



# DISCOVERY

## WHAT IS IT?

Discovery is about arriving at a shared knowledge of a product's job, and how it should be designed and built. It's about deciding what to work on. It's a series of exercises and activities that help us identify a solution that can be built on time and within your budget. The whole process takes 1 week and costs \$8,000.

## HOW DOES IT WORK?

1. We come to you. We'll spend two days on site with your team getting to the bottom of the problem you're trying to solve. We'll conduct interviews, sketch out ideas, critique designs, challenge assumptions, and more.
2. We'll go home and spend a few days analyzing the notes and learnings from our meetings in greater detail.
3. We'll produce an actionable development plan that will lead you to a shippable product. This plan is yours to keep. While we're happy to work with you to build it out, any competent development team will be able to more accurately quote and deliver your project using this plan.

## WHO IS IT FOR?

Discovery is for companies that have an idea for a software product and extensive domain knowledge, but aren't sure where to start or what it should cost. It's also valuable for companies considering a redesign or rebuild of an existing product.

## WHY DO WE INSIST ON IT?

We've priced and built software without doing Discovery — it feels irresponsible, dishonest, and expensive. Building great software requires a great deal of time, energy, and effort. If both parties enter this process without a shared knowledge of the problem and buy in on the approach to solve it, we're surely going to waste a lot of that time, energy, and effort. Scope changes will be common, miscommunications will turn into expensive rework, and the resulting software always suffers.

## WHAT DOES IT COST?

Discovery costs \$8,000, one time up front.  
If that sounds expensive, try going ahead without it.