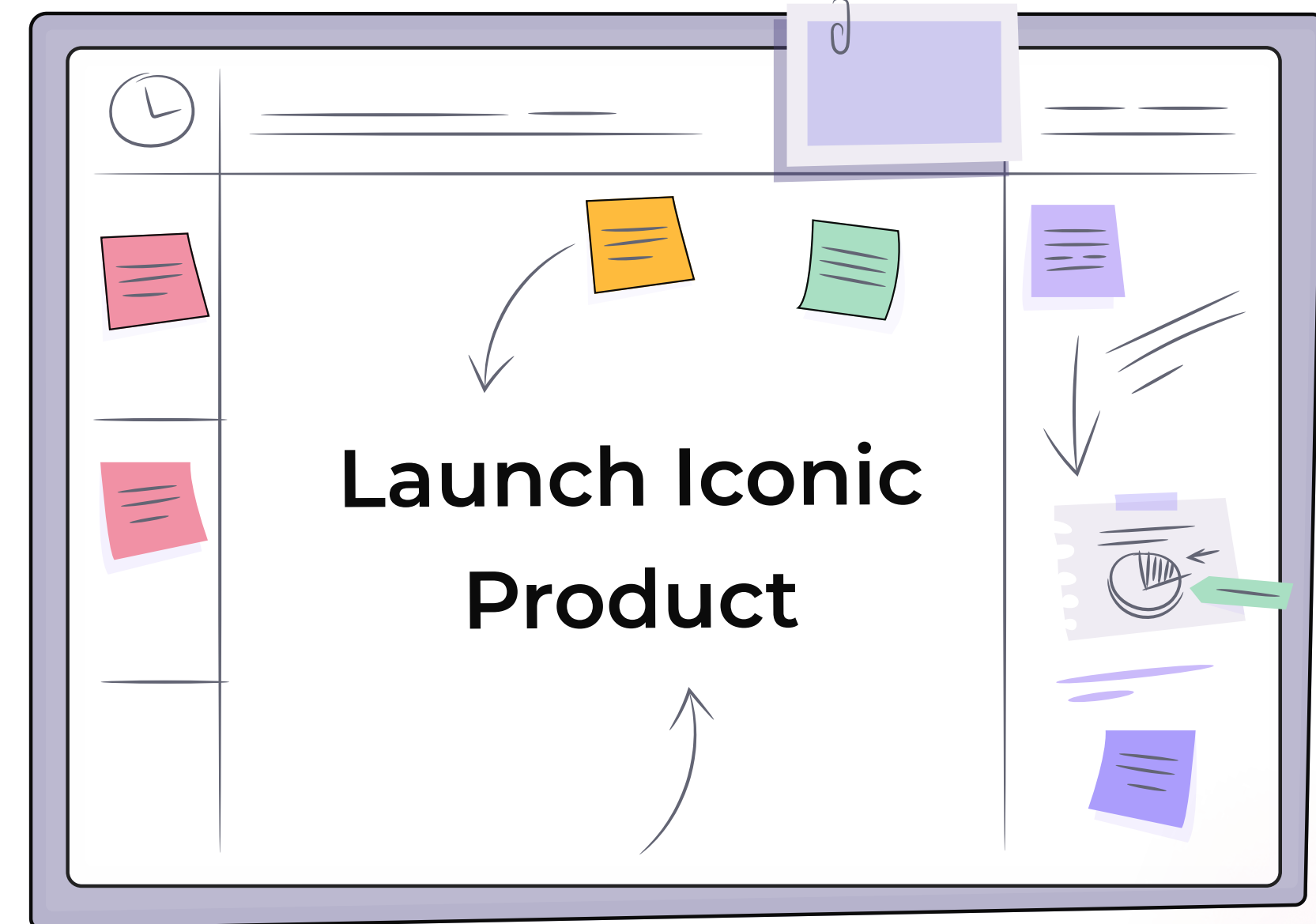


Team Work



○			
○			
○			
○			

01

About Us





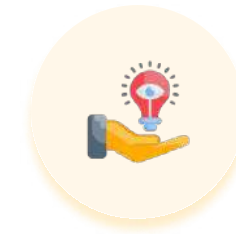
"Experts in Innovation"

We combine cutting-edge design, technology, and strategic business insights to accelerate innovation and deliver impactful solutions swiftly.



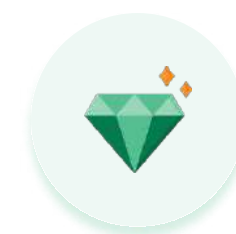
Our Vision

To lead in innovation and help businesses worldwide create outstanding products. We are committed to quality, creativity, and lasting client partnerships as we shape the future of products



Our Mission

To make digital products accessible. We aim to provide our clients with a dedicated pod of products, design, and development experts while helping break free from stifling bureaucracy. The outcome, a tailored cost-effective solution that gets you in the market and creating lasting impact.



Our Values

We are interested learners and experienced pioneers. Jointly, we can develop solutions that serve not only technology but also the people behind it.

Our Global Network

At Technoduces, our global network spans a diverse range of industries and geographies, connecting us with innovative startups and established market leaders alike. Each partnership offers unique insights, enabling us to craft tailored solutions that align with distinct goals and challenges.

Through these collaborations, we foster mutual growth, continuously pushing the boundaries of innovation. We are committed to building enduring relationships, founded on trust and united by a shared pursuit of excellence, driving measurable impact across markets worldwide.



Our Core Principles

✔ Unified Success

Collaboration drives our success, leveraging diverse perspectives and teamwork to create stronger, innovative solutions.

✔ Empowered Anywhere

Our remote-first approach enables flexibility, fostering productivity and work-life balance from any location.

✔ Transparent Connections

Clear and open communication is key, ensuring alignment and shared understanding with both our team and clients.

✔ Excellence in Every Detail

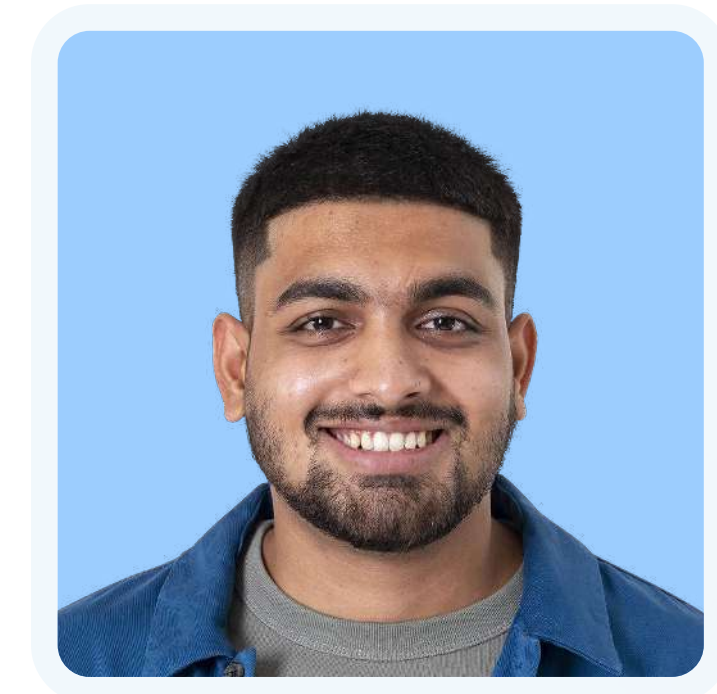
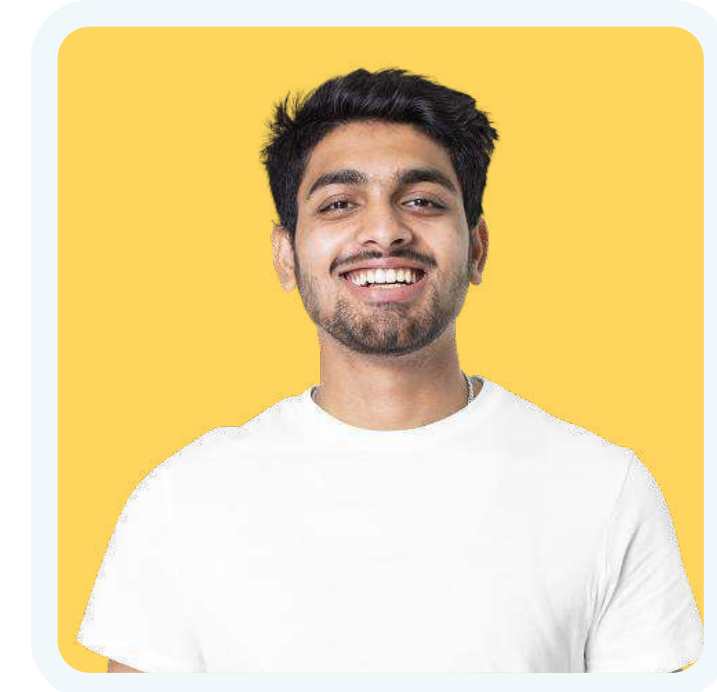
We are committed to delivering high-quality products and services, ensuring excellence in everything we do.

✔ Thriving Through Learning

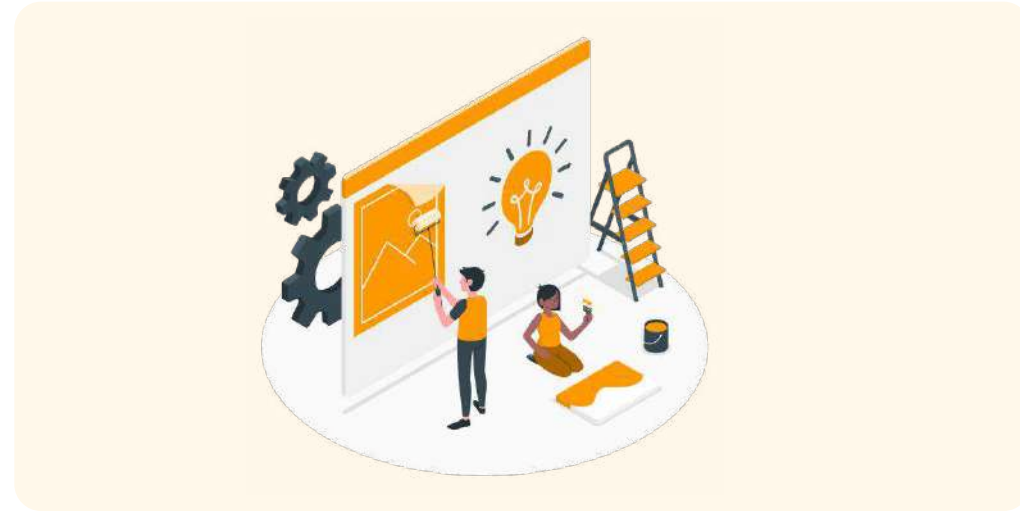
We embrace a growth mindset, continually learning and adapting to drive personal and organizational progress.

✔ Driving Future-Ready Solutions

Innovation fuels us, pushing boundaries to deliver forward-thinking solutions that lead the market.

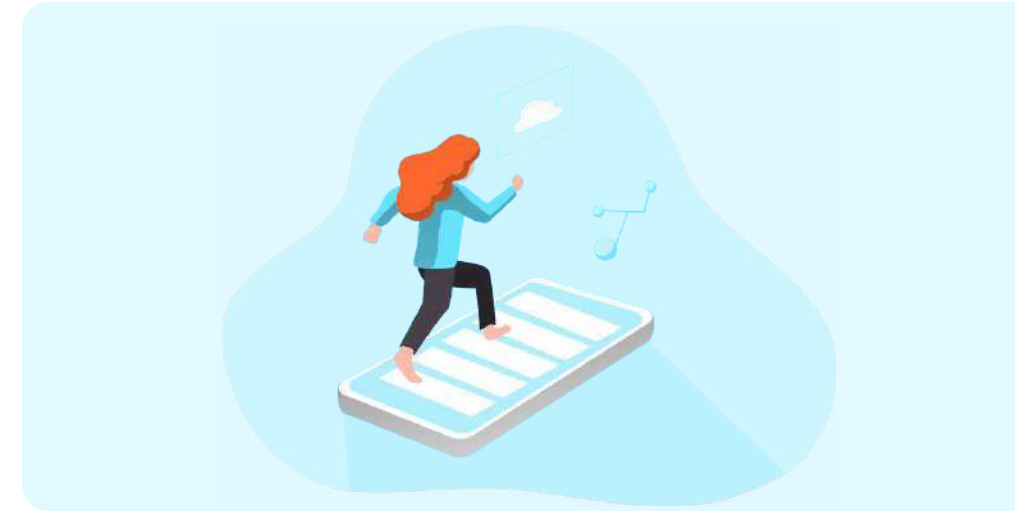


Key Expertise Areas



Strategic Product Vision

We craft actionable product strategies that align with your business goals, ensuring a clear roadmap from concept to market.



