DELIVERING ON THE PROMISE OF DIGITAL WORKSHOP 2

COMMISSIONING AND PROCESS

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twentyeightb

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

Budget Impact Models with CRM integration

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

Mobile ready, multi-platform websites and web tools
Input for output - what do we focus on next?

Digital business

Digital delivery

Digital offering
COMMISSIONING AND PROCESS
objective:
scope, document and share a best fit, best practice process for commissioning, managing, and delivering digital projects
Survey results
Do you have a digital commissioning process

- Yes: 57%
- No: 43%
Digital commissioning process is....

- An Effective Commissioning Process that is widely Followed
- An Ineffective Commissioning Process that is Largely Ignored
- An Effective Commissioning Process that is Largely Ignored
- Unsure about how effective the Commissioning Process is - but it is Widely Followed
- Unsure about how effective the Commissioning Process is - but it is Largely Ignored
Project stages

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

Ballpark

Deployment

System design

Design (UI/UX)

Content generation

Requirements gathering

Asset collation and review

Optimise

Development Brief

Need/objective

Roadmap

Proposal

Development & Documentation

Review

Concept

Functional Requirements Specification

Estimate

Quote

Commissioning and contracting

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Project stages

Need/objective
- Concept
- Ballpark
- Proposal
- Development Brief
- Requirements gathering
- Estimate
- Functional Requirements Specification
- Quote
- Commissioning and contracting
- Design (UI/UX)
- Asset collation and review
- Content generation
- System design
- Development & Documentation
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When do you engage your development team?

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developers ↔ you ↔ client
developers → you ← client
developers <-> you <-> client
Development is not just about writing code
When is an app just an app?
Why engage early?

Good ideas

Feasibility

Avoiding the fubar

Windows 97 ie8
HTML5
Retina
WiFi
720 amends
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?
Project stages

What stages get investment?

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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

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

speckyboy

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

Trello

“Do not try and bend the spoon. That’s impossible. Instead... only try to realise the truth Neo”