

# THE ASCENDLE PROCESS



## 90-Minute Meeting

- Your Business Context
- The Ascendle Proven Process
- Answer your Questions



## Software Strategy

- User Roles & Features Brainstorming
- User Story Development
- User Story Prioritization
- Scope Estimate



## Strategic Deliverables & Presentation

- Your Product Vision
- Technical Strategy
- Quality Assurance Plan
- Step-by-Step Execution Strategy
- Build Schedule & Estimated Cost



## Customized Team Formation

- Product Owner
- Scrum Master
- Architect
- Software Developers
- Quality Assurance



## Initial UX & Visual Design

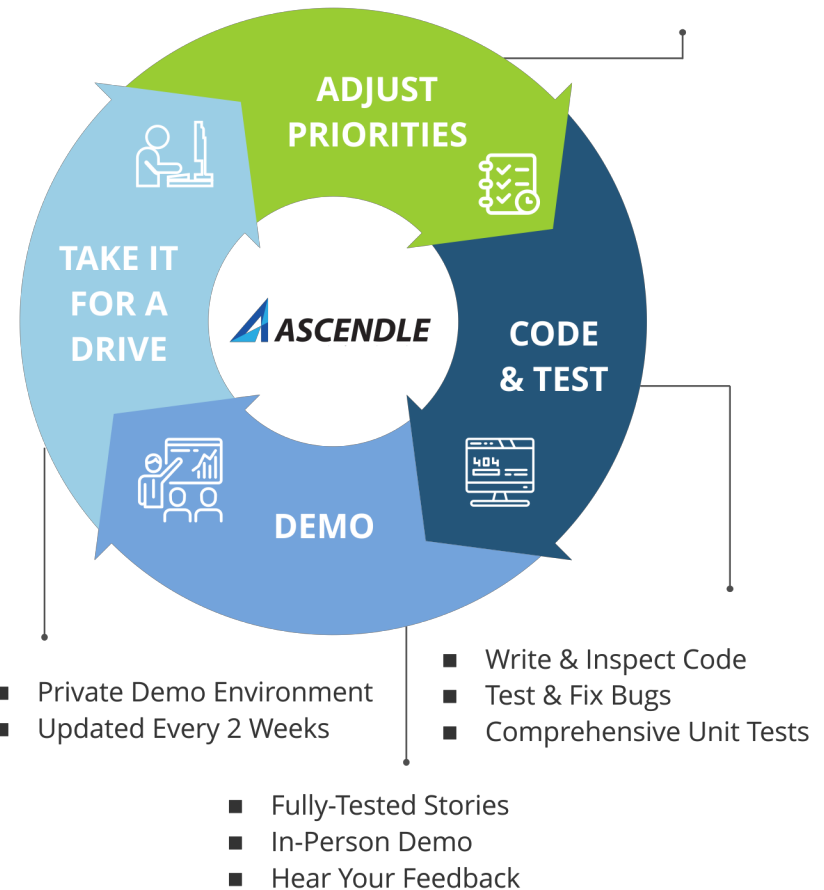
- Initial Wireframes
- Screen Mockups
- Core Workflows



## Technical Foundation

- Application Framework
- Automated Test Framework
- Develop & Test Environments

## A SERIES OF 2-WEEK ITERATIONS



STRATEGY

LAUNCH

BUILD