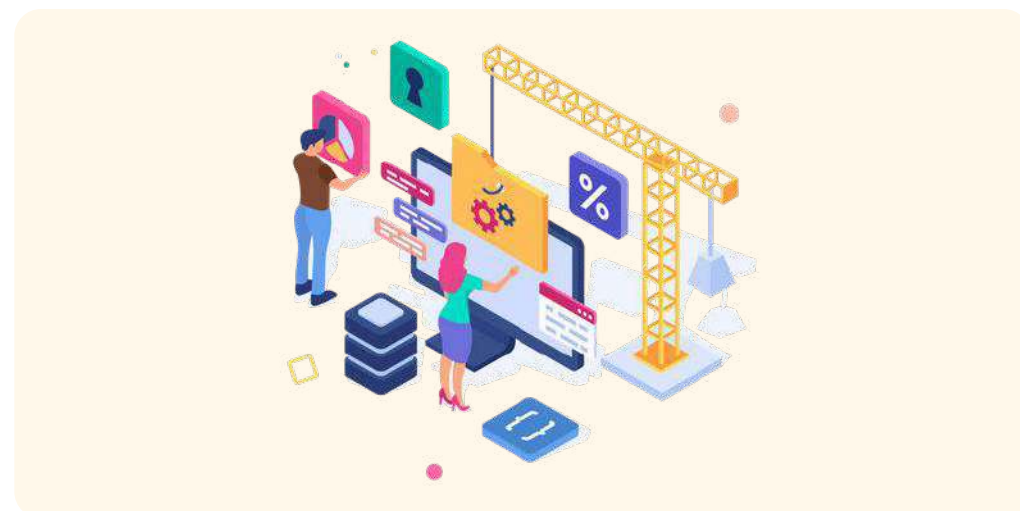
Insight-Driven Research

Our research uncovers valuable insights, enabling informed decisions that guide product development and innovation.



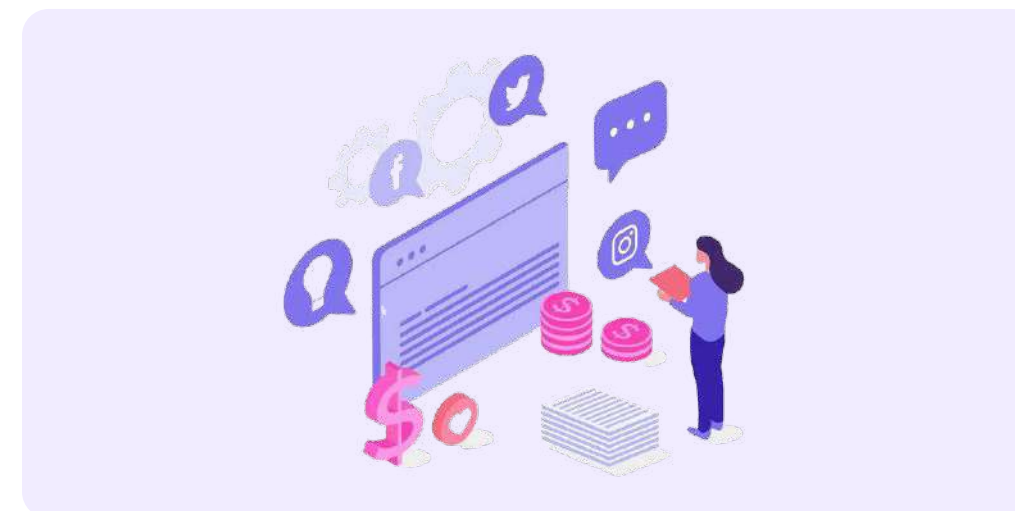
Human-Centered Design

We design intuitive UI/UX experiences that enhance user satisfaction, combining aesthetics with functionality for seamless interactions.



Tailored Software Solutions

Our software development expertise delivers scalable, custom solutions, turning concepts into high-performance applications.



Digital Growth Strategies

We create digital marketing strategies that drive brand visibility, engagement, and growth across multiple online channels.



Sustainable Product Scaling

We help you achieve continuous product growth through data-driven optimization, ensuring long-term success and scalability.

○				
○				
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○				

02

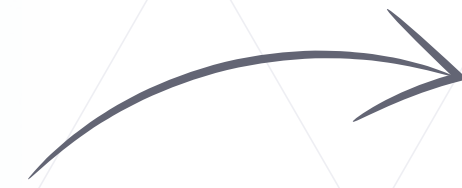
Our Process



Our Approach

Exploration

In the Exploration phase, we focus on comprehensively understanding the market landscape, target audience, and fundamental challenges. This foundational work enables us to create innovative and effective solutions.

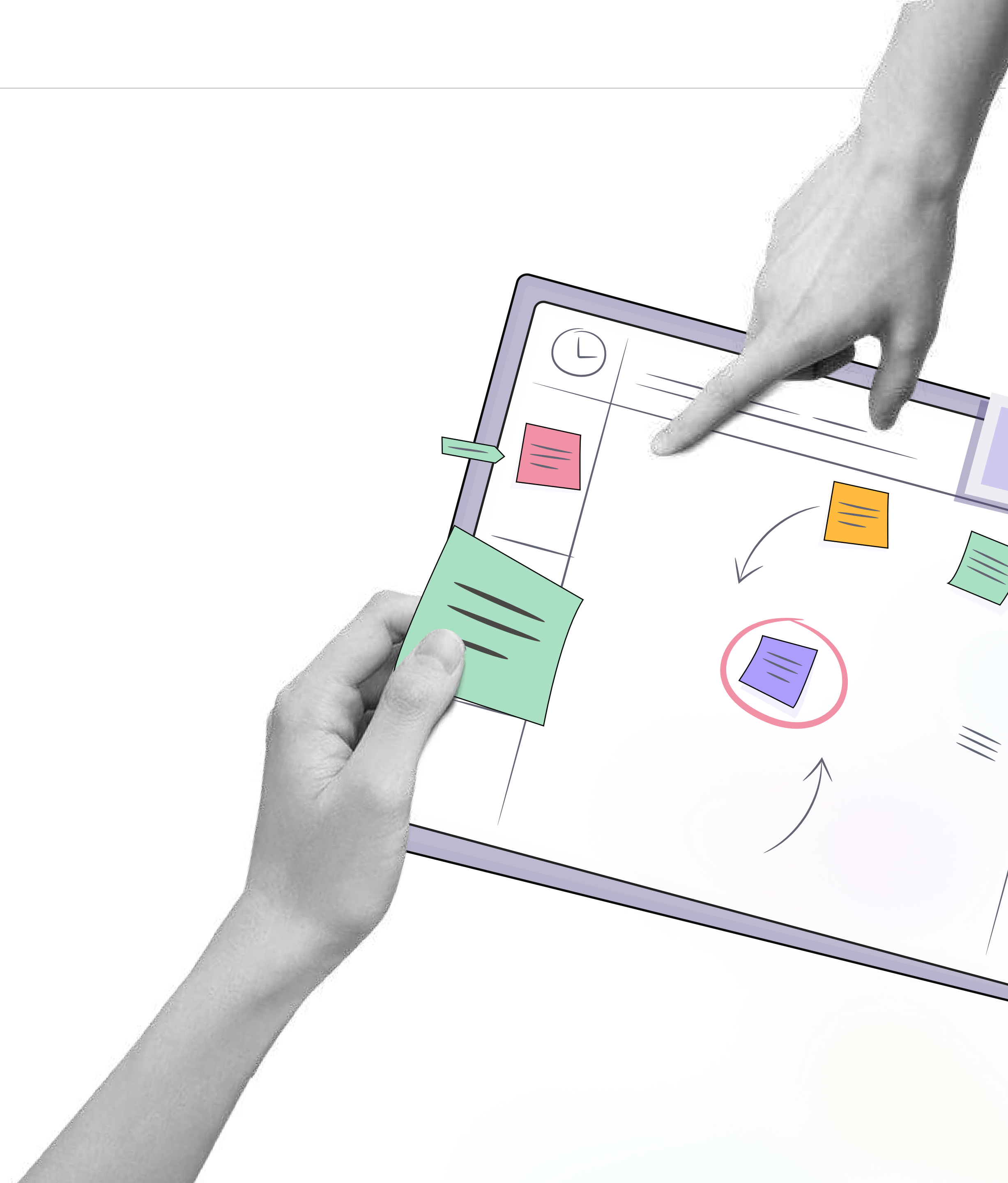


- Market Analysis
- Audience Insights
- Problem Definition
- Collaborative Workshops
- Feasibility Assessment
- Strategic Planning



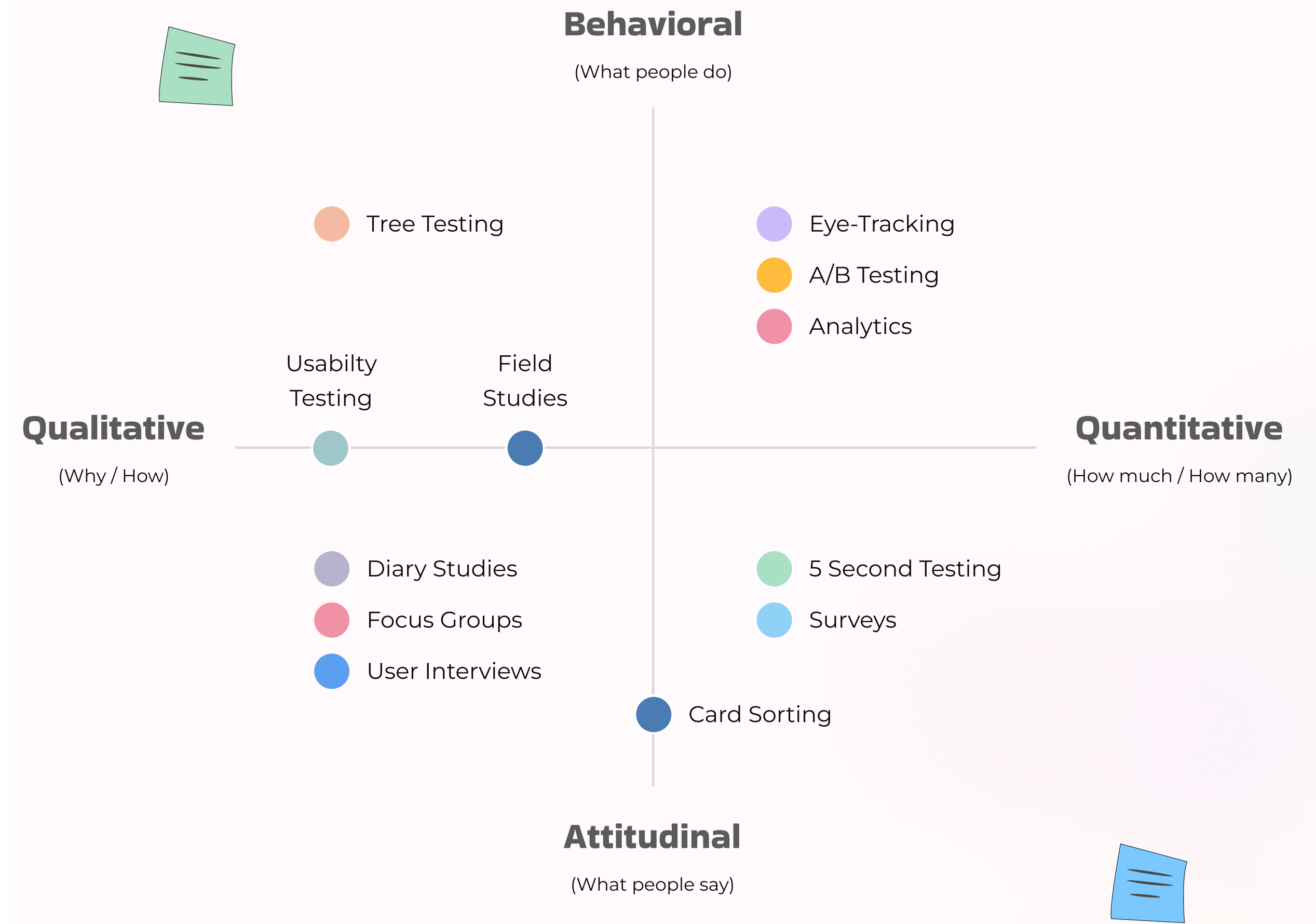
Market Analysis

Conduct thorough research to identify market trends, opportunities, and competitors.



