DELIVERING ON THE PROMISE OF DIGITAL WORKSHOP 2

COMMISSIONING AND PROCESS

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MedComms Networking

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the only digital development company working exclusively with pharmaceutical communications and marketing agencies to help them win, develop, implement and manage their clients' digital business.

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Context: 28b

twenty**eight**b in numbers

5 years development experience

16 healthcare apps

20 client agencies

1 Nintendo 64

25 digital sales aids

5 frameworks

3 mobile platforms

15 Apple devices

1 pro-gamer

26 years Pharma comms experience

5 developers

3 chairs

4 published games

6 standing desks

8 managed apple accounts for clients

30,000 downloads

1 owner

0 excuses

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Context: 28b

Bespoke and framework ready Digital Sales Aids (agnitio, iDetailAid, Veeva…)

Mobile ready, multi-platform websites and web tools

Budget Impact Models with CRM integration

Patient and HCP mobile apps (iOS/ Android/ universal)

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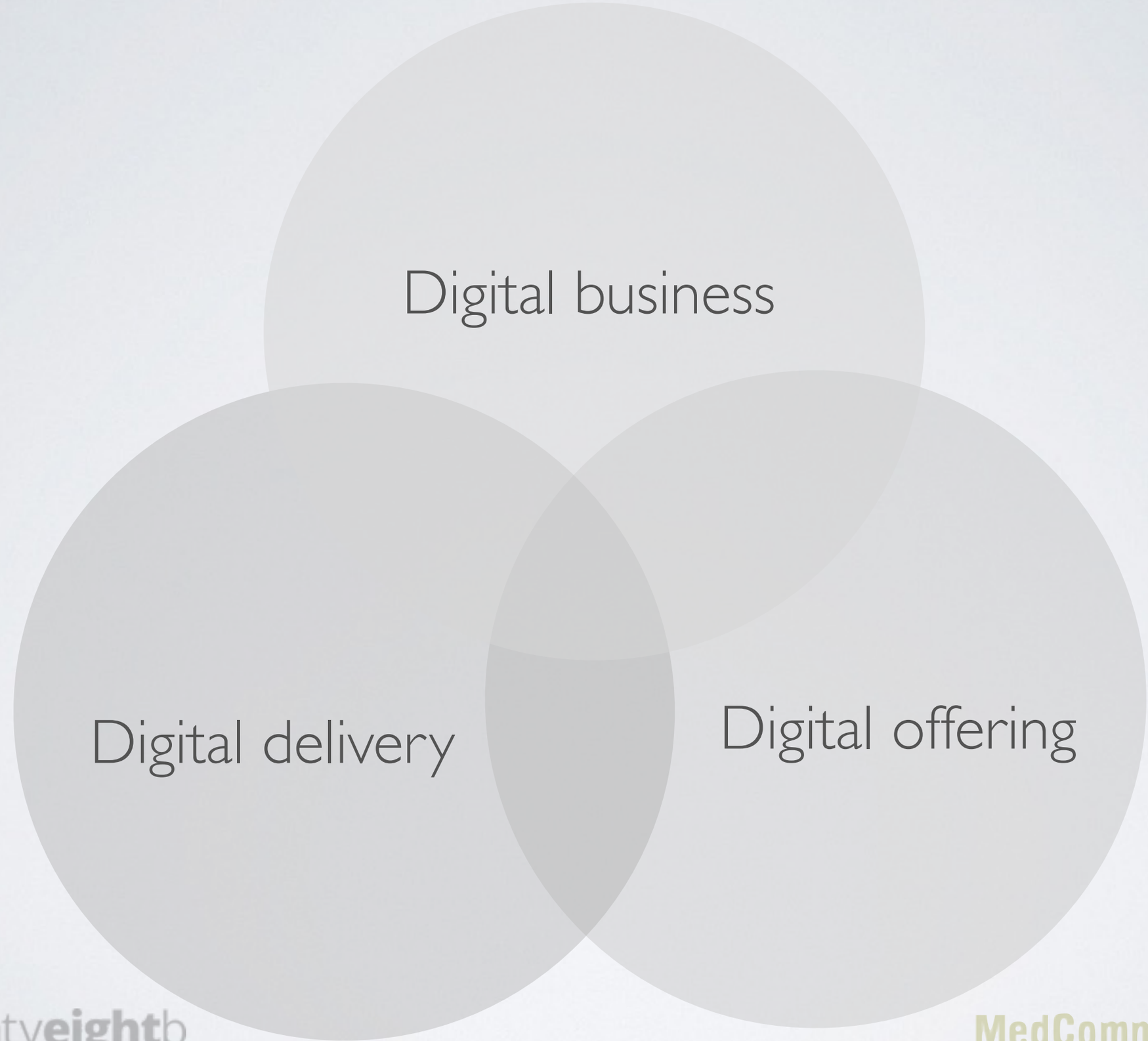
Input for output - what do we focus on next?



