

topflight.

Rapid Prototyping

TopFlight Apps is pleased to offer its long-standing experience creating successful digital products to test your product's first iteration using a rapid prototype.

What is it?

During Rapid Prototyping, initial ideas are molded into tangible assets that help move a startup at pace toward launch. Together, we define the digital ecosystem that delivers on your business goals by creating various deliverables in parallel.

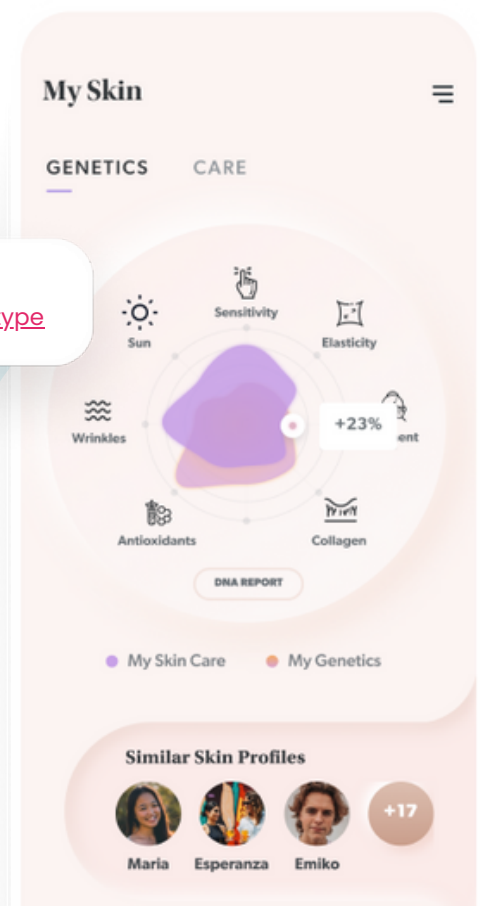
Possibly the most essential asset in the toolkit is the prototype itself: an online demo of an app's most important screens, designed to production quality and refined by user testing. Your idea has now become tangible, presentable, and validated.

Alongside this, user journeys, system architecture, and a product roadmap containing estimated features offer clarity for planning, budgeting, and fundraising. Together, the elements form the backbone of an actionable plan to move an idea on to MVP development and launch, saving significant time and money in false starts and misdirected focus.

Why do we do it?

- Turn diamonds in the rough into well-defined, tangible assets
- Rapidly validate business proposition and app features
- Reduce wasted development effort and cost
- Improve go-to-market time by catching and correcting issues early

Geneium
[Figma prototype](#)



Activities

Rapid prototyping is structured along the following activities:

Interviews / Knowledge transfer

Interviews with co-founders transfer domain-specific knowledge and insights. Together, we identify how to solve the pain points you are addressing using digital products.

Identifying key system components

We map out key IT components, central to delivering the envisaged services. Examples might include mobile and web apps, a chatbot, a content management system, a back end, an admin panel, cloud infrastructure, or useful 3rd-party API integrations.

Mapping user journeys

We map out key journeys, describing when and how stakeholders interact with your services and apps, and identify which system components drive those interactions.

Feature backlog

A list of all features being considered, including those that may not make it into the MVP (Minimum Viable Product) or first release.

Screen Design

A dedicated UX/UI designer will bring the concept to life in 10 concrete screen designs, proven to be optimal to focus stakeholders and test users on the app's core values.

Prototype

Screen designs are connected into a clickable Figma prototype, accessible on an online platform, to emulate app behavior in a browser. That allows stakeholders and potential users to experience the app without needing expensive development work.

User test

The prototype is presented to 5 test users, either sourced on www.userbrain.com, www.userinterviews.com, or provided by the client, with a concrete set of tasks. We check whether the product resonates with users and test for usability issues.

Design iteration

Finally, we offer one design iteration for each screen to reflect user test results.

Client testimonials

One of the main benefits of going through rapid prototyping is having peace of mind regarding the overall project. Thanks to Topflight, we probably saved 3-4 months of erroneous work. Our PoC has been gaining interest from large US health systems.



Colin Mansfield
CEO,
Allheartz

They listened and collaborated, brainstorming to design a product that brought their knowledge and our vision together. We've already had more sign-ups than in last year's challenges combined. We only hear rave reviews. They did an amazing job.



Chad Cole
CEO, Habitap

Deliverables

- System diagram High-level diagrammatic overview of the IT systems and integrations
- Technology stack recommended for development
- User Journeys Documenting key interactions between stakeholders and systems
- Backlog of features, split by system component and estimated for design/development
- Product roadmap Mapping backlog features to concrete quarterly releases for a year
- Design assets In Figma format
- Clickable prototype Accessible via www.figma.com
- User testing assets Recorded videos and results
- Final report Outlining performance and recommendations for improvement

Deliverables

Resource allocation

120-160 hours

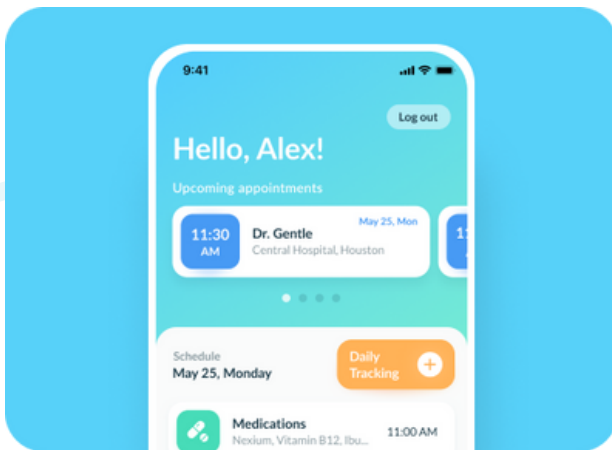
Price

\$ 15,000 - \$20,000

Timeline

6 weeks

Sample deliverables



Devon
Figma prototype



User testing data