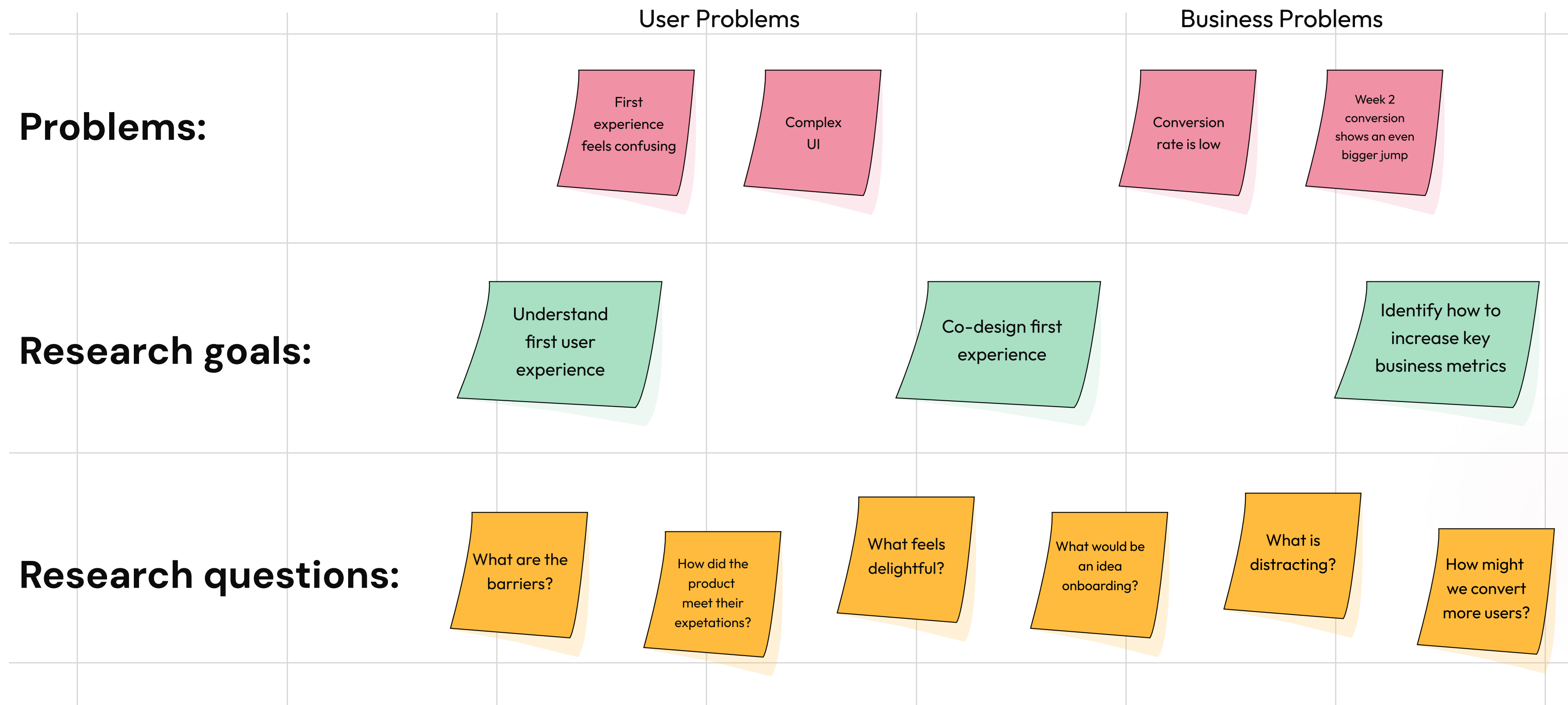
Audience Insights

Gather data on target users to understand their needs, preferences, and pain points.



Problem Definition

Clearly articulate the core challenges that need addressing to ensure a focused solution.



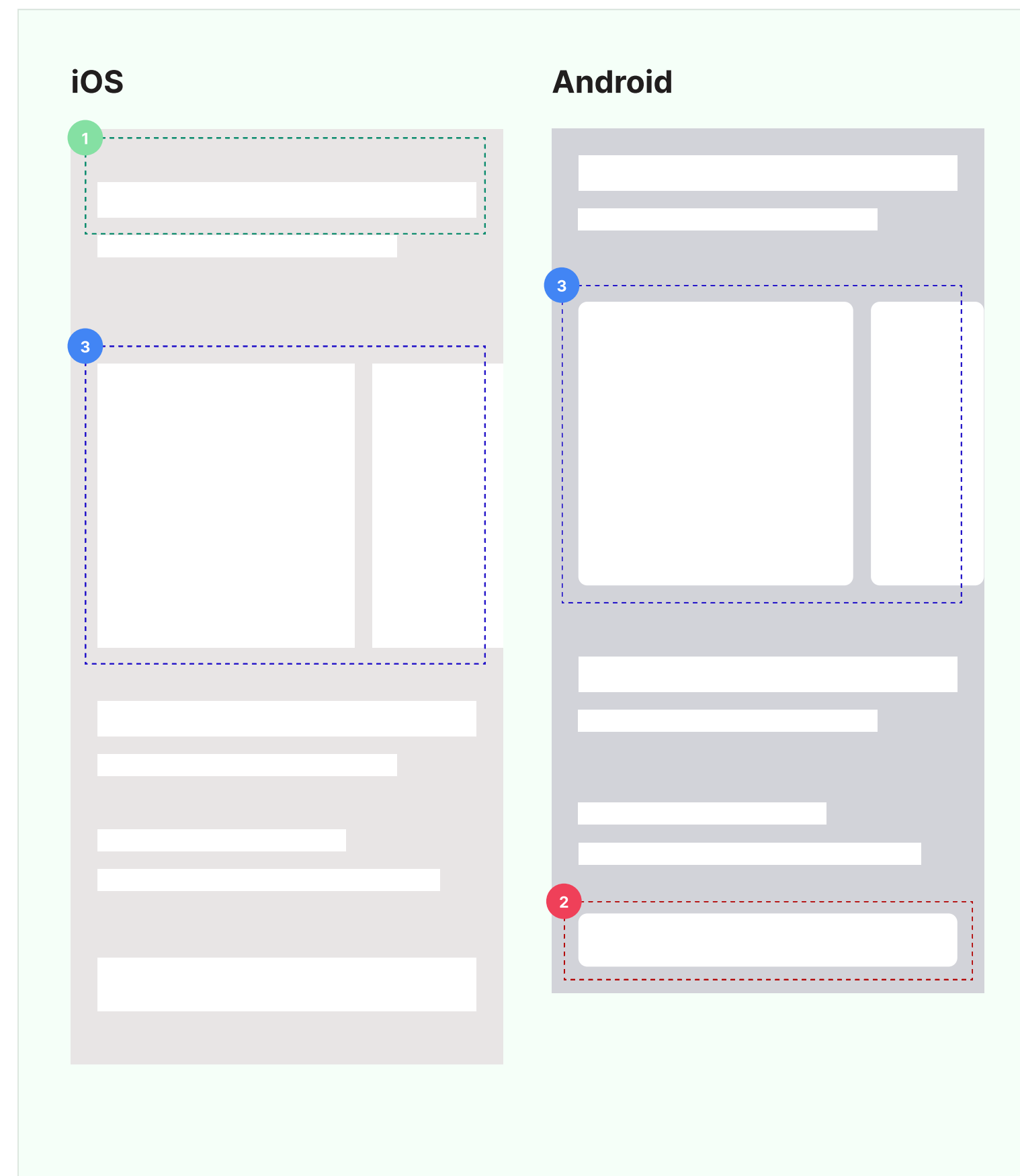
Collaborative Workshops

Engage stakeholders in brainstorming sessions to foster creativity and gather diverse perspectives.

		<p>1. Product Name</p> <p>Feature Name Possible to develop Next Development Describe Reason</p> <p>Name</p>	<p>2. Product Name</p> <p>Feature Name Possible to develop Next Development Describe Reason</p> <p>Name</p>	<p>3. Product Name</p> <p>Feature Name Possible to develop Next Development Describe Reason</p> <p>Name</p>	<p>4. Product Name</p> <p>Feature Name Possible to develop Next Development Describe Reason</p> <p>Name</p>	<p>5. Product Name</p> <p>Feature Name Possible to develop Next Development Describe Reason</p> <p>Name</p>		
		<p>1. Product Name</p> <p>Feature Name Nice Feature we can keep it for later Describe Reason</p> <p>Name</p>	<p>2. Product Name</p> <p>Feature Name Nice Feature we can keep it for later Describe Reason</p> <p>Name</p>	<p>3. Product Name</p> <p>Feature Name Nice Feature we can keep it for later Describe Reason</p> <p>Name</p>	<p>4. Product Name</p> <p>Feature Name Nice Feature we can keep it for later Describe Reason</p> <p>Name</p>	<p>5. Product Name</p> <p>Feature Name Nice Feature we can keep it for later Describe Reason</p> <p>Name</p>		
		<p>1. Product Name</p> <p>Feature Name Possible to develop Next Development Describe Reason</p> <p>Name</p>	<p>2. Product Name</p> <p>Feature Name Possible to develop Next Development Describe Reason</p> <p>Name</p>	<p>3. Product Name</p> <p>Feature Name Possible to develop Next Development Describe Reason</p> <p>Name</p>	<p>4. Product Name</p> <p>Feature Name Possible to develop Next Development Describe Reason</p> <p>Name</p>	<p>5. Product Name</p> <p>Feature Name Possible to develop Next Development Describe Reason</p> <p>Name</p>		
		<p>1. Product Name</p> <p>Feature Name Nice Feature we can keep it for later Describe Reason</p> <p>Name</p>	<p>2. Product Name</p> <p>Feature Name Nice Feature we can keep it for later Describe Reason</p> <p>Name</p>	<p>3. Product Name</p> <p>Feature Name Nice Feature we can keep it for later Describe Reason</p> <p>Name</p>	<p>4. Product Name</p> <p>Feature Name Nice Feature we can keep it for later Describe Reason</p> <p>Name</p>	<p>5. Product Name</p> <p>Feature Name Nice Feature we can keep it for later Describe Reason</p> <p>Name</p>		

Feasibility Assessment

Evaluate the viability of potential solutions based on technical and business considerations.



Flow Name /

Screen Name

Audit Status In Progress

Category

Main/Exception/Modal

Exist In

Design, Code, iOS, Android

Description

Short description of the screen - what it contains, when it is shown etc.

Issues

Mark	Details	Severity
1	Issue Details	Critical
2	Issue Details	Critical
3	Issue Details	Critical

Remarks

Write down overall notes/comments/observations on the screen

Strategic Planning

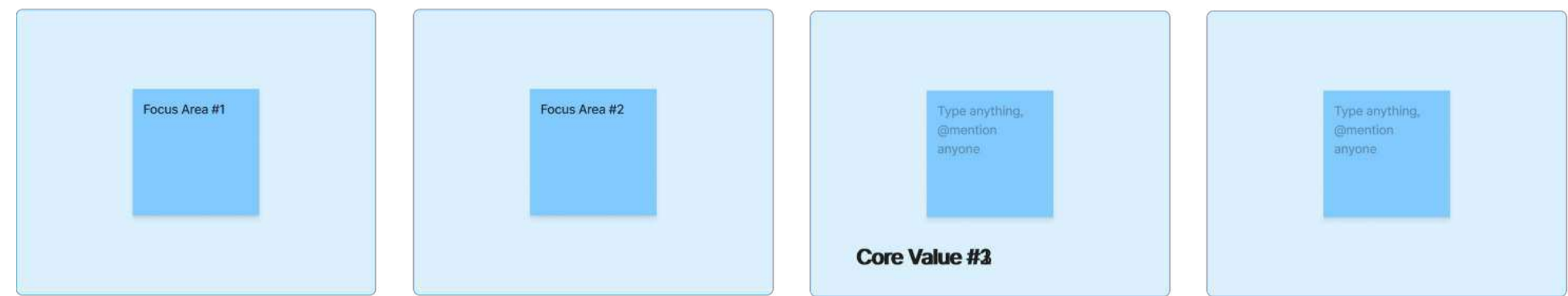
Develop a roadmap that outlines the objectives, timelines, and resources needed for successful implementation.

Strategic Plan

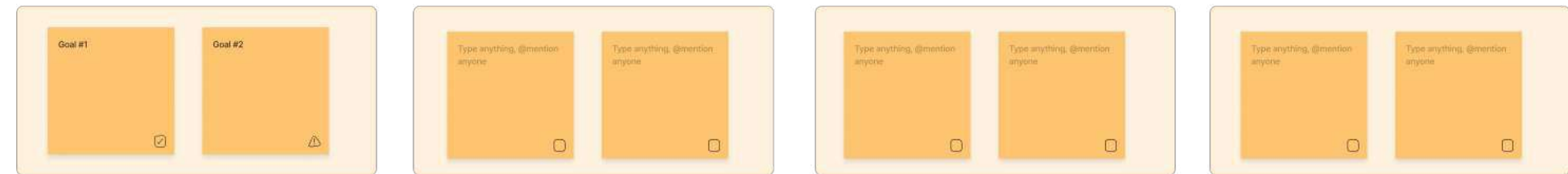
Strategic planning provides a roadmap for your team to get from point A to point B. To identify a clear path to growth while incorporating your brand or business's core values.



WHY?
↙



HOW?
↙



WHAT?
↙



Todo

- Assign teams for each focus area

Add Todo

Product Strategy

Our Product Strategy phase focuses on aligning business goals with user needs, forming a roadmap that guides the product's journey



Product Criteria



User Segments



Feature Insights & User Cases



Sequencing



Strategy map

Product Criteria


Clearly defined specifications that outline what the product must achieve.

1. Problem Alignment

1. The Problem

Describe the problem (or opportunity) we are trying to solve in 1-2 sentences. I should be able to read this alone and communicate the value/risk to someone else.


- Why does this matter to our customers and business?
- What evidence or insights do you have to support this?
- If relevant, what problems are you not intending to solve?



2. High Level Approach


Describe the rough shape of how we might tackle the problem. I should be able to squint my eyes and see the same shape.

For example, if the problem was "discoverability of new features", then this might be "a notification center for relevant features".




4. Goals & Successes

- What does success look like?
- What metrics are you intending to move? Explain why these metrics are important if not obvious.



3. Narrative (Optional)

Share (hypothetical) stories to paint a picture of what life looks like for customers today. Describe common and edgy use cases to consider when designing the solution.



2. Solution Alignment

1. Key Features

Give an overview of what we're building, relevant. Discuss what you're not building (or saving for a future release) if relevant.

Plan:

- List the features that shape the solution
- Ideally in priority order
- Think of this like drawing the perimeter of the solution space
- Draw the boundaries so the team can focus on how to fill it in
- Link out to sub-docs for more detail for particularly large projects
- Challenge the size to see if a smaller component can be shipped independently

Future considerations:

- Optionally list features you are saving for later
- These might impact on how you build now



2. Key Flows (Team Work!)

Show some mockups of the experience. Link to any other documentation as necessary. In general, it's helpful to organize these around certain user journeys / use cases. Show enough of a clickthrough where people can walk away with a reasonable understanding of how the product works.

