

# From concept to code:

## What to expect during Gorilla Logic's end-to-end development process

Flawless execution is the goal for every digital product. But traditional approaches to product development often leave too much room for error.

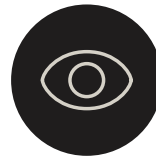


Building a new product can be a huge undertaking—one that many companies find difficult to navigate alone. In these cases, companies may turn to external partners to help facilitate the process. This often results in a disjointed development experience, as companies seek out multiple vendors to help cover all of their bases—from customer research and prototyping to UI style and branding, application architecture, Agile development, and more. Enterprises undergoing a new product build are hard-pressed to find a high-quality development partner who can do it all in one place.

### **Partnering with Gorilla Logic takes the guesswork out of building your critical products.**

Our end-to-end product development approach provides businesses with one seamless experience from concept through delivery, equipping you with the tools, technologies, and talent you need to achieve your end game.

## **GORILLA LOGIC'S** End-to-end approach to product development:



Stage 1:

### **Envision**

Identifying design opportunities and assessing product readiness.



Stage 2:

### **Define**

Roadmapping and testing assumptions.



Stage 3:

### **Deliver**

Compiling the dev team and bringing your ideas to life.



STAGE 1

# Envision



Envision a product strategy focused on your business goals through an assortment of design services.

*“Are we building the right thing? Will our users like it? How can we deliver a concept to the market with as little risk as possible?”*

Building great software is more than just writing code. It's about asking the right questions, understanding your users' needs, and creating a vision that inspires people to take action.

this à la carte menu offers a quick, clear, and cost-effective way to engage the most useful services as a catalyst for making your product stand out.

Gorilla Logic has created bundles of related services to provide a range of 'strategic design packages.' Based on experience,



## OUR STRATEGIC DESIGN SERVICE OPTIONS:

### ✓△ Strategic design & workflow optimization

Who better to inform the look, feel, and functionality of your digital product than the people who use it? Our strategic design experts spend time directly with your users, through activities like observational interviews and diary studies to identify opportunities that may otherwise remain hidden.

### 🌀 Workflow design & concepting

Our team members spend time with your users and watch them work, taking note of opportunities to improve workflows and the software that supports them. Using low- and high-fidelity schematics to illustrate new or improved workflows, you can quickly provide stakeholders with concrete ideas to respond to, inform the sequence of delivery, and expedite Agile development to help you emerge at the forefront of your market.

### ☰ Static prototyping

Without testing the proposed solution, it's difficult to determine if the design of a product will provide the best user experience. To save you money on development costs, our designers create static prototypes that allow stakeholders, clients, and potential users to engage and evaluate the product's proposed design and functionality. The reaction to these artifacts can help your teams identify and prioritize areas to fine-tune, or possibly highlight elements that need substantive changes—before you go to market.

### 🔍 Validation testing

How can you ensure the market will accept your product, and that your customers will find it 'easy and intuitive' to use? Our consultants use validation and heuristic testing to de-risk your product experience by identifying the two most common points of UI/UX failure: usability issues and challenges with product/market fit. The quotes, images, and stories generated from this research provide influential data when aligning internal opinions.

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According to a 2022 [IBM survey](#) of 3,000 global business leaders, 60% of CEOs rank "delivering better customer experiences" among their highest priorities in the next 2-3 years.

Stage 1 • ENVISION →

## UI style & branding

Even before consumers know anything about your product, the look and feel of your brand can instantly distinguish you from your competitors, helping you establish credibility and set expectations. Our designers can support your brand's evolution by breathing new life into your existing brand elements or creating an entirely new digital style. These usable components help speed up the Agile design and development process while ensuring you provide an excellent customer experience.

## Design system & style guide creation

High-performing brands employ a consistent aesthetic across products, following defined style guidelines in new and existing apps. Through detailed auditing, exploration, and documentation, our strategic designers can create an extensive component library to help you indicate and describe—at a pixel level—the various UI controls in key workflows of your user interfaces. Engineering teams can use these guidelines to establish consistent UI, allowing for a more cohesive product experience.

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“Strategic design is a powerful tool for businesses to **achieve their goals by enabling innovation and human-centered problem-solving**. Taking a step back from assumptions and biases helps create a strong brand identity, develop cost-effective solutions, and deliver exceptional customer experiences.”

- Sumiko Carter

Senior Solutions Architect, UI/UX at  
Gorilla Logic

Whether you need to enhance the look and feel of your existing product, understand your current technology gaps, or find and de-risk new product ideas, **Gorilla Logic can help you articulate your vision, solidify your ideas, and create user stories** that will ultimately become lines of code.



Stage 2 • DEFINE →



STAGE 2

# Define



## Define a 360° technology roadmap and Agile team strategy to test assumptions and prepare for delivery.

Striking a balance between design solutions and technology solutions, the 'Define' stage of the end-to-end development process is characterized by roadmapping multiple options, testing assumptions, and preparing for delivery.

In this stage, collaboration is key. Constant communication among stakeholders, strategic design experts, solution architects, and your delivery team will create a smooth process from the inception of your idea to the delivery of the digital product.

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**“Our design is informed by technology, and our technology is informed by design, making your ideas a reality faster. We can do everything all at once with seamless collaboration.”**

*- Josh Scott*

*VP of Solutions Architecture at Gorilla Logic*

## OUR SOLUTIONS ARCHITECTURE SERVICE OPTIONS:

### **Functional Proof of Concepts (POC)**

Proof of Concepts provide a preliminary view of your product's core features and functionalities in a real-world scenario. We routinely create POCs to validate the feasibility and viability of a product idea, helping identify potential technical or usability issues early in the development process. This allows stakeholders and investors to make informed decisions about further development, avoiding costly rework or delays.

