At DigiFutura, we believe that a strong foundation for any successful business is a product that is designed and developed to drive nothing but extraordinary results. As part of our endeavour to transform the complex product development lifecycle to a simple, user-friendly and customised solution, we have designed a minimalistic and easy-to-understand product development strategy.

Our Minimum Viable Product (MVP) development strategies, alongside providing a strong foundation to showcase, also helps visualise the future of your product. Our strategy, while being easy to comprehend, is much easier to implement and have already proven to deliver great results.

We are not just a set of developers writing random code, but a team of experts that set a customised stage for the product development, and the way forward. We design, develop and deploy the best product development strategies that suit our clients' business needs, adhere to project timelines and respect budget constraints.

Excellent product development expertise with a pinch of innovation and out-of-the-box thinking can drive great results - but only when combined with advanced development tools and technology. Hence, our customer solutions comprise of a six-step process that is in line with our customer's business needs and expectations.

1. Collaborate
2. Comprehend
3. Conceptualise
4. Create
5. Customize
6. Catapult

**Collaborate:**
The foundation of any product is a great business vision. At DigiFutura, we ensure that the client's voice is heard and their vision, respected. Hence, we begin the product development lifecycle with the 'Collaboration' phase, which includes, but is not limited to, requirement gathering.

Our amazing Business Analyst team will schedule meetings with clients and their Subject Matter Experts (SMEs) to understand requirements and set expectations. Alongside taking detailed notes from our conversations, we ensure client's product development needs and expectations are addressed. The series of collaboration meetings help create the scope of work (SOW) document and identify the most appropriate approach for MVP development.

**Comprehend:**
At DigiFutura, we believe that requirement analysis is as important as requirement gathering, considering that our MVP development method should be in line with the client's vision. Our product managers conduct a one-week workshop to comprehend the idea and come up with a SOW proposal and share it with the clients to ensure we are on the same page.
The SOW document reflects our understanding of the client's requirements and is a great start for the product development to take shape. The 'Comprehend' phase also includes a detailed analysis of client's budgets and timelines. While we present the clients with an MVP development strategy, to begin with, we will also continue to set realistic expectations and estimations for all project deliverables and budgets respectively.

**Conceptualise:**
The MVP is a prototype for the actual product and makes it easy to understand what it takes to create a successful product. Hence, it is only when we have an approved SOW in hand, we will move to the concept phase. Under the Concept phase, we begin with gathering necessary applications and services to create a theoretical design. Once the MVP is established, we will then work on the estimations for design & development phases.

**Create:**
DigiFutura's MVP building strategies adhere to the most basic principle - "Showcase the entire product to the users within a minimum set of working features."

With the client's sign-off on the SOW document, the "Create" phase consumes a substantial amount of time and resources considering that it is the first step to the larger process of building an amazing product. Initially, we begin with the design of low-fidelity wireframes to lay the groundwork for layout, navigation and functionality.

We lay down our understanding of client's requirements in the form of a prototype design, for the client to review and revert. We leave no stone unturned on our quest for accuracy and perfection. The bottom line is, "Minimalism, Transparency and Ownership are the three major traits of DigiFutura's low-fidelity wireframe strategy."

**Customize:**
Once the prototype is ready for client feedback, we move onto the next phase where our ideas are validated with those of the client's. A perfectly planned and framed prototype, which is no way overdone or unclear, will thus be presented to the client for feedback on interactions, elements and navigation.

Well, our job doesn't end there. We guide our clients and offer them the necessary tools and applications to test the prototype, and provide accurate feedback. These feedback comments lay the foundation for the product Customisation phase - on functional, aesthetic and technical fronts. After several adaptations and iterations, comes the final product that is functionally efficient to address the client's requirements.

**Catapult:**
After a clear and thoughtful customisation of the prototype, we now enter the Catapult phase. In this phase, the product is ready to be launched for an initial set of users to collect feedback over a clearly defined set of features. A working prototype is presented to the initial users in order to gain a larger set of feedback that can be validated and incorporated in the subsequent phases of development.

Our product teams will guide the client at every point of product launch to hear customer feedback and uncover any issues that were overlooked during product testing. This provides a clear path for modifying the final product to reach customer expectations. ##

**Introduction on the Services Page:**

At DigiFutura, we crave to deliver the best to our clients, which is why we stick to the most productive tools to design outstanding websites and mobile apps to our clients. We mastered the art of exploring and analyzing the available tools in the market so to adapt our expertise to ongoing client requirements. We hired the best employees to create an amazing product development team that is well-equipped with the tools and techniques to cater to our client needs within the stipulated timelines. Here's a list of nothing, but exceptional, development platforms that we use to create, adapt and catapult a perfect client deliverable and a lasting user experience.

**Android App Development** At DigiFutura, we are highly adaptable to changes happening across all technologies and operating systems. Android, one of the global leaders in mobile operating systems, has become our companion since the 2.X version to the most recent versions. Irrespective of whether you are looking for a simple Android application or a complex cross-platform application, we've got you all covered. We leverage our experience to create and tailor personal and business mobile applications, while addressing the rapidly changing business & technology needs.

We hold a strong portfolio of 'design & development of next generation Android Apps' for our past clients. Our best-in-class product development teams are well-versed with among others. Our skilled teams will assist you with the design & development of custom, native Android app development for mobile phones and tablets, custom devices as well as wearable technology. Depending on your business size & type and your requirements, we build tailor-made Android applications that can easily adapt to your future upgrading or downgrading needs.