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COMMISSIONING AND PROCESS

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objective:

scope, document and share a best fit, best practice process for commissioning, managing, and delivering digital projects

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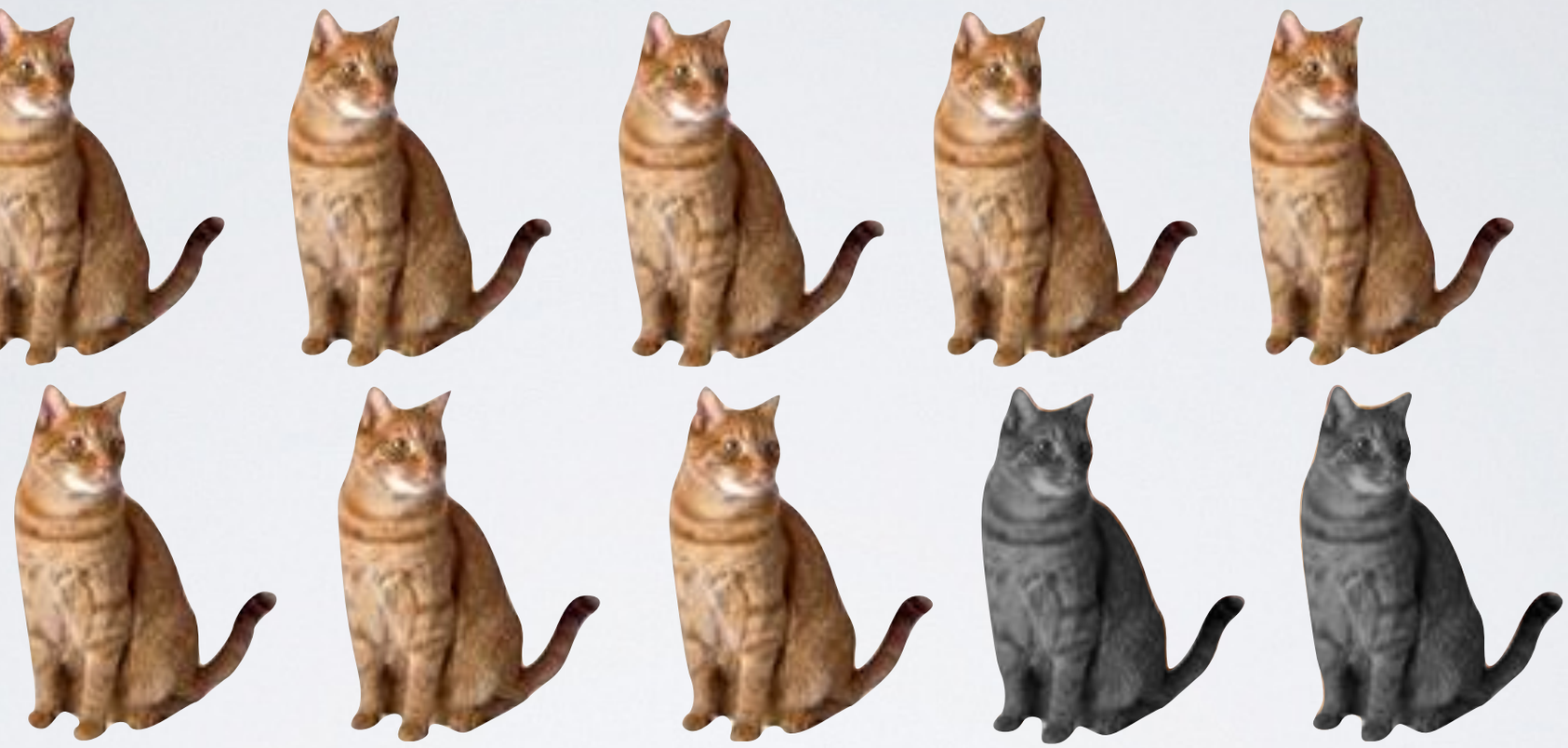
Survey results