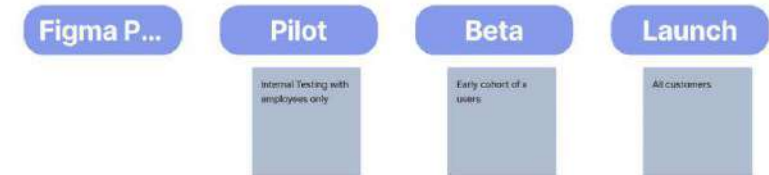
This could be written prose, a flow diagram, screenshots, or design explorations. It will vary by project and team. Do not try to do this in isolation. Work with design and engineering to complete.



3. Launch Plan

1. Key Milestones

Define the various phases that will get this product to market, the purpose of each phase, and the criteria you must meet to move on to the next one. Highlight risks and dependencies that can throw a wrench in timelines or progress (and ideally contingency plans).



Operational Checklist


Make sure to consider all of the following areas the new solution might have an impact on.

- Analytics**
Do you need additional tracking?
- Partners**
Will this impact any external partners?
- Marketing**
Does this impact on SEO? Do we need a GTM plan to market strategy?
- Globalization**
Are you launching in multiple countries? Is there any considerations we are missing?
- Customer Support**
Do you need to update support content (FAQs) or training?
- Legal**
Are there any potential legal ramifications?

Personas

We create detailed user profiles to guide design decisions, ensuring the product meets real user needs by capturing demographics, behaviors, goals, and pain points for a user-centered approach.

Wade Warren



AGE 30
EDUCATION Masters in Business
STATUS Married
OCCUPATION Coffee shop owner
LOCATION Capetown
TECH LITERATE High

Bio
Hi currently lives in Capetown. He is a coffee shop owner. He is currently married and like to go out with friends on long holidays.

Core needs


- Need to find people with similar skills that can help her tackle company goals.
- View all her hirings in an overview
- The price of the service is very important

Frustrations


- Price is high related to quality they provide
- Currently finds perect people from past work relations, family, friends and within my circle and online which is tedious
- Not much choice and comparison not available

“ I am used to with online service and I usually do my online shopping from Instagram.


Brands



Payment medium




Platform



Personality

Introvert Thinker
Spender Tech-savy

Kristin Watson



AGE 27
EDUCATION Masters in Business
STATUS Single
OCCUPATION Sales Manager
LOCATION Sydney
TECH LITERATE High

Bio
She currenty lives in Sydney. She finished her master in businesss and has just been promoted to Sales Manager. She is currently single and like to go out with friends on long holidays.

Core needs


- Need to find people with similar skills that can help her tackle company goals.
- View all her hirings in an overview
- The price of the service is very important

Frustrations


- Price is high related to quality they provide
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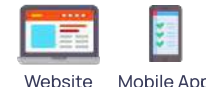
Brands



Payment medium



Platform

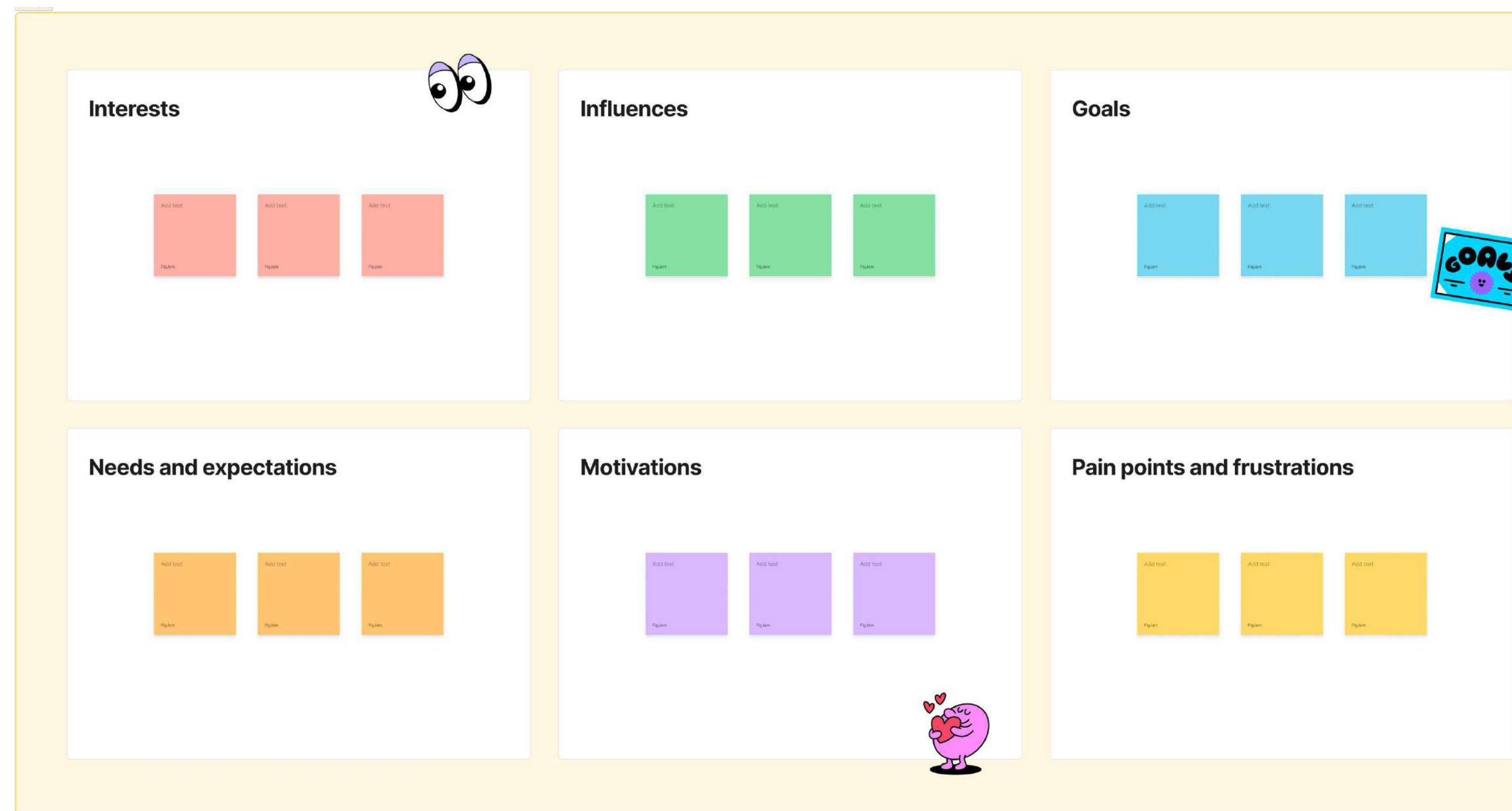


Personality

Introvert Thinker
Spender Tech-savy

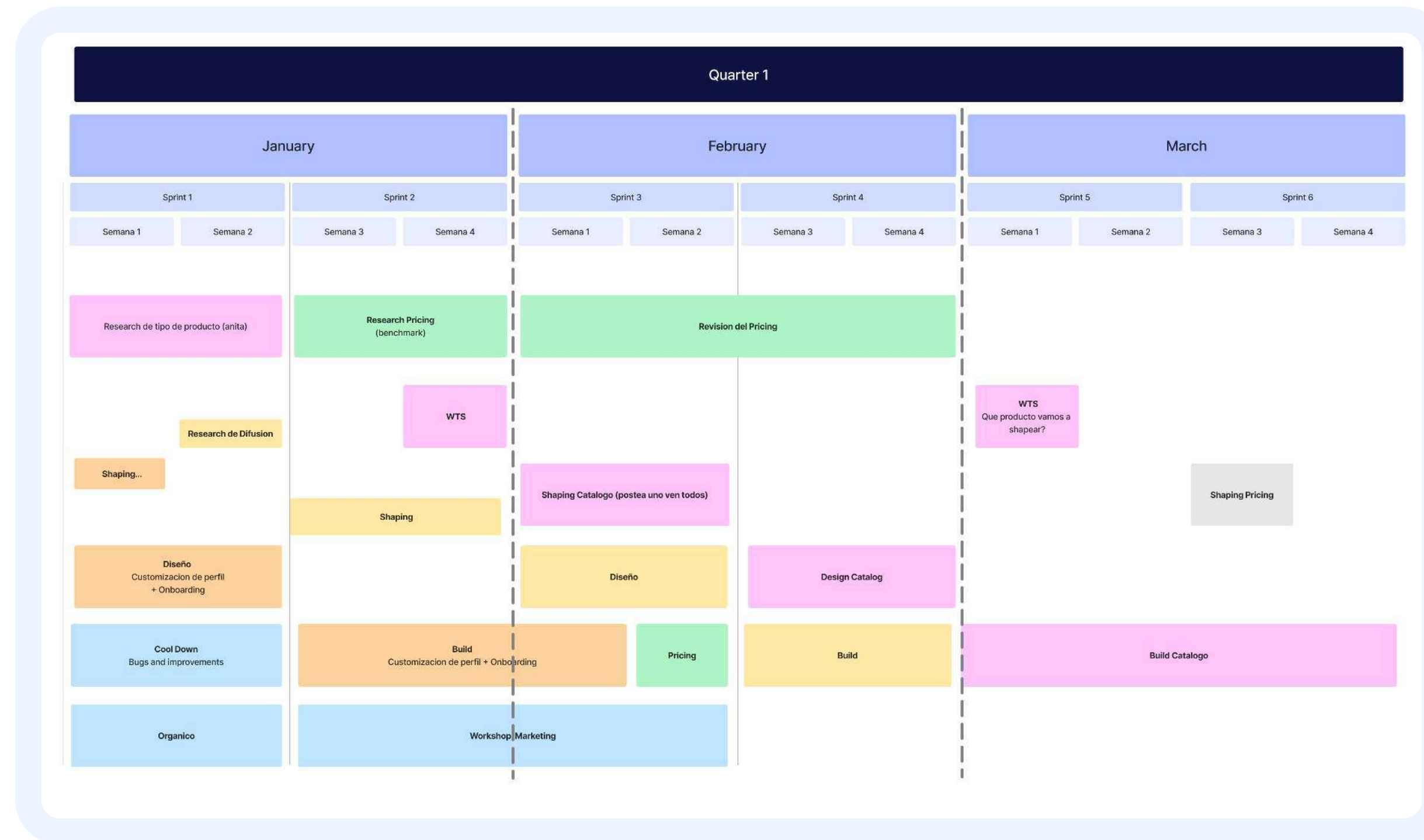
Feature Insights & User Cases

A detailed description of product features and user stories provides clear context, justifying feature needs and offering design guidance, ensuring the development process aligns with user requirements and business goals.



Sequencing

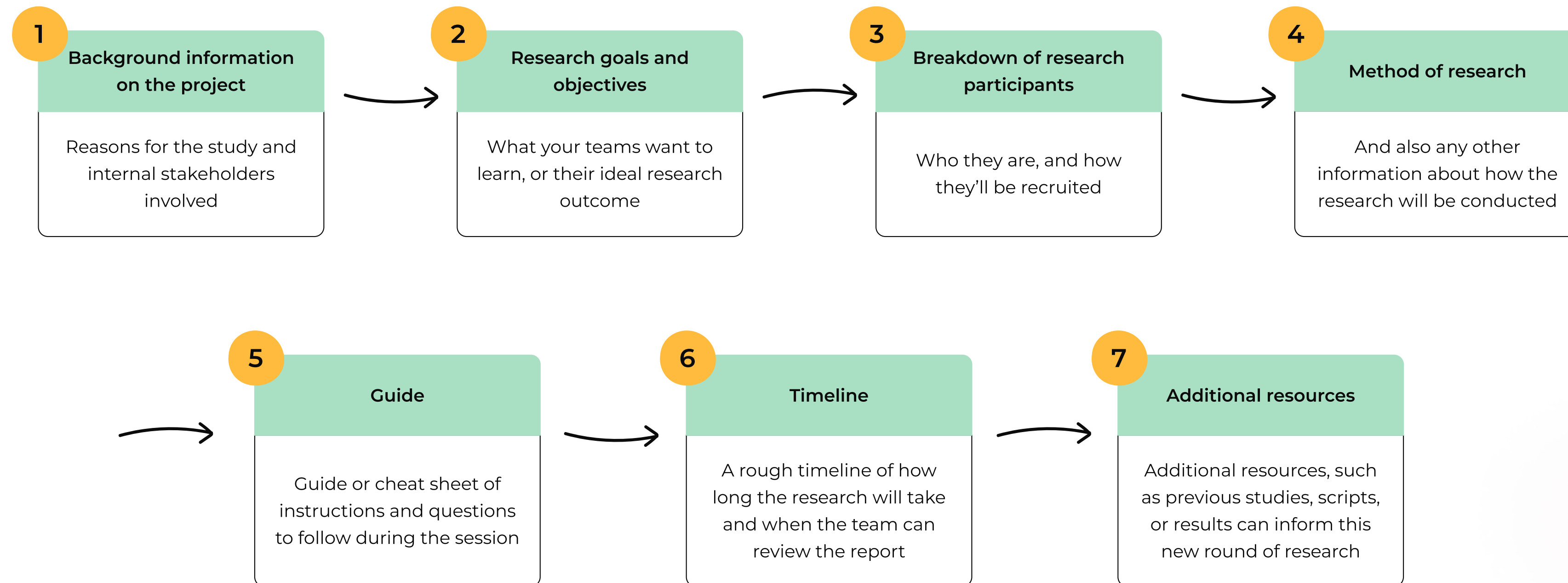
A strategic process for organizing feature development by assessing impact and feasibility, ensuring that high-value, achievable features are addressed first to optimize business outcomes and user satisfaction.



