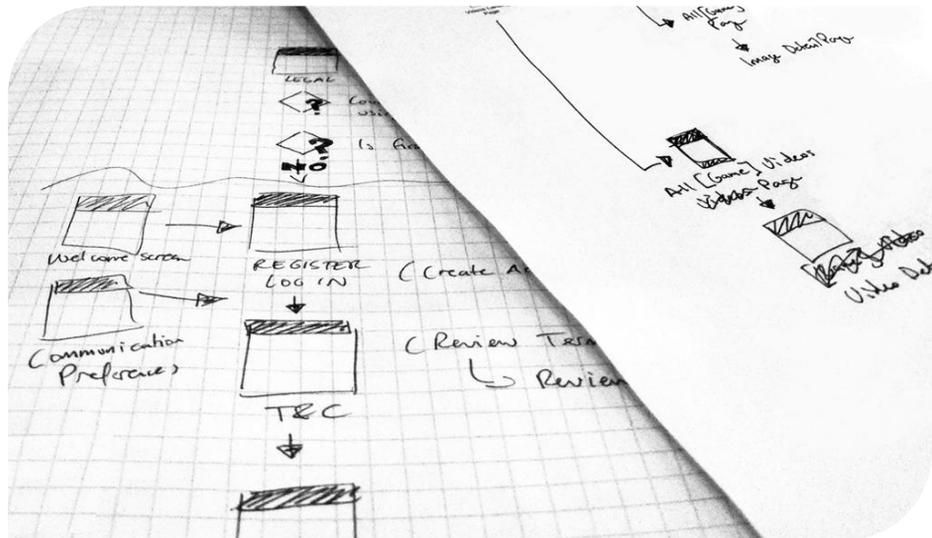


PanLogic

Digital Engineering
Web | Mobile | Applications

Our approach to

prototypes & proofs of concept



The complexity of digital services

Digital services such as websites are multifaceted, multi layered, complex systems. They incorporate design, artwork, images, text, databases, integration with other systems, search and sorting devices, links, formatting, metadata, and much more besides.

Coordinating and prioritising each of these elements to provide an excellent level of functionality is a complex process. Doing all of this with an outstanding, striking whilst meeting high levels of usability and accessibility requires detailed planning and mapping.

How can a prototype or proof of concept help

Before buying you want to see what it is you are getting: that might be trying on a pair of shoes, seeing an architect's model of a new building or going for a test drive in a car. For digital services like websites, our approach is to develop a proof of concept and/or a prototype:

- *A proof of concept:* typically features worked-up creative concepts, page designs, online branding and overall look and feel, but only mocked-up functionality. It may or may not have final navigation and information architecture. It will probably not be on the final technical platform and, indeed, may have to be demonstrated.
- *A prototype:* may or may not have worked-up creative concepts, page designs, online branding and overall look and feel, but will probably have working (or partially working) functionality. It may or may not have final navigation and information architecture. It will probably be on an actual technical platform, though this may or may not be the final technical platform in the ultimate hosting location. It is often able to 'test-driven' by stakeholders or users themselves.

These become an iterative, visual working product that allows your stakeholders to see how the site will look and/or function. Nowadays they can not only be developed using inexpensive online tools, but also allow for the re-use of materials during the build stage ensuring re-use of the assets produced.

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The advantages of prototypes and proofs of concept for the customer

Prototypes and proofs of concept **empower the customer** by:

- Crystallising creative concepts, page designs, online branding and overall look and feel
- Clarifying functionality.
- Providing a workable version of main pages.
- Validating information found during the scoping phase of a project, ensuring that the project is built according to the stakeholders' requirements.
- Helping to check that the service will fulfil its key organisational criteria (via functionality and design) before the build has even begun.
- Provides real user & stakeholder feedback before the build phase. This ensures that users' needs & functional requirements are met.
- Providing with the chance to test drive their new service.

Prototypes and proofs of concept **offer a saving in both time and money** by:

- Facilitating and catching creative issues early on, affording huge savings.
- Helping to identify flaws before the build.
- Afford a saving of both time and money by reducing change management further into the build of the project.
- Validating and refining the specification laid down during the scope before the build begins.
- Providing the re-use of assets created

Prototypes and proofs of concept **facilitate the artistic design team** by:

- Realising the creative concepts, page designs, online branding and overall look and feel early on so the customer knows what they are having developed.
- Enabling the creative vision to be defined in partnership with the customer.

Prototypes and proofs of concept **enable the development of the design and build of the project** by:

- Enabling 'variant testing' of versions of the service to test which variants are the most user-friendly and best achieve organisational objectives.
- Ensuring that the solution provided meets the needs of the users & stakeholders by having direct feedback on the basic design & concept.

Review,
Amend,
Create,
Keep.

Conclusions

Developing prototypes and proofs of concept offers clients a visual and shareable view of their future service. They empower both internal and external teams by putting a workable version in their hands. Finally, they provide a cost-saving by reducing the need to re-work and re-develop a service during the build phase.

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About Panlogic

Established in 1999, Panlogic is an independent, dedicated digital agency offering a full range of services, from idea through to execution.

Digital consultancy

Our consultancy offer provides independent scoping and definition services for digital (web/mobile/tablet) devices for applications/websites etc.

Digital support

Our second core offer provides long term, SLA backed hosting/support and maintenance contracts across a wide and certified set of technologies which we run up to 24x7x365 for clients.