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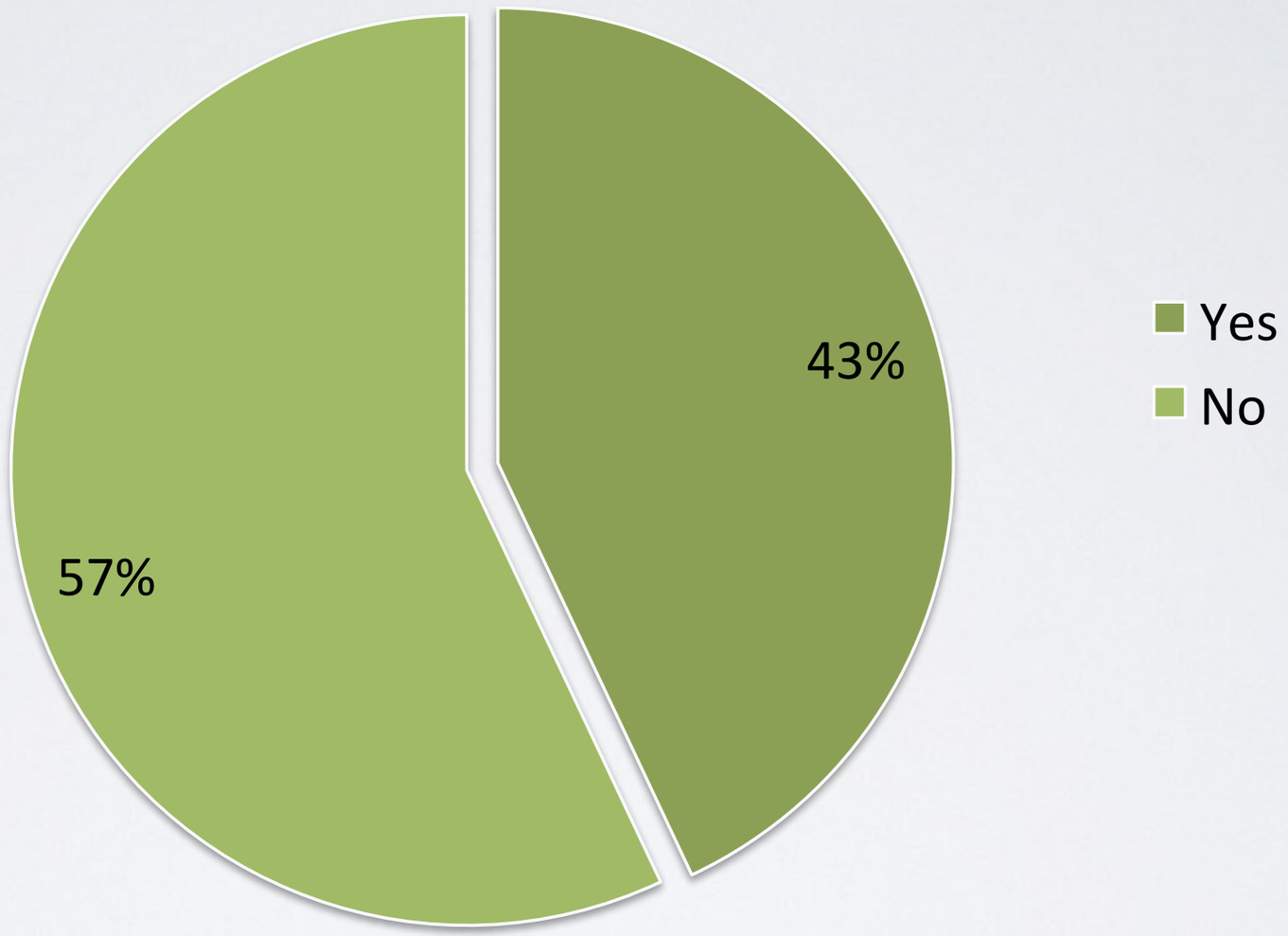