"How did you solve a similar problem in the past?"

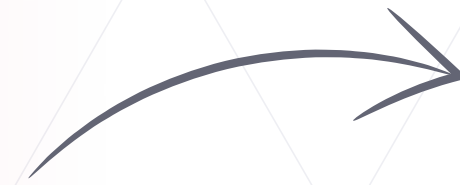
Strategy map

A visual timeline that maps the product's planned evolution, providing clear expectations and development milestones for stakeholders to ensure alignment and progress tracking.



UX/UI Design

Our Product Strategy phase aligns business goals with user needs, creating a roadmap that guides the product's development, ensuring it delivers value to both the business and its users.



Process Flows



Content Structure



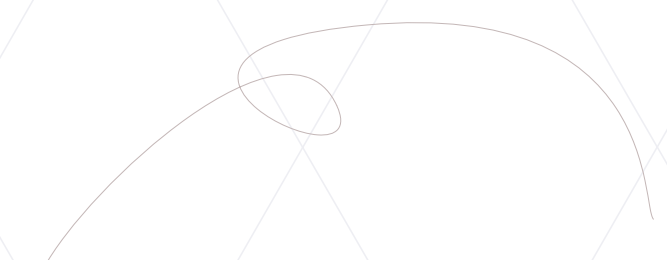
Basic Wireframes



Visual Ideation

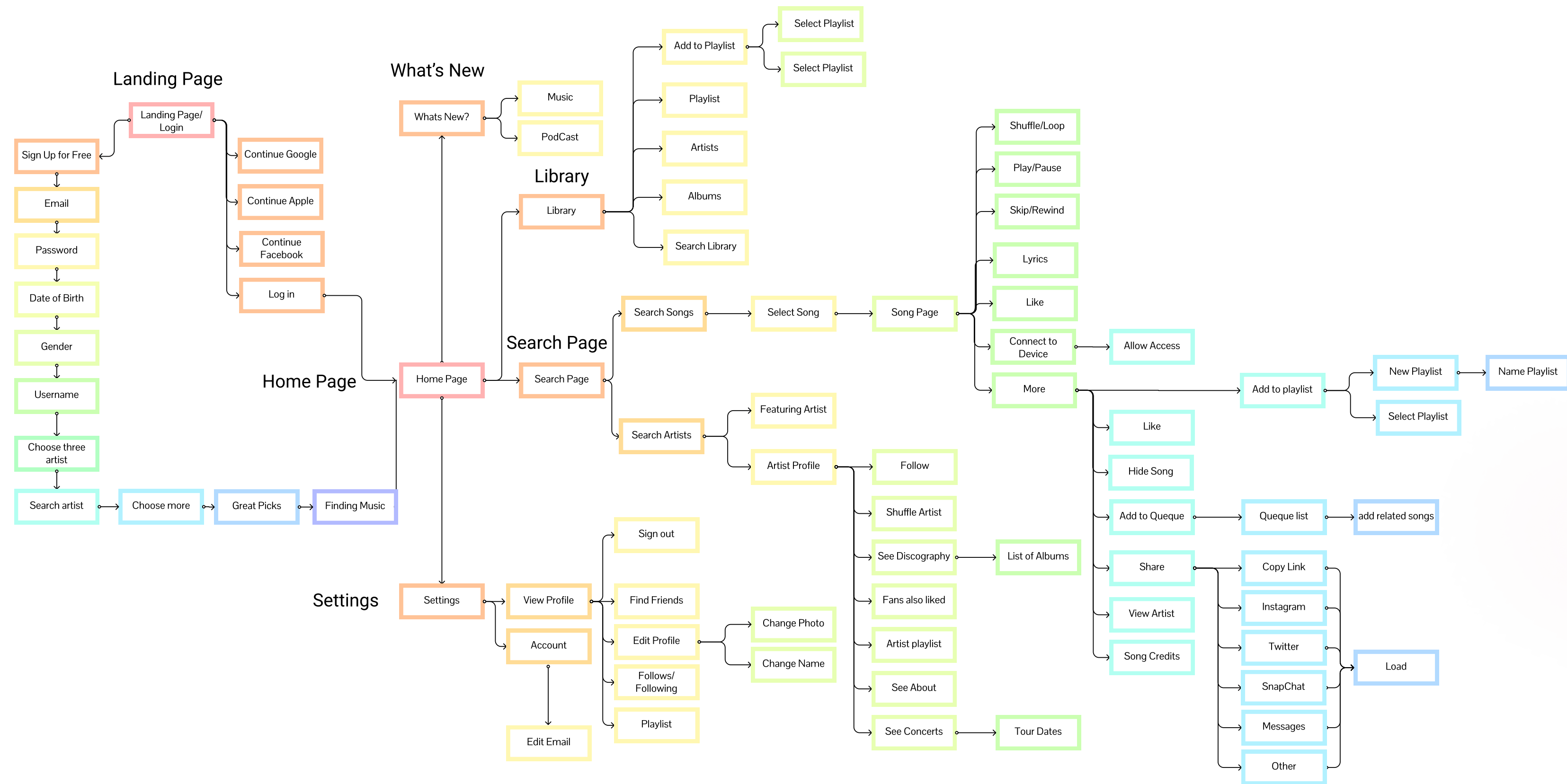


Finalized Mockups



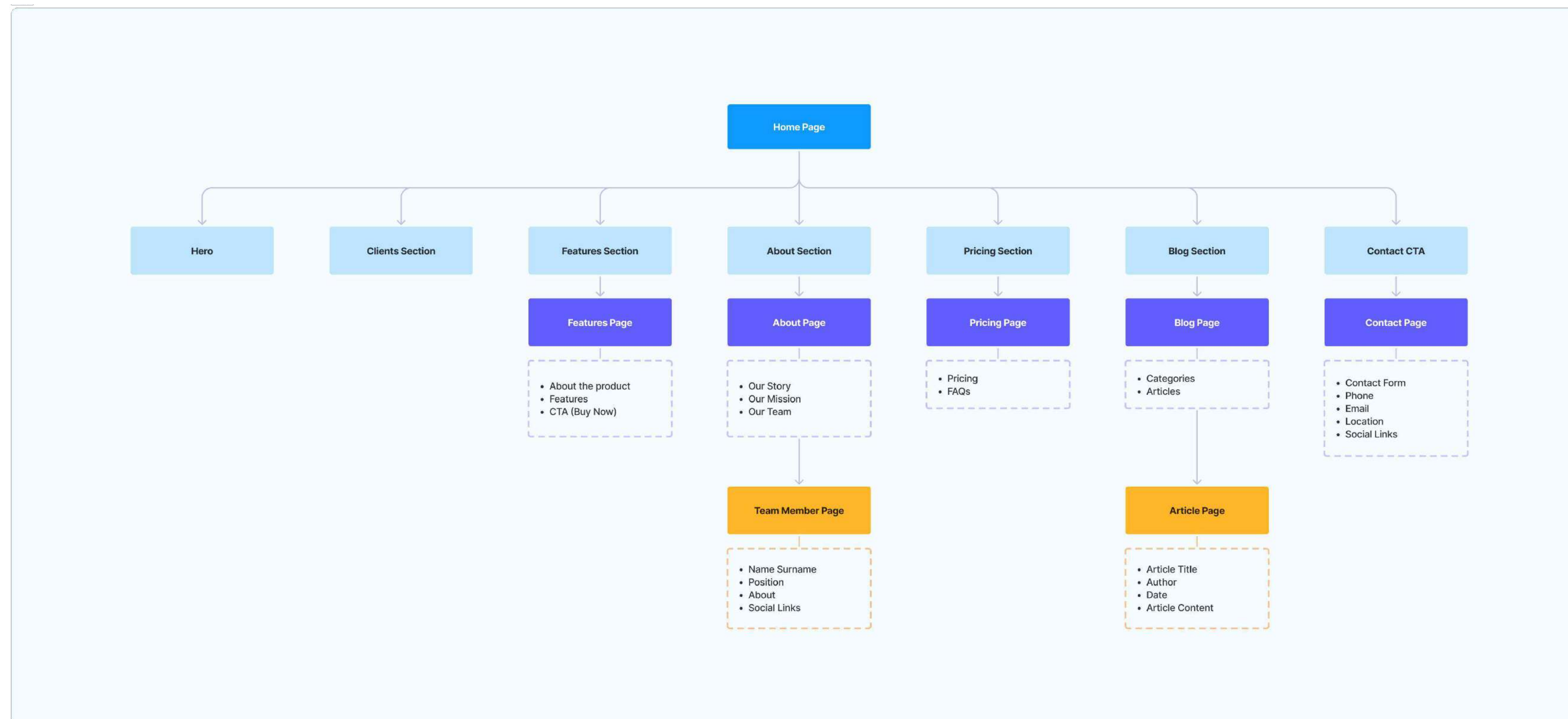
Process Flows

A visual representation of the user's journey to complete a task, user flows map each step from entry to final action, ensuring an intuitive and efficient user experience design.



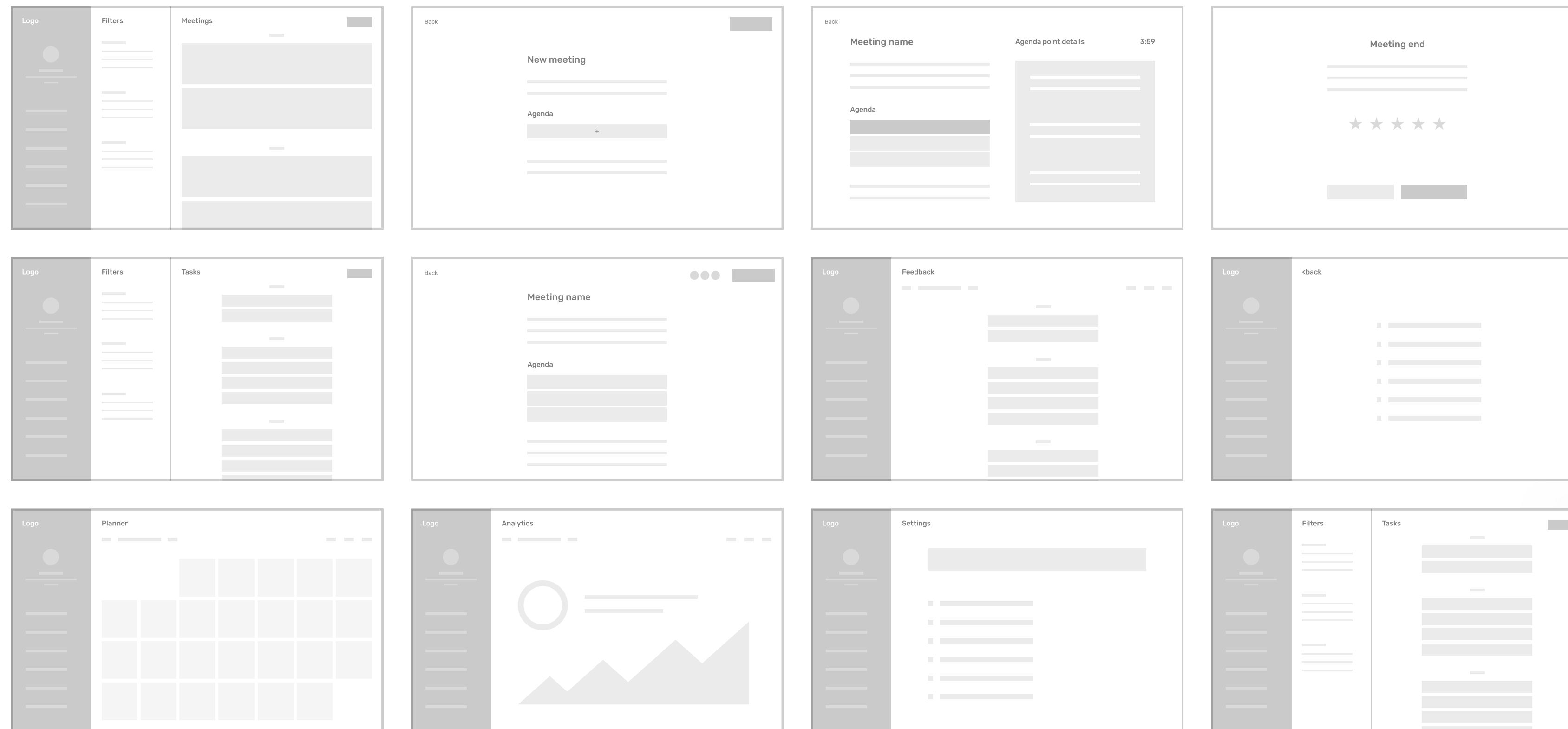
Content Structure

Organizing, structuring, and labeling content effectively ensures it is accessible and understandable, enhancing user experience and enabling efficient navigation through information.



Basic Wireframes

Sketches that illustrate the basic layout of web pages or app screens, emphasizing functionality over intricate design details, serve as foundational tools for guiding user interface development.



Visual Ideation

Exploring visual design elements such as color, typography, and imagery helps establish the product's aesthetic direction, ensuring a cohesive and engaging user experience that aligns with brand identity.

