TEKMINDZ

TEKMINDZ'S PRODUCT ENGINEERING EXPERTISE ENABLE A UK-BASED IS V TO CONVERT DISRUPTIVE HEALTHCARE TECH IDEA IN TO A STRONG MVP

The Client

Our client is a small IS V formed by doctors, specialists and solutions architects focused on providing innovative healthcare solutions in the United Kingdom.

The Requirement

Our client is a team of doctors who have come up with a disruptive idea with a social cause of helping patients get the right medical advice on-demand from healthcare experts.The solution would help bring higher efficiency in the existing operations between various departments, hospital, stakeholders and bring transparency in the funding involved.

The client had the idea of the solution they wanted to develop, however they were looking for a partner that would help them in:

- Converting the early idea and initial concept into a functional product that they could take to the market
- Rolling out the product in a short span of 2 to 3 months, so that they can be one of the first entrants in the digital healthcare market, get validation and buy-in fro investors, and secure the initial round of funding to expand

The Challenge

Though time to market was one of the important aspects, the main challenges that the client had were:

- Building the working product in the most cost-optimized way as the product was initially self-funded
- Getting an early feedback from the market with minimum investment before developing the complete product so to have effective utilization of the available, limited funds in hand

Our Solution

Based on our strength of developing various products from ideation and conceptualization phase into fully functional MVPs, TekMindz deployed its MVP Methodology which has two main phases:

- MPV Initiation, and
- MVP Development

MVP Initiation

The MVP Initiation phase focused on the following four activities:

1. Requirement Analysis and Prioritization

Following were the activities involved in this phase:

- Using our Healthcare domain experience, our team proactively identified various alternate scenarios that should be considered in building the MVP
- Documenting detailed product requirements - both functional and non-functional
- Documenting the requirements of Dashboards and Analytics required
- Identifying the MVP features based on smart and Moscow MVP Methodology
- Identifying the scope of MVP based on the above steps, and the available budget

We built the product road map, and also helped the client in creating a strong foundation for brand building and positioning the product by providing them with the desired user experience and usability with our new product UX and UI capabilities.

2. Wireframing and early feedback

Following were the activities involved in this phase:
- Preparing the wireframes and click-through mock-ups that the client could take to the market to get an early feedback

3. Defining the Product Architecture

Following were the activities involved in this phase:
- Defining the architecture approaches
- Defining the approach for non-functional requirements
- Defining the approach for integration of Dashboards and Analytics
- Defining any prototyping requirements
- Designing a cloud-ready architecture, considering scalability as an important aspect of the system design
- Ensuring that the system is GDPR Compliant by
- implementing features like consent, encryption and providing training to team about GDPR

We engineered the Drools (rule engine) based system using open source technologies. The system was designed to assist healthcare practitioners and commissioners. On the basis of the Drool inference engine,the system determines the urgency of the case and suggests treatment advice.

4. Effort estimation and preparing the detailed Sprint plan

Following were the activities involved in this phase:

- The output of MVP initiation helped in revisiting the budget and providing visibility into the detailed planning and gaining confidence of achieving the timeline to market the solution
- The efforts bucket was used for tracking the effort burnout of each sprint and taking the necessary steps   so as to not overrun cost estimates
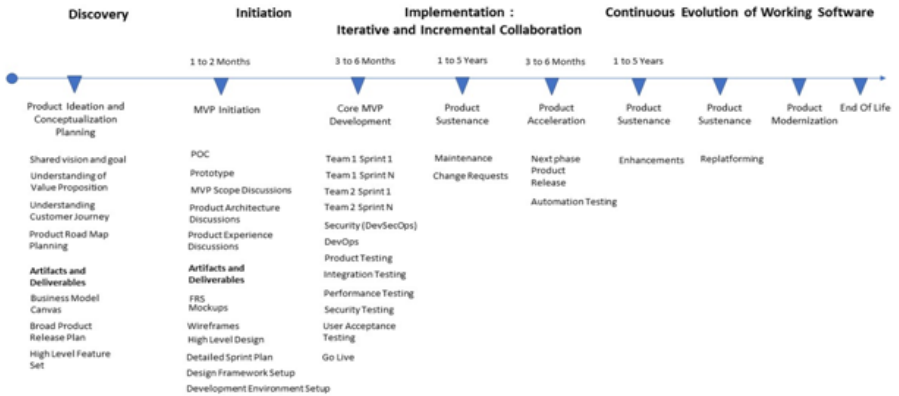
MVP Development