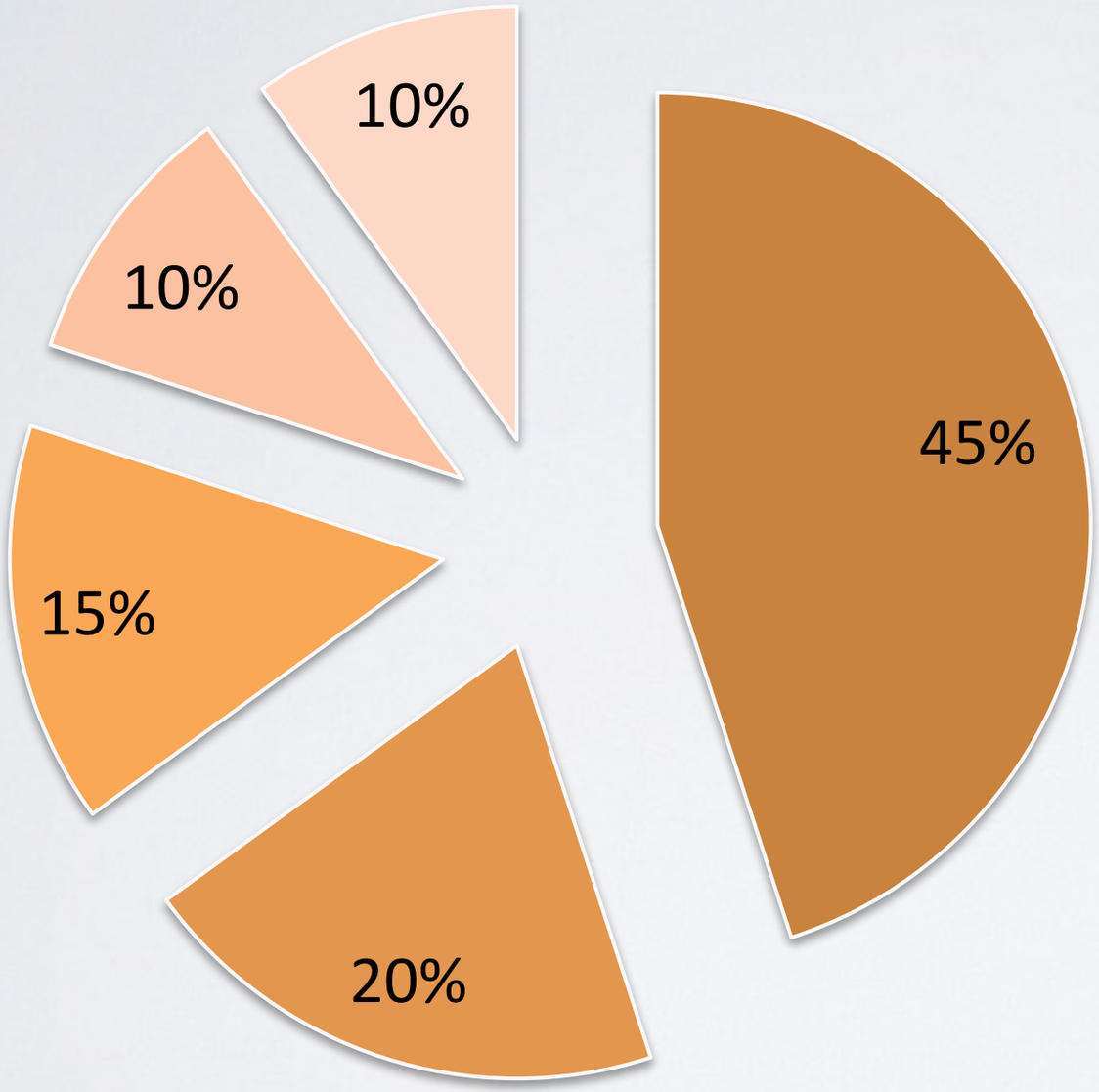
Do you have a digital commissioning process