Select Department ^




Search

- Accounting
39 team members
- Business...
12 team members
- Design
40 team members
- Engineering
23 team members

Upload Financial Documents

Browse and chose the files you want to upload from your computer




+

-  **Cameron Williamson**
Product Designer
-  **Brooklyn Simmons**
Software Engineer II
-  **Leslie Alexander**
Project Manager

+ Add team member

Settings

Search

-  Account Settings
-  Notifications
-  Privacy

Billing

Manage your billing and payment details

+ Add Download PDF Report

Overview Segments Dashboard

Search by invoice number, name, amount... Filter

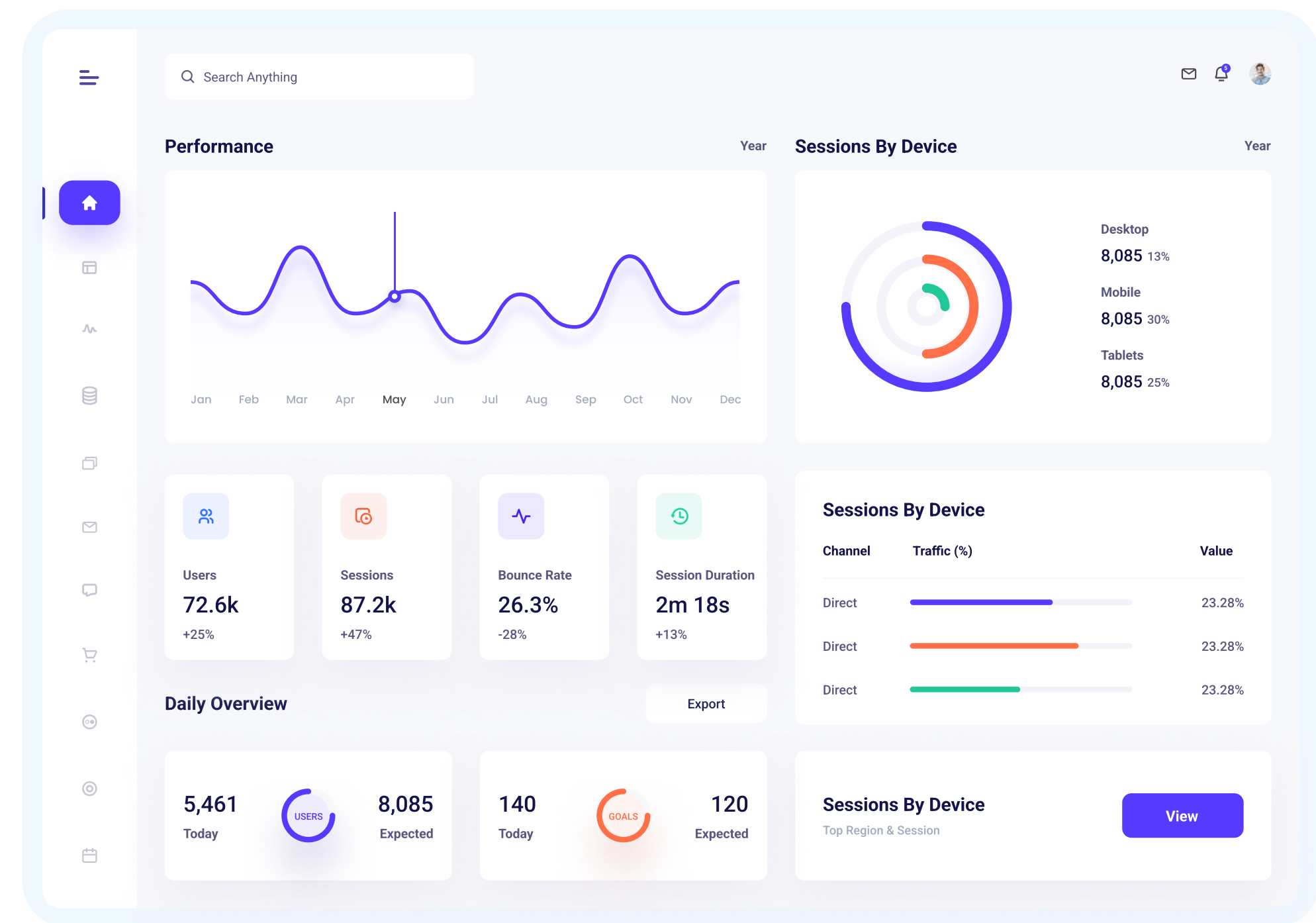
INVOICE NUMBER	VENDOR	BILLING DATE	STATUS	AMOUNT	
<input type="checkbox"/> 5146846548465	Jane Cooper	2/19/21	Paid	\$500.00	Pay
<input type="checkbox"/> 5467319467348	Wade Warren	5/7/16	Paid	\$500.00	Pay
<input type="checkbox"/> 1345705945446	Esther Howard	9/18/16	Unpaid	\$500.00	Pay
<input type="checkbox"/> 5440754979777	Cameron Williamson	2/11/12	Paid	\$500.00	Pay
<input type="checkbox"/> 1243467984543	Brooklyn Simmons	9/18/16	Unpaid	\$500.00	Pay
<input type="checkbox"/> 8454134649707	Leslie Alexander	1/28/17	Unpaid	\$500.00	Pay
<input type="checkbox"/> 2130164040451	Jenny Wilson	5/27/15	Paid	\$500.00	Pay
<input type="checkbox"/> 0439104645404	Guy Hawkins	8/2/19	Paid	\$500.00	Pay

Job Type

- Full Time
- Part Time**
- Contract
- Freelance**
- Remote
- Show All Types

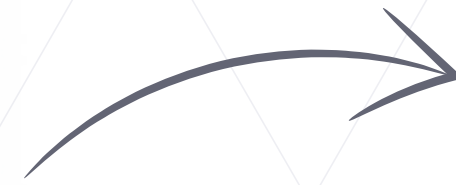
Finalized Mockups

Detailed designs that accurately depict the final product, featuring pixel-perfect layouts, graphics, and interaction details, serve as a comprehensive guide for developers during the implementation phase.



Manuscripts

In the Documentation phase, we thoroughly outline specifications and guidelines, providing clarity and coherence for development teams to ensure consistent understanding and implementation throughout the project.



Style Guide



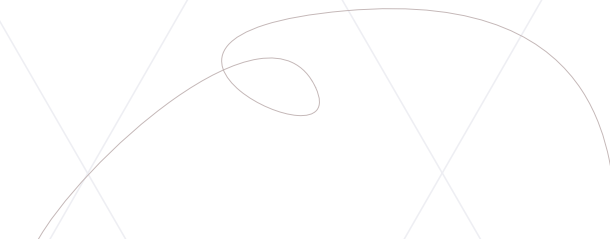
UI Kit



Design Comments



Functional Specifications



Style Guide

A comprehensive set of design standards, documentation, and components that ensure a cohesive product experience, facilitating consistent design implementation and enhancing user interaction across all platforms.

Colors

Primaries and grays

<https://yeun.github.io/open-color/>



PINK
#4263EB

PURPLE
#7048E8

BLUE
#51CF66



#212429

#495057

#ACB5BD

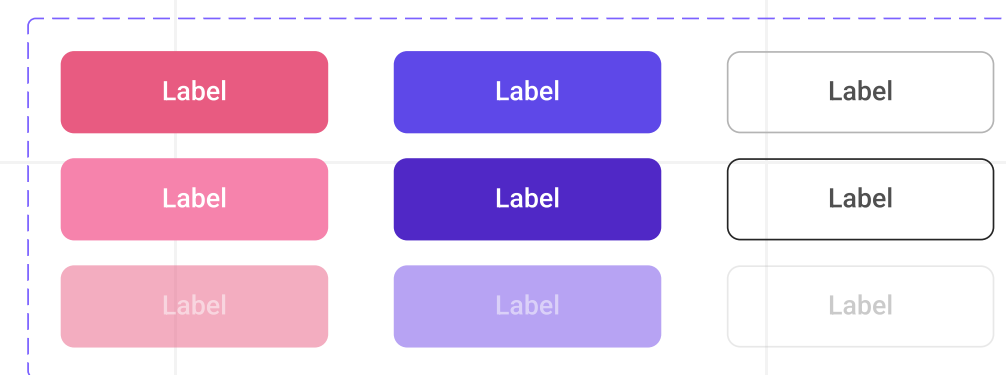
#DDE2E5

#F8F9FA

PRIMARY

ALTERNATIVE

SECONDARY



Buttons

Typography

Roboto set with the perfect-fourth modular type scale

<https://fonts.google.com/specimen/Roboto>
<https://www.modularscale.com/?16&px&1.333>

H1 Hayes Valley Studio

H2 Hayes Valley Studio

H3 Hayes Valley Studio

H4 Hayes Valley Studio

H5 HAYES VALLEY STUDIO

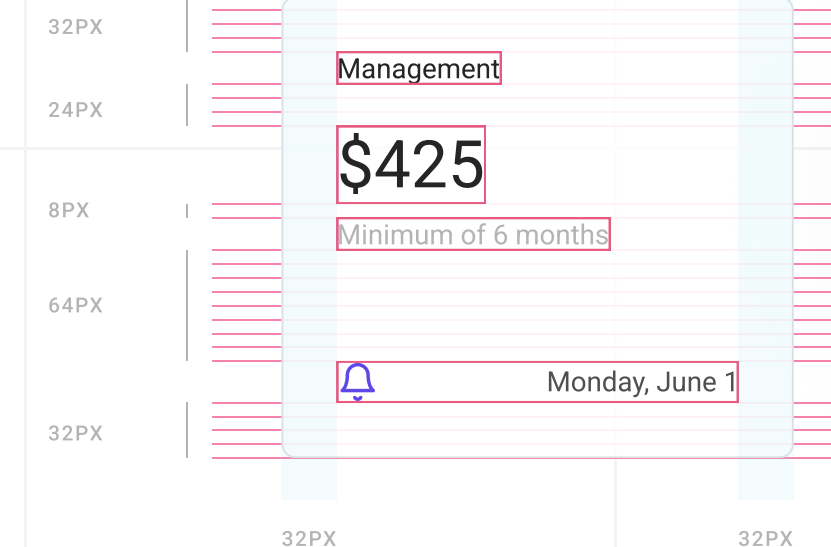
P Hayes Valley Studio

SMALL Hayes Valley Studio

Spacing

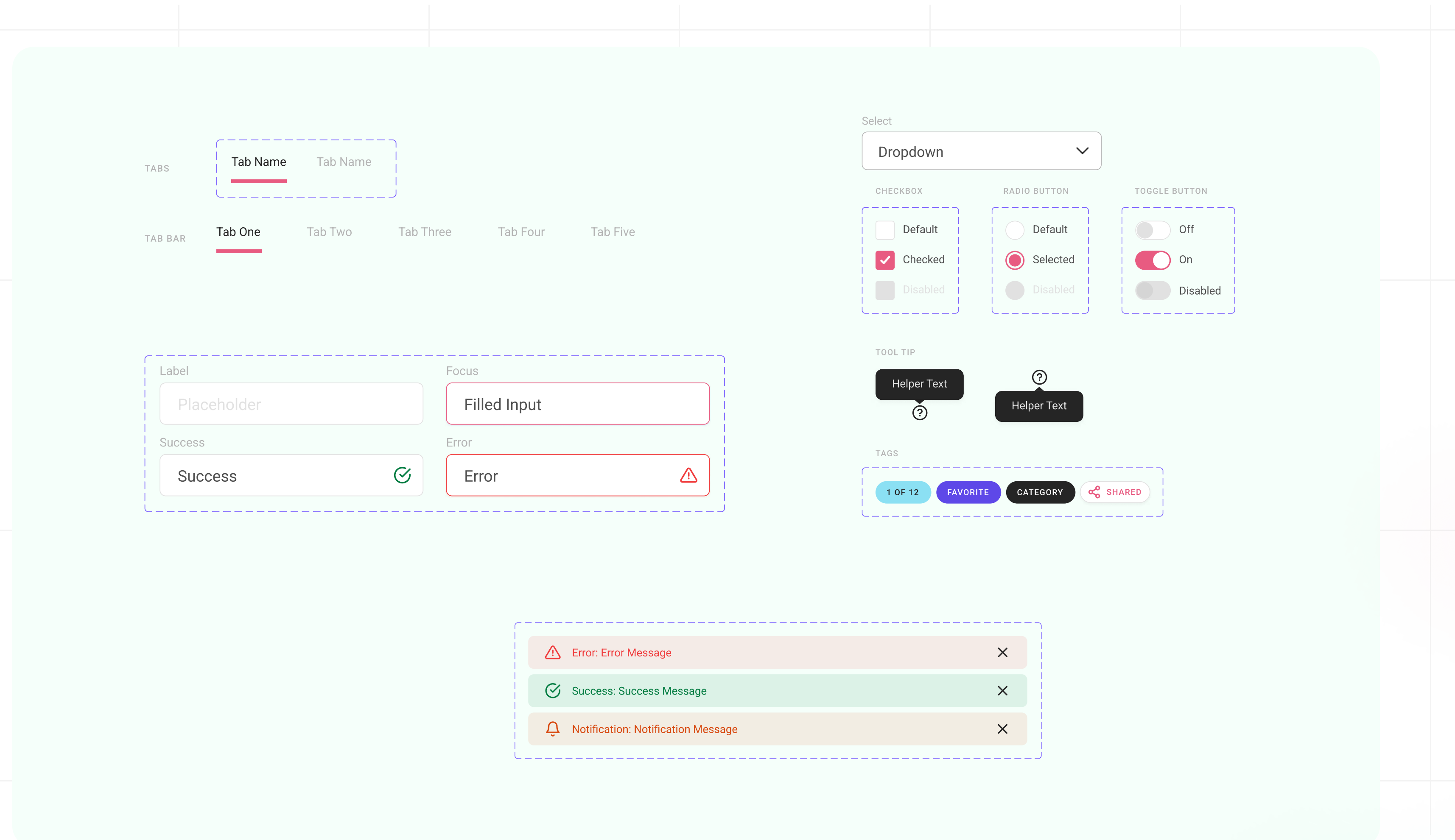
The 8-pt grid. Using multiples of 8 to define dimensions, padding, and margin of elements.

