

Our development process

We call it „The Prismakeway“

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Kickoff product meeting

Before we start designing and coding, we would like to understand your idea and vision. These questions are crucial, so be prepared to answer and explain:

- What is your **product vision** and tha are you trying to accomplish?
- Do you have in mind any particular way the app should **look and work**?
- What is the single **most important thing** the application does?
- Who is your app target? Describe a **typical user**.
- List **similar apps** - what do you like and dislike about those apps?
- Are you going to **monetize** through the app? If yes, in what way?

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Technical validation phase

First, we need to check if your innovative idea is **feasible**.

Design phase

Before we start any design work, we do extensive **research** on how similar apps approach common **UX and UI** problems.

- First, we will prepare simple mockups with functions divided between screens.
- When we get your feedback, together we will decide on the best arrangement.
- We will prepare wireframes with buttons, fields, labels in desired places. We will test how users use it:
 - Are they confused?
 - Is it easy to navigate?
 - Do they instantly know where to find all the features?
- We would like to hear how you like it. If you do not - we repeat.
- We prepare a color palette, fonts and the overall app and product style.
- Your feedback - repeat.
- We will prepare 3 different examples of essential views.
- Do you like them? Repeat.

Technical preparation phase

In this phase, our engineers sit together and think about the project's technical challenges. We ask ourselves these key questions:

- How should your app be **architected and built**?
- How should it communicate with the **server**?
- How to **divide work** between developers?
- What are our **monthly goals**?
- What features should we include in **alpha/ beta/MVP**?

Quality assurance

QA is a cyclic process that begins with coding and ends with your product is polished to perfection. During each sprint, we averagely spend 10% of time on testing and finding places for improvements.

After completing each feature, our code is reviewed by another senior developer, and only after his approval, changes are accepted and deployed.

Coding phase

When all tasks are planned and we have clear design guidelines, we can begin a coding part!

Every day we will prepare a freshly baked build with new features.

Release



Exciting moment! You app is live and running!

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After release

Our work is not finished yet! We are constantly monitoring statistics and bug reports. In case of emergency we will be here to help and fix it.