Digital commissioning process is….



- An Effective Commisioning Process that is widely Followed
- An IneffectiveCommisioning Process that is Largely Ignored
- An Effective Commisioning Process that is Largely Ignored
- Unsure about how effective the Commisioning Process is - but it is Widely Followed
- Unsure about how effective the Commisioning Process is - but it is Largely Ignored

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Project stages

Iteration (test - adapt, test - adapt, test - adapt)

Ballpark

Optimise

Commissioning and contracting

Deployment

Development Brief

Need/objective

System design

Roadmap

Proposal

Design (UI/UX)

Content generation

Development & Documentation

Review

Requirements gathering

Concept

Asset collation and review

Functional Requirements Specification

Quote

Estimate

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Project stages

When do you engage your development team?

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developers ← you ↔ client

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developers → you ← client

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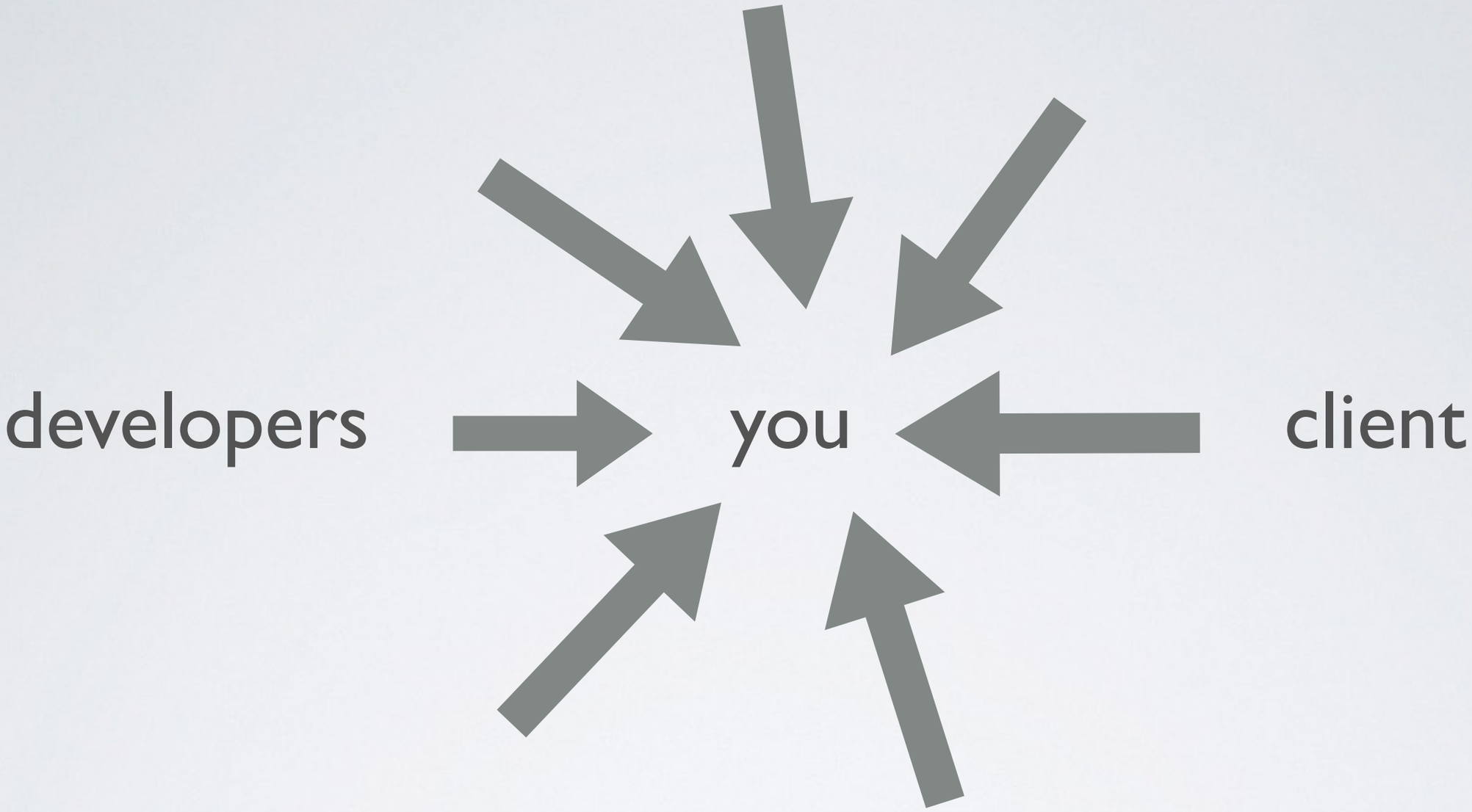

