

Wiredcraft Workshop

# Planning your Digital Strategy

# Wirecraft

In a nutshell

We create & grow digital products  
for the world's best brands.



Our team

70+ designers, engineers & data pros in Shanghai, Paris & Berlin.



What we do

# Helping MNCs tackle the tough digital challenges they face...

## Omnichannel

Creating seamless experiences for your customers across all channels, online & offline, in Europe, the US & China.

## China

Helping you navigate and invest in the digital ecosystem of what is probably your fastest growing market.

## Digital transformation

Getting large enterprises to move at the speed of startups, create a product culture and succeed in an increasingly digital world.

How do we get you there?

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## Consulting

Working with leadership on the best strategy to achieve your goals.

## Product, UX & UI

Leverage our design expertise to create products people want.

## Front-end

Create WeChat, Web, iOS & Android apps that win awards... and users.

## Backend

Creating & maintaining APIs that scale to millions of users without a hitch.

## DevOps

Building secure, resilient, automated & monitored infrastructure.

## Data intelligence

Smarter business moves by using data we collect across all touchpoints.

Let's talk "digital strategy"

## Context

# Most teams like to jump into execution before getting this right:

### Alignment

Most teams approach us thinking they're 100% clear about what they're trying to do. Invariably, the first meeting with us prove them wrong.

### Goal & Direction

Once the team is aligned, you can hopefully set a direction for how you will solve the problem you're trying to address and you'll measure success.

### Communication

If you've set a clear direction and aligned your team, you should be able to articulate it in a way that is easy to communicate to others.



What to do then?

# We rely on a few tools to help us get this right:

## Product sheet

Framing the problem, defining the goals, listing resources and setting up a way of measuring our success.

## Storyboard

Working on the customer journey from the outside and aligning the team on how users come to use your product.

## Userflows

Once you're clear on how users come to interact with your product, it's time to work on the specifics of your app.

The product sheet

# Framing the problem.

A screenshot of a web browser displaying a Google Docs document. The browser's address bar shows the URL: https://docs.google.com/document/d/1tfmU-hs20tHSBUzZPJqCfemzj6G9HxKfmS9ahhRUHEI/edit#. The document content includes a header for 'Product sheet' and a table with two rows: 'Context' and 'Problems'.

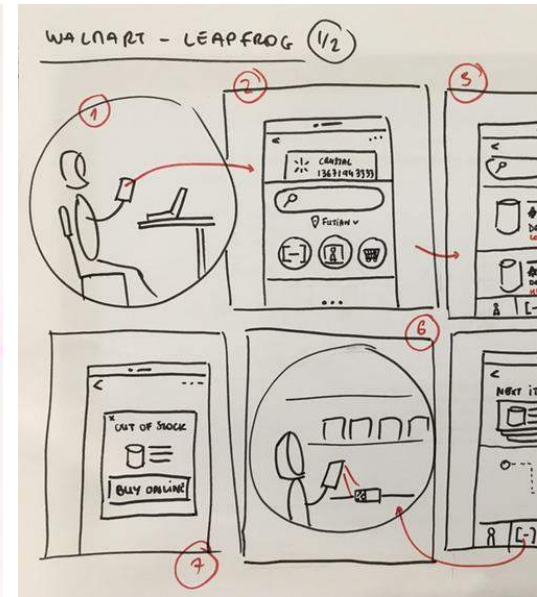
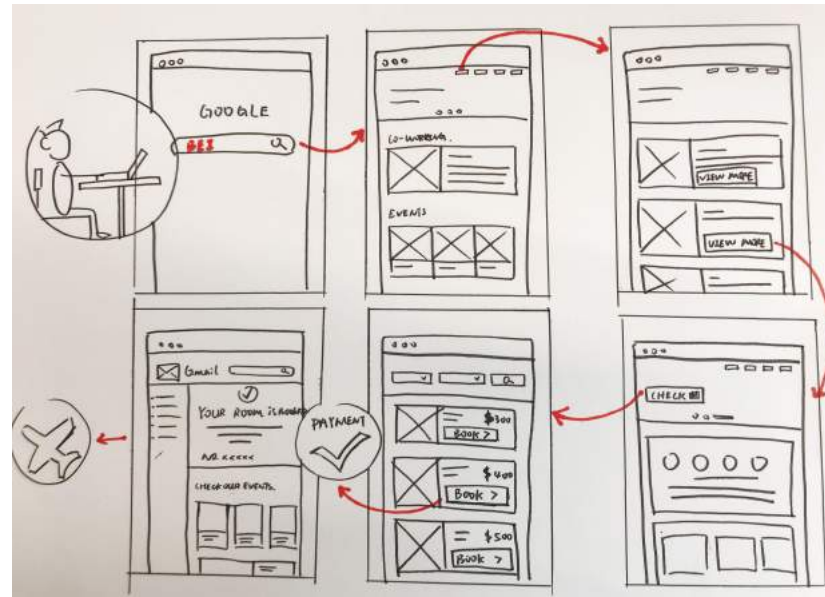
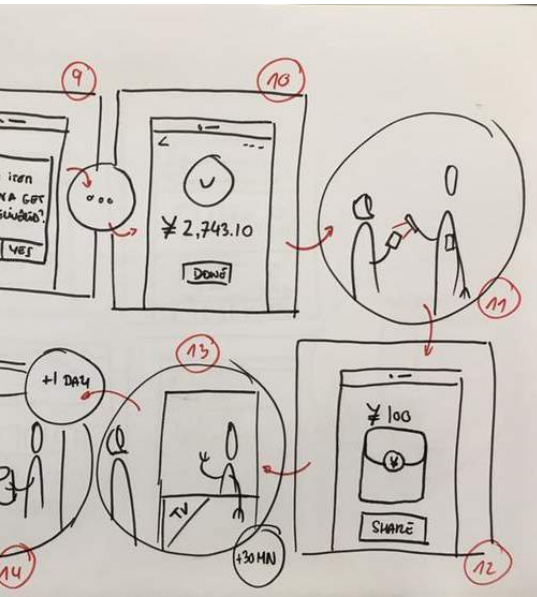
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## Product sheet