**iOS App Development** At DigiFutura, we are highly adaptable to changes happening across all technologies and operating systems. iOS, one of the global leaders in mobile operating systems, has become our companion over the years of its launch and upgradation. Irrespective of whether you are looking for a simple iOS mobile app or a complex cross-platform application, we've got you all covered. We leverage our experience to create and tailor personal and business mobile applications, while addressing the rapidly changing business & technology needs. We hold a strong portfolio of 'design & development of next generation iOS Apps' for our past clients.

Our best-in-class product development teams are well-versed with C, ObjectiveC and Swift platforms among others. Our skilled teams will assist you with the design & development of custom, native iOS app development for mobile phones and tablets, custom devices as well as wearable technology. Depending on your business size & type, and your requirements, we build tailor-made iOS mobile applications that can easily adapt to your future upgrading or downgrading needs.

**Cross platform app development** Using Cross Platform technologies for mobile application development can help save time and money, as well as contribute to the design of a flexible and functional app using a single source code. Our Product Development Teams are highly-skilled in creating both hybrid and cross-platform mobile applications. We've worked with small to large businesses from scratch to launch phases via our cross-platform app development solutions. We struggle, not to design, but to achieve a great design that is functionally-efficient and user-friendly.

At DigiFutura, we make use of the most advanced and latest cross-platform application development software to accommodate to our client needs. Our expertise in cross-platform app development includes, but is not limited to, Corona SDK, Approtable, Ionic, Xamarin, Appcelerator Titanium, PhoneGap (Apache Cordova). Our product development masterminds hold a strong portfolio of functional, efficient and popular mobile applications designed and delivered within the stipulated timeframe. We've designed native, cross-platform mobile applications for a varied set of industry verticals customized to their businesses and target audience.

**Ruby on Rails development** Launched in 2004, Ruby on Rails (or just Rails) has already delivered several outstanding results in the fields of web development. A versatile tool by itself, Ruby on Rails has got the ability to produce elegant solutions while minimizing complex problems via its Convention over Configuration (CoC) and Don't Repeat

Yourself (DRY) principles. Standing among the current market leaders in web design & development, Ruby on Rails has been the backbone of several thousands of websites with some of the popular portals including Basecamp, Airbnb and Zendesk among others. The tool's innovative technology has played a major role towards a sustainable market and its remarkable growth.

While not underestimating the fact that Ruby on Rails is open-sourced, DigiFutura's Product Development teams rely on the tool's capability and its super efficiency in maintaining a high-level of transparency in rapid product development models. We encourage our clients to opt for Ruby on Rails for UX/UI design, website development, layout design & development, web & mobile application development.

**Python (Django)** Django is a high-level Python Web framework that is well-known for its ease of use and reusability features, and a great choice for rapid development and logical design. DigiFutura's product development teams are equipped with great knowledge and expertise in handling Web Development projects on Django with amazing control to deliver quick and accurate results. The tool comes fully-loaded with multiple Add-ons making it easier to design and customize a Web Application whenever needed. Some of Python (Django)'s unique features include SQL injection, cross-site scripting, cross-site request forgery and clickjacking.

While not underestimating the fact that Python (Django) is an open-source software, DigiFutura's Product Development teams rely on the tool's capability and its super efficiency in delivering quick and accurate results in rapid product development models. We suggest Python (Django) to our clients with a higher preference to security and accuracy while not compromising on site traffic handling abilities. Python (Django) is an outstanding option to create e-commerce sites for large organizations and government websites.

**React.js** React.js is an open source JavaScript library that has a proven track record to designing several popular Web applications for tech giants such as Facebook® and Instagram®. Amidst the growing competition in JavaScript frameworks, React.js has stood out from the crowd due to its high performance and its latest technology implementation.

DigiFutura's Product Development teams run an extra mile to make it easier for the clients to create new systems from scratch or a smoother transition of the existing systems to React.js. While we help our clients in taking maximum advantage of this rock-star framework, we ensure that a sustainable product that can adapt to future changes, both upgradations or down gradations, is delivered to the clients.
Our smart teams, well-versed with react.js add-ons – React-widgets, React ag-Grid, React-Grid-Layout and React Slick – and readily available to help you choose the right platform for your project. We suggest react.js framework to our clients who are looking for web application design and development, preferably iOS and Android applications.

**Angular.js** Angular.js is a powerful JavaScript Framework for front-end web development, primarily focused on single-page applications. Currently maintained by Google, this superhero JavaScript framework helps create dynamic web applications that are compatible on multiple browsers thus creating an ease of maintenance. Angular.js framework comes with multiple exciting and unique features such as Model View Whatever (MVW) pattern, Form Validations, communication with server, deep links for dynamic pages, data binding and dependency injection, besides tools such as directives and filters. With so many unique features, Angular.js helps convert templates into HTML code, thus eliminating the need to spend more time writing codes manually.

While not underestimating the fact that Angular.js is an open-source software, DigiFutura's Product Development teams rely on the tool's most dynamic and usability features that make web application development easier. We suggest the use of Angular.js to create large-scale, complex and performance-based applications with potentially high user load. The framework is a great choice to build desktop-installed applications across Mac, Windows, and Linux systems.