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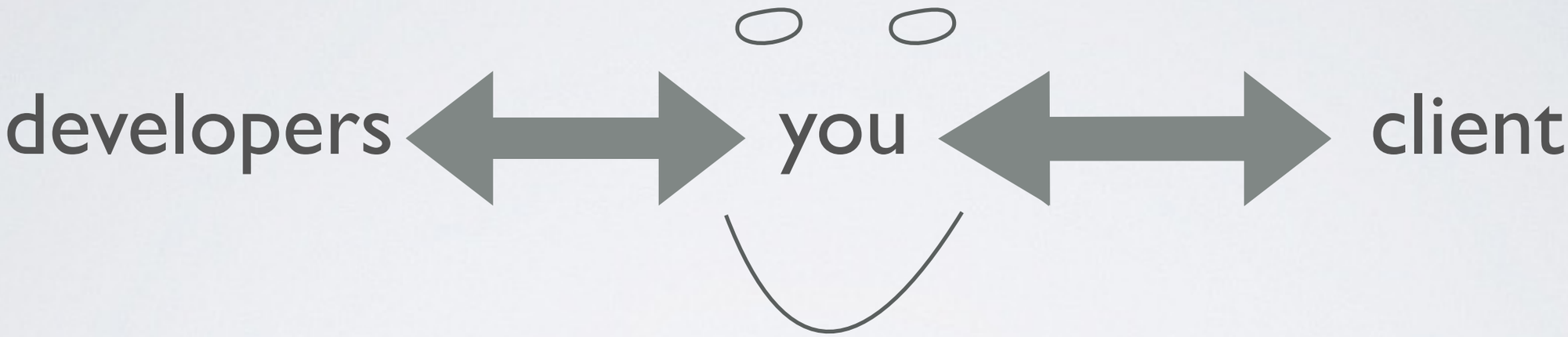