<b>Context</b>	<i>An introduction to your organization, team and project. Try and make / sure you mention what brought you to work on this specific problem and potentially why you're considering bringing external help.</i>
<b>Problems</b>	<i>List the problems this product will address.</i>  <i>Examples:</i>  <i>Costs: the current solution relies on a hardware solution with significant maintenance costs.</i>

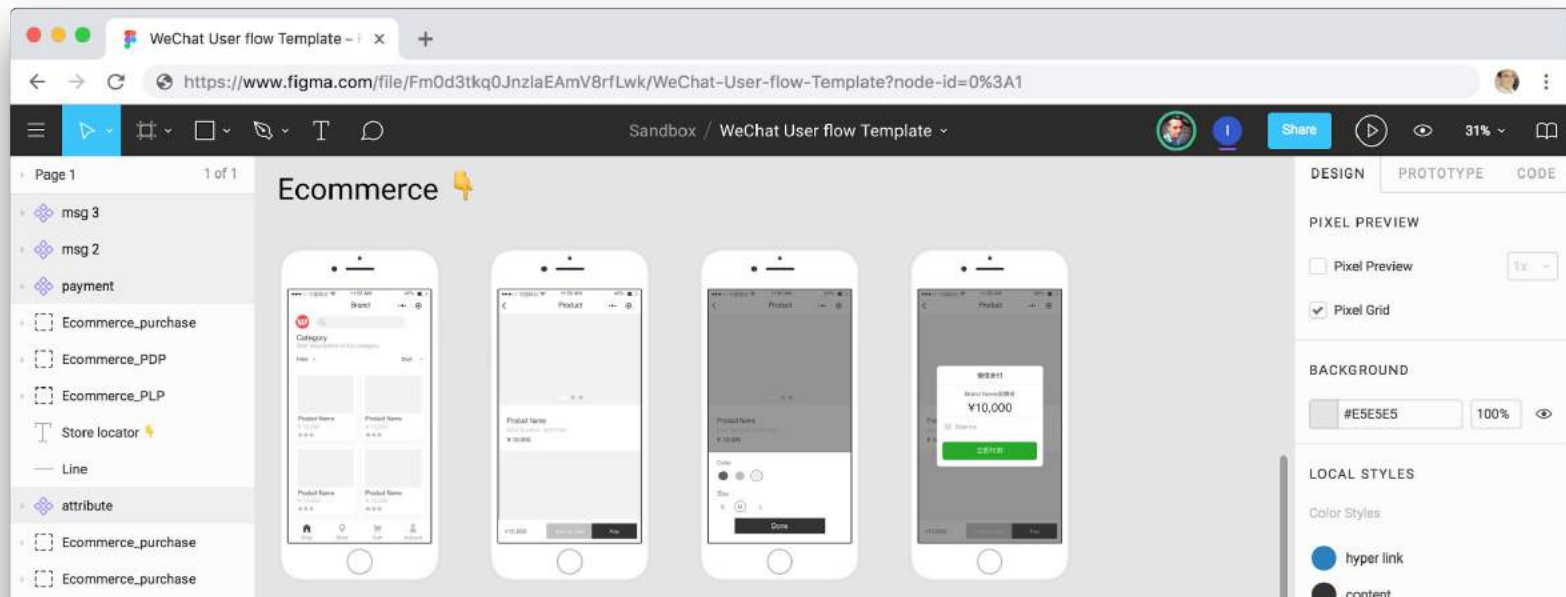
The storyboard

# Visualizing the customer journey.



The storyboard

# Organizing your product.



What then?

# The next steps should focus on tangible outcomes:

Architecture &  
Features

Laying out the functional and technical plan for shipping an MVP .

Resources &  
Timeline

Estimating the effort and timeline for getting to that MVP.

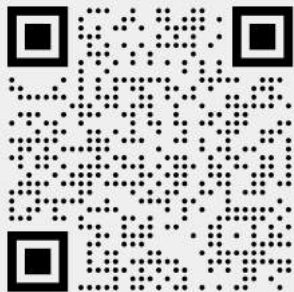
Personas & User  
stories

Working on a formal backlog of personas & user stories.

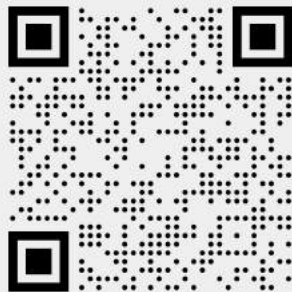
Get in touch

# Missed some of it? Wanna chat?

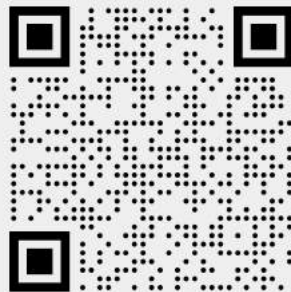
Blog post



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Questions? Comments?