The MVP Initiation phase focused on the following activities:

- During this phase, the team focused on development
- Each sprint release was made accessible to customer for them to test while the team continued on development of next sprint
- Post each sprint, the actual efforts spent were deducted from the planned efforts
- The balance efforts were to be tracked in the upcoming sprints
- Feedback from each sprint was labelled as feedback work packets so as to quantify the total number of feedback pointers received towards the end of the project

The figure below provides the overview of the new product development which consists of MVP development

Agile Delivery Approach for New Product Development (NPD)

Discovery	Initiation	Implementation: Iterative and Incremental Collaboration		Continuous Evolution of Working Software				
	1 to 2 Months	3 to 6 Months	1 to 5 Years	3 to 6 Months	1 to 5 Years			
Product Ideation and Conceptualization Planning	MVP Initiation	Core MVP Development	Product Sustenance	Product Acceleration	Product Sustenance	Product Sustenance	Product Modernization	End Of Life
Shared vision and goal	POC	Team 1 Sprint 1	Maintenance	Next phase Product Release	Enhancements	Replatforming		
Understanding of Value Proposition	Prototype	Team 1 Sprint N	Change Requests	Automation Testing				
Understanding Customer Journey	MVP Scope Discussions	Team 2 Sprint 1						
Product Road Map Planning	Product Architecture Discussions	Team 2 Sprint N						
	Product Experience Discussions	Security (DevSecOps)						
Artifacts and Deliverables		DevOps						
Business Model Canvas	**Artifacts and Deliverables**	Product Testing						
Broad Product Release Plan	FRS Mockups	Integration Testing						
High Level Feature Set	Wireframes High Level Design	Performance Testing						
	Detailed Sprint Plan	Security Testing						
	Design Framework Setup	User Acceptance Testing						
	Development Environment Setup	Go Live						

The Results

With the help of TekMindz's experienced Product Engineering team, and with the deep expertise of developing MVPs, the client was able to do to a successful Pilot launch and showcase the MVP to various Investors for funding.

Why Choose TekMindz Solutions for Your Product Engineering Services

TekMindz's offers the competency and capability of complete software product development life cycle activities including conceptualization, design, architecting, building (coding), testing and implementing the product as per design, verifying and validating the product to ensure that everything works as planned and conceptualized.

TekMindz collaborates with customers at each step of the product engineering life cycle to translate the product vision into tangible designs that are scalable and adaptable to constantly changing technologies.

TekMindz effectively collaborates with ISVS to be an extension of their product teams to deliver complete product life cycle solutions. We have been enabling start-ups to mid-sized product companies deliver greater value to their customers by helping them enhance and future enable their product offerings and achieve rapid time to market.

We work closely with leading global software providers and bring deep expertise to overcome critical industry challenges, leveraging our top-line technology expertise to drive massive bottom-line advantage for our clients. Our global clients not only vouch for the spectrum of product engineering services we have to offer, but also for the quality of our resources and our delivery capabilities.

Did you enjoy reading this case study on MVP?

Do you have a requirement for the same or similar technology services? Go through our other case studies to learn how we can add value to your business offerings.

Contact Us now and see for yourself how our Product Engineering services offer a cost-effective and viable solution for your business in the ever-changing technology landscape.

About TekMindz

TekMindz is a growing product engineering company specializes in providing IT solutions and services. We serve our clients across North America, Africa and Asia of all scales. TekMindz is head quartered in India and has a talent pool of 200+ engineers & professionals. In our 12+ years of experience we have delivered more than 250 products/ solutions with complete technology ownership. TekMindz is CMMi Level 3 and ISO 27001. Know more about us by visiting our website at www.tekmindz.com

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