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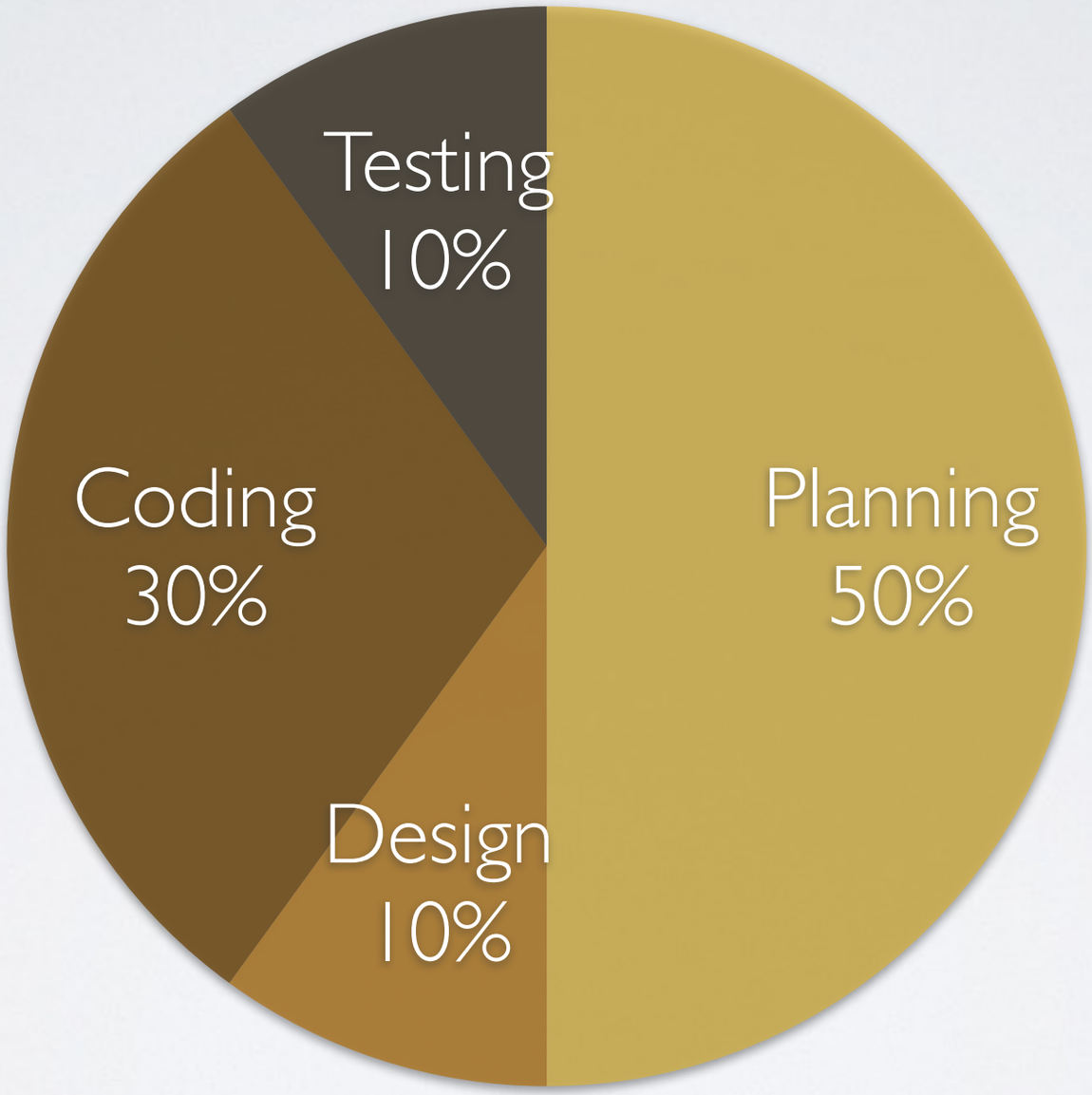
Development is not just about writing code



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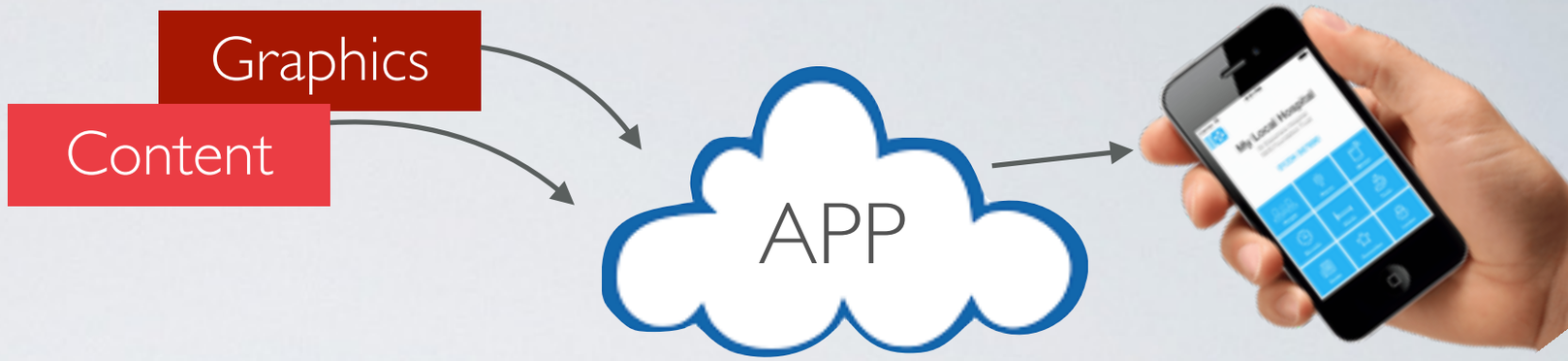

When is an app just an app?