<https://spec.fm/specifics/8-pt-grid>



UI Kit

A collection of reusable UI elements that promotes consistency and efficiency in design and development, enabling teams to create cohesive user interfaces while reducing redundancy and speeding up the workflow.



Design Comments

Detailed descriptions of the design offer clear guidance to developers regarding the appearance and behavior of elements, ensuring accurate implementation and consistency throughout the product.

-----🔧 BUILD-----

- 🔒 Release 2 [Date]
- ▶ Release 2 Prototype [Date]
- 🔒 Release 1 [Date]
- ▶ Release 1 Prototype [Date]
- ▶ Sales Presentation Name [Date]
- 📧 Release In Progress

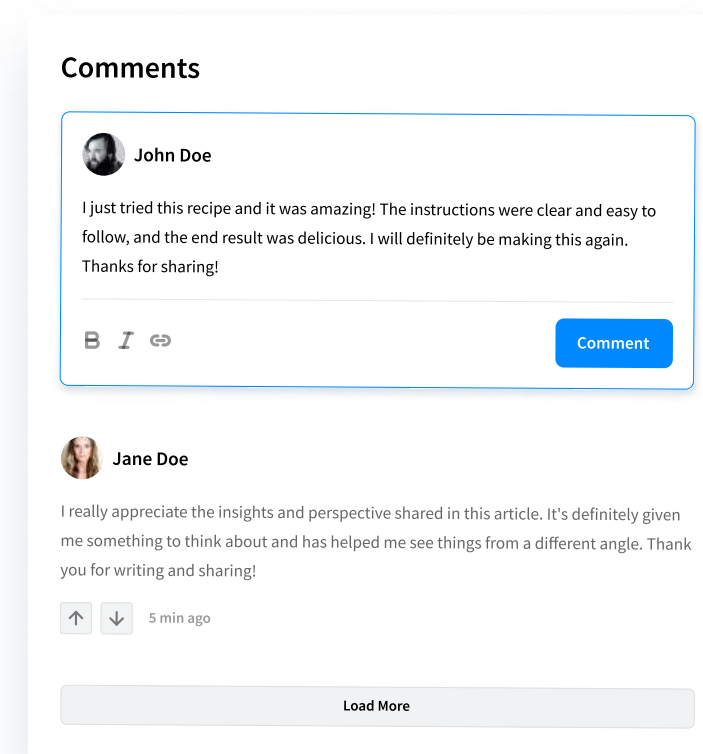
Design Explorations

-----🧪 TEST-----

- Usability Testing Name [Date]
- Audit 2 [Date]
- Audit 1 [Date]

-----🔍 UNDERSTAND-----

- Moodboard
- Competitor Analysis
- Information Architecture
- Journey Mapping
- Job Stories
- User Personae



Reason for acceptance

- 1st reason for acceptance based on intended features, good usability etc.
- 2nd reason for acceptance based on intended features, good usability etc.
- 3rd reason for acceptance based on intended features, good usability etc.

Additional comment

Recommendation goes here...

Functional Specifications

A document that outlines the product's features, functionalities, and both technical and business requirements, serving as a comprehensive reference for development and stakeholder alignment.

Product Spec

Notion Tip: Here at Notion we use this template to help teams build products with the greatest chance for success. It helps teams think more deeply, improves asynchronous communication with docs, and provides space for collaboration.

👁️ Problem

Example questions to answer:

- What problem are we solving? For whom? When do they expect to solve it?
- What data, research and feedback do we have that explains the problem?
- Which customers are we working with, or hearing from, to be sure we're solving the right problem?
- Why is solving this problem urgent? Why is it important?

- List

🧠 Proposal

Example questions to answer:

- How are we solving this issue? What alternatives did we consider? Why did we choose this?
- What is the general shape of this solution? Do you have any relevant market comparisons in the market?
- How will we know that we've solved this issue? What will we measure?
- Have we considered how we're building this to be fast, performant, and low-cost on our services?

Product Spec

Driver(s)	
Approver(s)	
Contributors	
Informed	
Product spec	

Summary




- Background
- Context
- Goals & Key Performance Indicators
- Constraints
- Assumptions
- User Research
- Design and Interactions
 - User Flow
 - Wireframes
- Requirements
 - Stories
 - Dependencies
 - Risks



Build Process

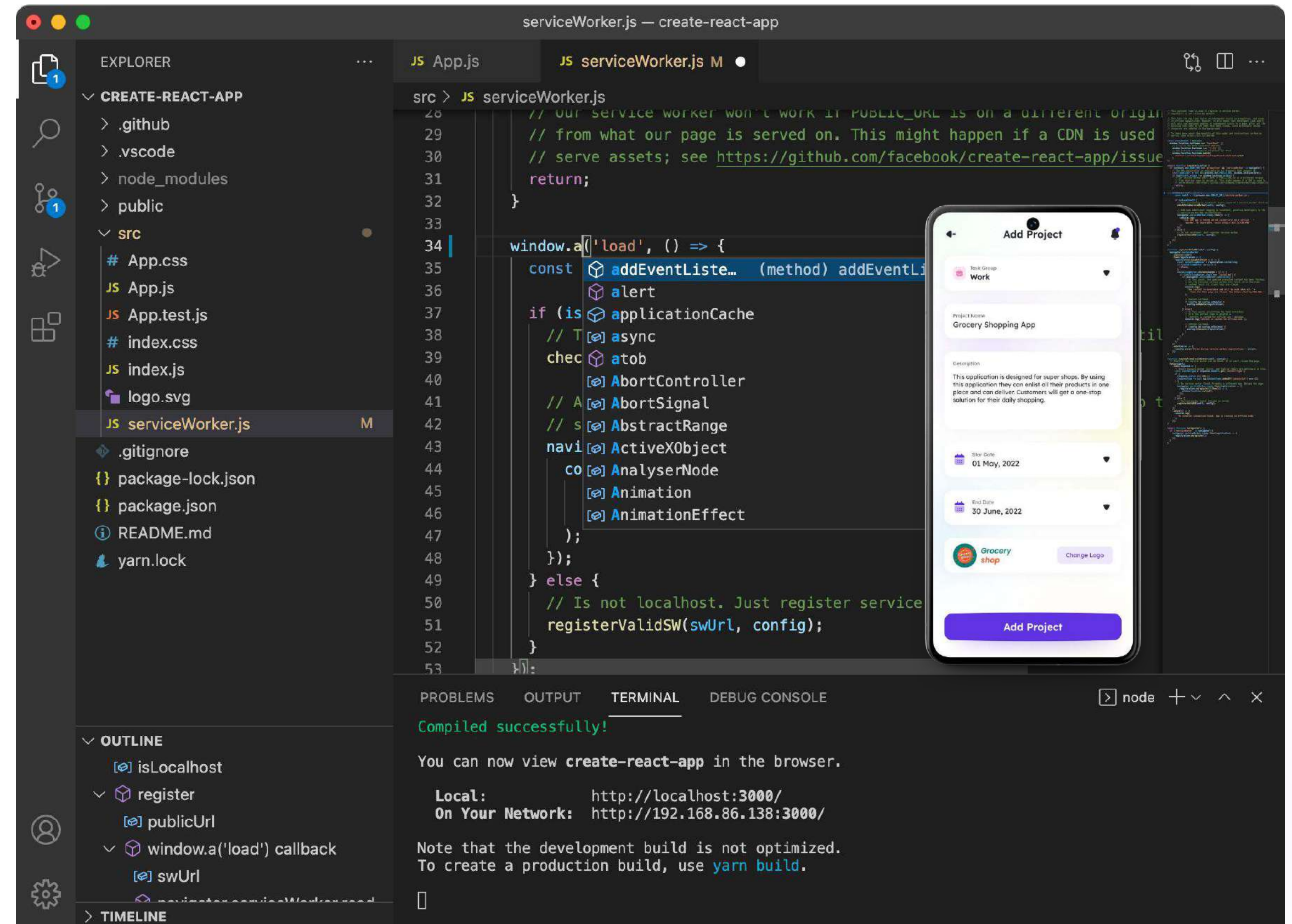
The Development stage transforms our strategic plans into reality through robust coding, seamlessly integrating form and function to create a high-quality product that meets user and business needs.



-  Software Applications
-  Server and API Solutions
-  Third-Party Connections
-  Agile Sprints
-  Quality Control

Software Applications

Creating responsive, user-friendly web and mobile applications designed specifically to meet your business needs, ensuring optimal functionality and an engaging user experience across all devices.



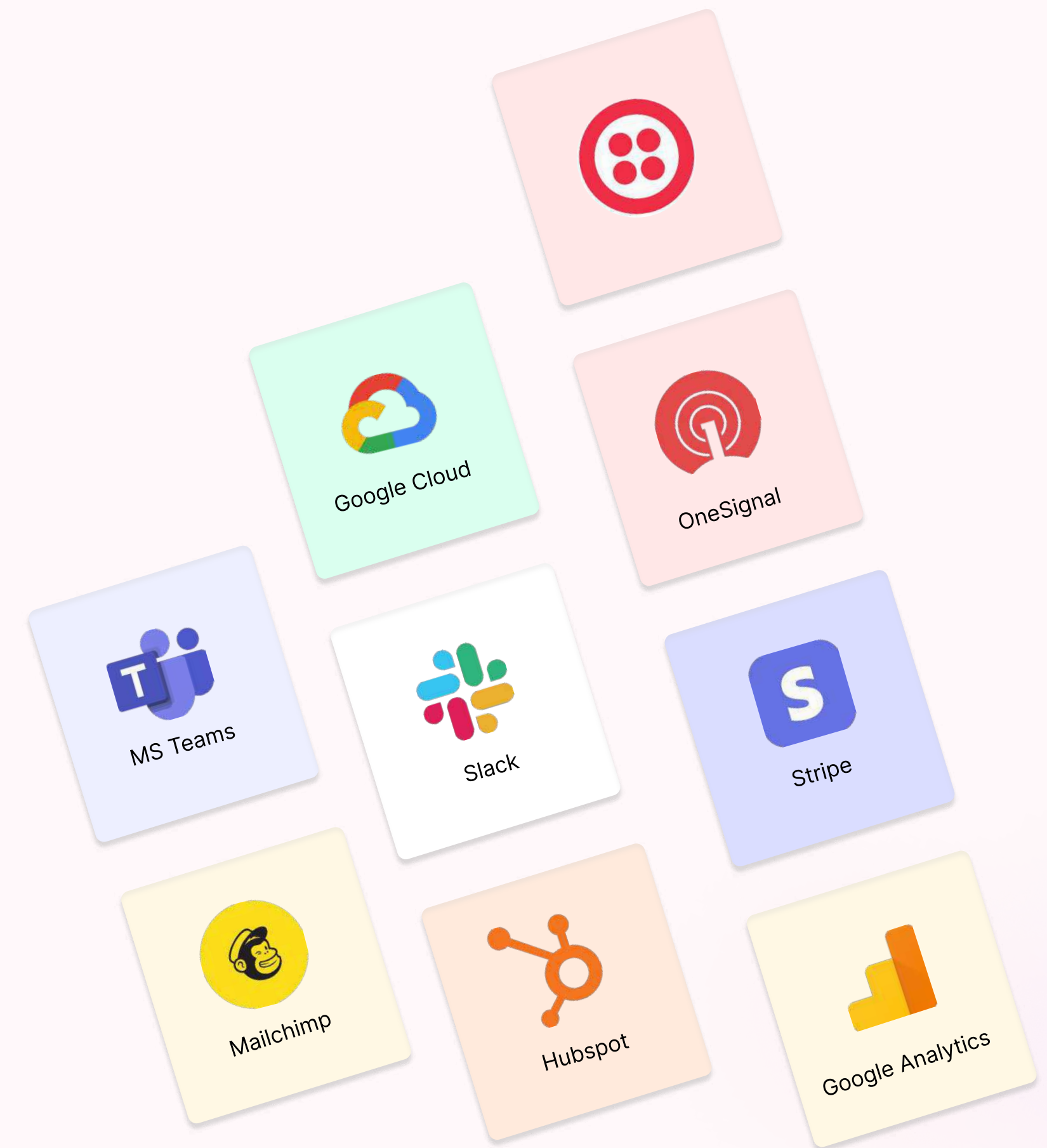
Server and API Solutions

Developing robust server-side logic and APIs for web and mobile applications, focusing on scalable, secure back-end systems that manage database operations, authentication, data processing, and integration with other services.