### **Agile process alignment & training**

Our certified Agile experts can transform good teams into Agile development powerhouses through group training, 1:1 mentoring, and best practices for engineers, Product Owners, and Scrum Masters. We adapt our approach based on your own Agile processes and the speed you need to get to market.

### **Technology strategy**











Our multidisciplinary architecture approach provides creative solutions that more traditional approaches often miss. We review your current processes, goals, and objectives so we can help you create an architecture plan that supports extensible growth while accounting for existing legacy constraints. Since Gorilla Logic isn't limited by technology stacks or platforms, we're uniquely positioned to create as many or as few solutions as you'd like—all at your own pace.

The ultimate goal of the 'Define' stage is to **translate your vision into achievable milestones**. Working from the product vision backward, we help you identify small but powerful launch points that will help you build toward a unified whole.

GORILLA LOGIC'S

## Technical Capabilities

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 Architecture	 UX/UI
 Mobile	 Web
 Agile & Scrum	 Data & IoT
 Backend & Front End	 DevOps & Cloud
 Security	 QA & Testing

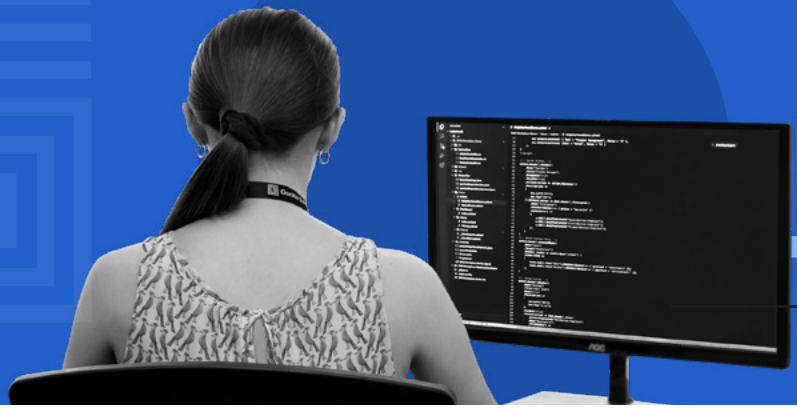
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Stage 3 • DELIVER →



STAGE 3

# Deliver



## Deliver your vision and routinely measure progress against your strategic outcomes.

After envisioning new ideas and testing multiple solutions, we assemble highly skilled, Agile nearshore delivery teams to build out your vision—working with you every step of the way.

The fluidity and multi-team collaboration throughout Gorilla Logic’s end-to-end development process allow our engineers to hit the ground running on day one, and we provide helpful onboarding toolkits to ensure everyone is on the same page from start to finish.

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“By the delivery stage, our clients should reach a sense of clarity, **where they now know what to build and how to build it.** At this point we bring the technical expertise to bring their vision to life.”

- *Dave Barr*

*SVP of Delivery, Technology, & Operations  
at Gorilla Logic*

## OUR SOFTWARE DEVELOPMENT SERVICE OPTIONS:

### Team assembly & onboarding

We assemble highly skilled, in-house delivery teams to achieve your product build, complete with the experience and skills you need to execute on time and on budget. With multiple established tech centers in Latin America, Gorilla Logic's in-house recruitment team uses an array of industry-leading tools and practices to screen the top 1% of nearshore designers and developers.

### Agile development

We communicate, code, test, and review new features and interactions regularly, moving nimbly but never losing sight of product quality. By leveraging lean, Agile teams, we help you establish a DevOps environment and keep your software development projects moving quickly while eliminating wasteful practices. Agile ceremonies like daily standups, sprint planning, and retros secure constant, cross-functional alignment on progress and next steps.

### Demo & refinement

Gorilla Logic development teams demo early and often, helping you show key stakeholders incremental progress and providing opportunities to pivot if necessary. By implementing and improving a continuous integration and delivery process, you can automatically test and deploy your product quickly and efficiently.

### QA review

We ship every line of code and build delivery pipelines with quality and application security in mind. Our dedicated QA experts put your solution through an Agile QA testing process that begins in the early stages of the SDLC. We test iteratively and frequently, uncovering and addressing any issues that could be time-consuming or costly to fix if detected down the line. Our extensive QA testing processes are thorough and efficient so you can release your product features with confidence.



### Product launch

Our delivery teams strive to launch something minimally viable as quickly as possible. The benefits of releasing early and incrementally include getting feedback from real users and realizing product value more quickly.

E2E PROCESS SUMMARY →

# GORILLA LOGIC'S End-to-End Product Development Process

Our flexible design and technology services allow you to go at your own pace—whether that's **building a product with us from start to finish**, or **choosing only the services you need**:

STAGE 1  
**ENVISION**

- ✓△  
×○ Strategic design & workflow optimization
- Workflow design & concepting
- Static prototyping
- Validation testing
- UI style & branding
- Design system & style guide creation

STAGE 2  
**DEFINE**

- Functional Proof of Concepts (POC)
- Agile process alignment & training
- Technology strategy

STAGE 3  
**DELIVER**

- Team assembly & onboarding
- Agile development
- Demo & refinement
- QA review
- Product launch



Agile. Unstoppable.

Another development vendor might be fine...  
But with a true partner like Gorilla Logic,  
**you'll be Unstoppable.**

GET TO KNOW US



ABOUT  
**Gorilla Logic**

For more than 20 years, Gorilla Logic has partnered with hundreds of leading F500 and SMB companies across industries to build their business-critical software applications. Our highly collaborative Agile teams bring unparalleled expertise to meet you wherever you are in your product journey, from design and solutions architecture to the delivery of full-stack web, mobile, and enterprise applications. With headquarters in the U.S. and multiple development hubs in Latin America, Gorilla Logic helps clients gain competitive advantages to achieve results faster.