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Data storage (local)

Graphics

Content

Synchronisation manager

APP

Asset server

Synchronisation service

Rate management service

CONTENT MANAGEMENT SYSTEM

DATABASE SERVER

DATA COLLECTION SERVICE

Software library integration

Third party data source

DATA ANALYSIS & PROCESSING

User data

Version management

Market research

Analytics

Export to other app

Stakeholder opinions

Provide a service

The internet side

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Why engage early?

Good ideas

Feasibility

Avoiding the fubar

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What is it you want to do?

Where do you want this to happen?

When do you want this to happen?

What do you have to make this happen (assets)?

by when, for how much and are there any regulatory, legal, commercial, corporate, cultural or technical considerations or restrictions?

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Project stages

What stages get investment?

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~~Roadmap~~

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Project stages

What fits with how we/you do business in the pharma and healthcare industry?

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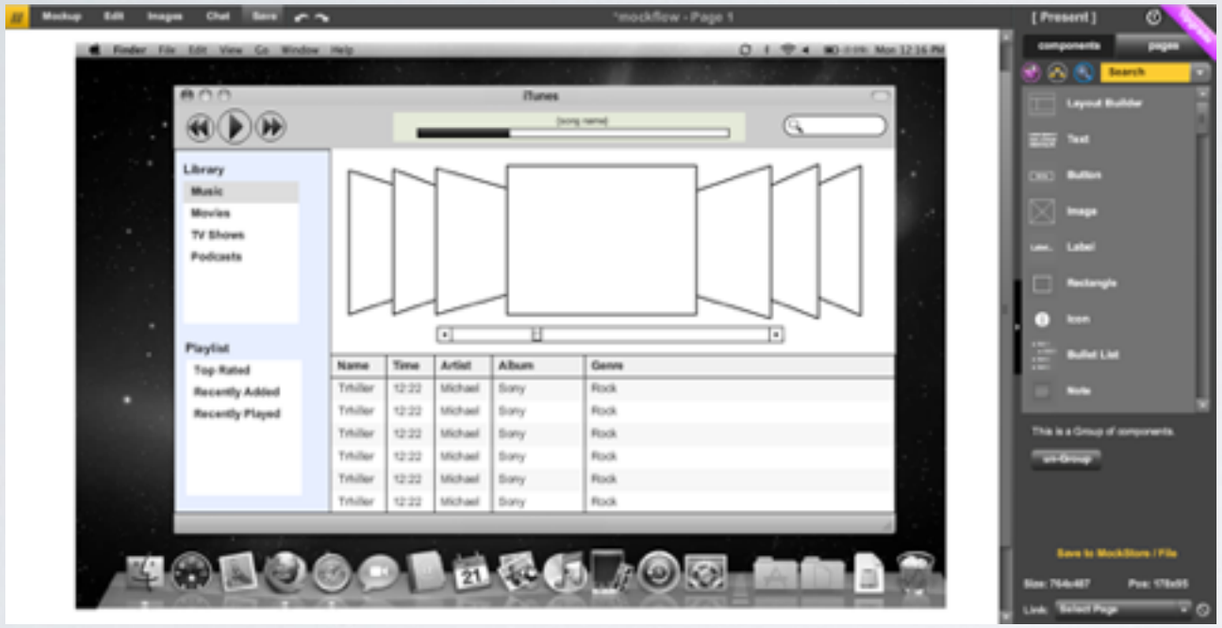
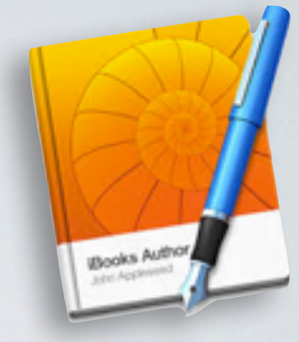
Cool tool tax



[Mockflow wireframing tool]

iBook Author Mac Simple to use OSX app that lets you publish direct to iBooks, it's as easy as π



speckyboy Design Magazine

Online chic geek magazine for inspiration and massive resource of design and development tools

[Prototypes (Mac OSX app - sorry Windows users!)]

Free, light touch project and team collaboration tool with unique card based UI delivering slick UX

Trello

Hacker Typer

"Do not try and bend the spoon. That's impossible. Instead... only try to realise the truth Neo"

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