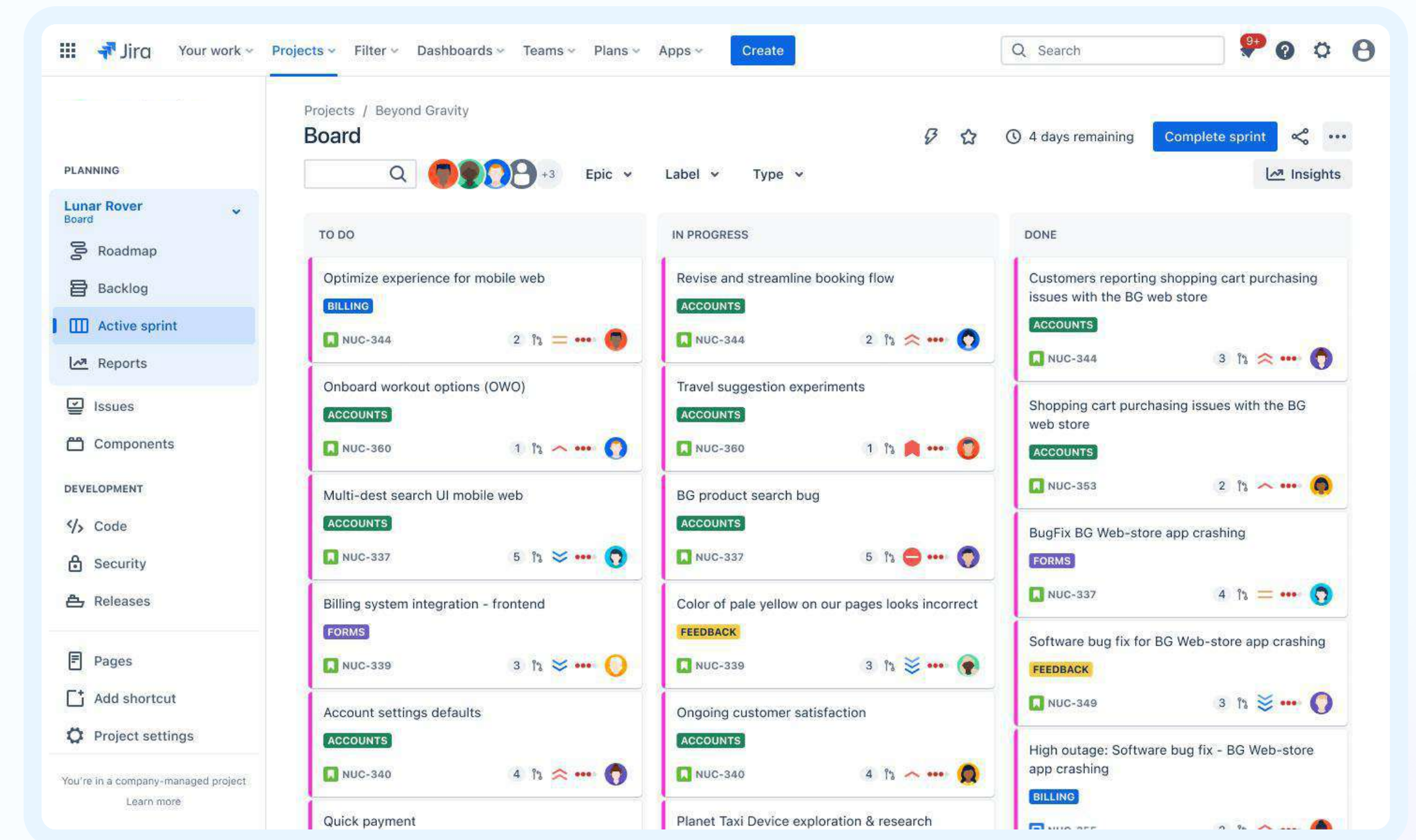
Third-Party Connections

Seamlessly integrating external services and applications into your product enhances functionality and user experience, creating a cohesive ecosystem that expands capabilities while maintaining performance and security standards.



Agile Sprints

Agile, time-boxed periods focused on completing specific development tasks, enabling rapid progress and fostering continuous feedback to enhance product quality and adaptability throughout the development process.



Quality Control

Our approach encompasses automated, manual, and performance testing to identify and resolve bugs, enhance usability, and ensure your product is launch-ready, operating flawlessly under real-world conditions.

Quality Assurance Program Plan



Increase Quality Assurance

On Track

	Improve accuracy of inspections 🔗 2 📄 1		31 Dec 2023		44%	At Risk
	Streamline inspection processes 🔗 2 📄 1		31 July 2023		48%	On Track
	Increase accuracy of inspections from...		31 June 2023		42%	On Track
	Reduce avg inspection time from 15...		31 July 2023		68%	Ahead
	Increase QA inspector training		31 July 2021		55%	On Track

[+ Add Measure](#) — [+ Add Action](#) — [+ Add Contributing Objective](#)

[+ Add Objective](#)

Increase Customer Satisfaction

Behind

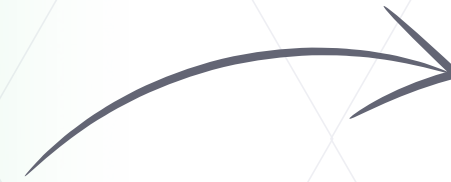
Increase Efficiency

On TrackAt Risk



Product Evolution

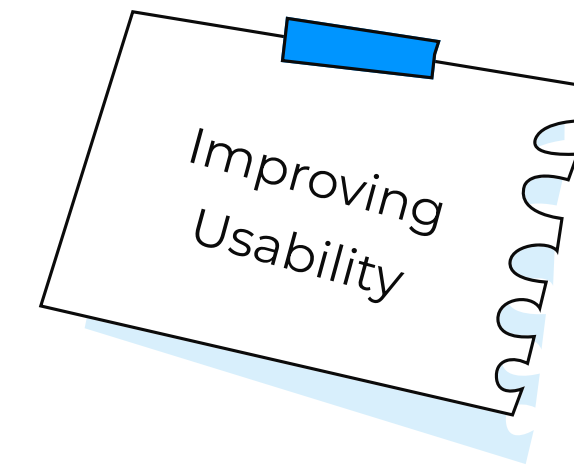
In our Maintenance phase, focused on product growth, we prioritize continuous improvement by adapting to evolving user needs and market trends, ensuring the product remains relevant and effective over time.



-  Product Promotion
-  User Interaction Testing
-  Insight Monitoring
-  Stepwise Deployment

Product Promotion

Our approach incorporates automated, manual, and performance testing to identify and resolve bugs, enhance usability, and ensure your product is launch-ready, functioning flawlessly in real-world environments.



A screenshot of a website for 'Tech Marketing'. The website has a light blue background. At the top left is the text 'Tech Marketing'. To the right are navigation links: 'How It Works', 'Our Work', 'Pricing', and 'About Us'. Further right is a blue button with the text 'Book A Call'. The main content area features a large heading 'We Take Care Of Your Brand' in bold black text. Below the heading is a sub-headline 'We care about our work and we care about our clients.' At the bottom of the main content area are three circular profile pictures of women.

Tech Marketing

[How It Works](#)

[Our Work](#)

[Pricing](#)

[About Us](#)

[Book A Call](#)

We Take Care Of Your Brand

We care about our work and we care about our clients.



User Interaction Testing

Monitoring user interactions and performance metrics to gather insights that inform future development decisions, ensuring continuous improvement and alignment with user needs and business goals.



Uncover Problems

in the design



Discover Opportunities

to improve the design



Learn About Users

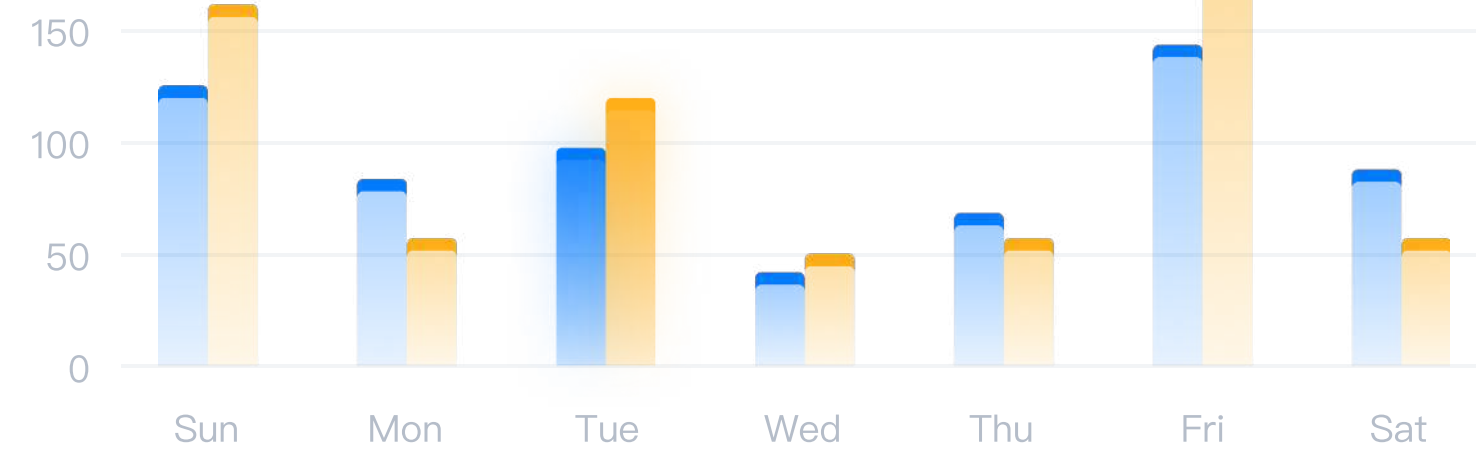
behavior and preferences

Insight Monitoring

Collecting feedback from real users interacting with your product to pinpoint areas for improvement, enhancing overall user experience and guiding future development efforts.

Performance

Day Week Month



Details

Previous Close	4,324.32
Year Range	4,834.32 - 4,932.53
Day Range	2,623.28 - 3,823.74
Market Cap	\$23.7 T USD
P/E Ratio	82.73

User Converting

Day Week Month

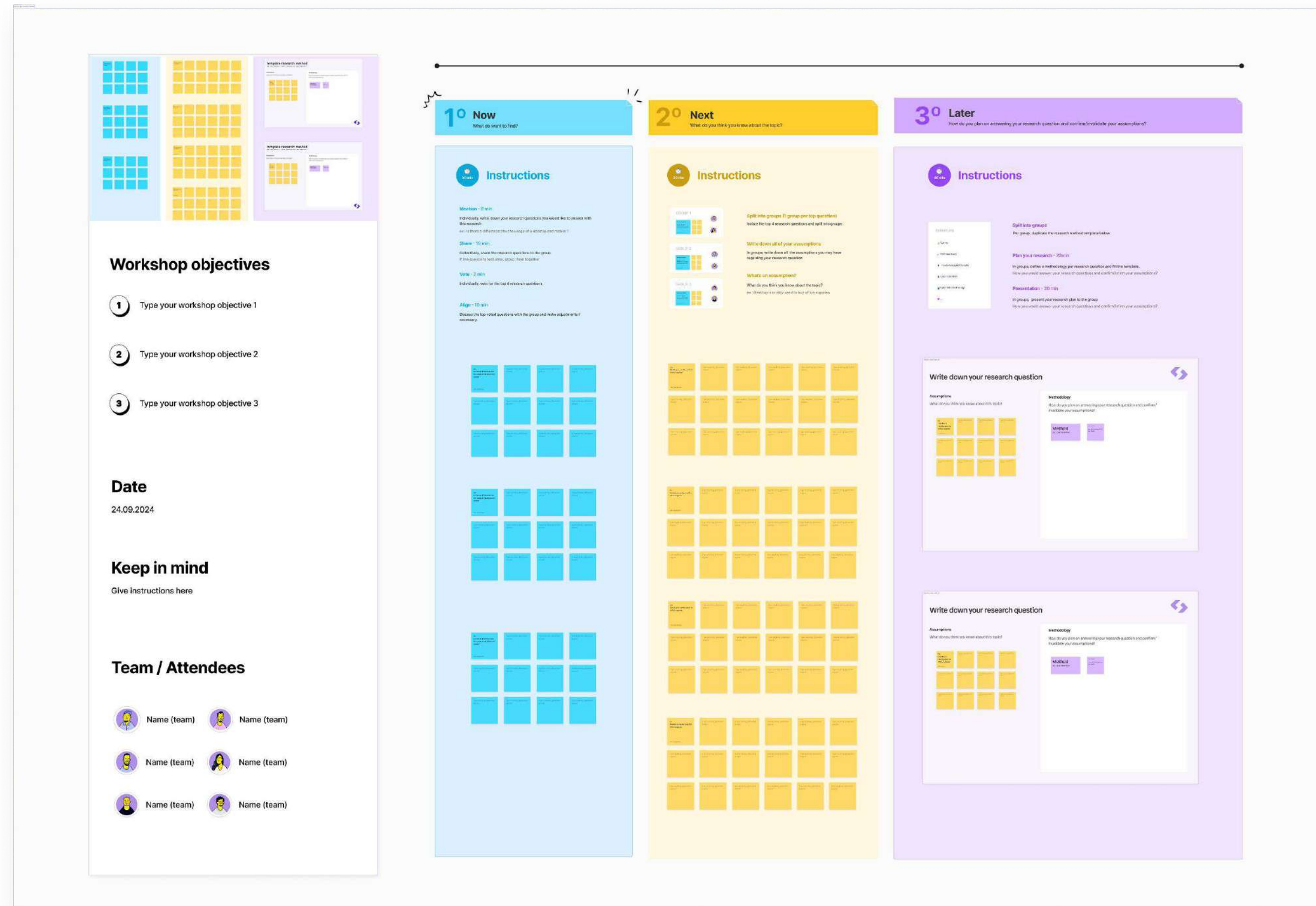


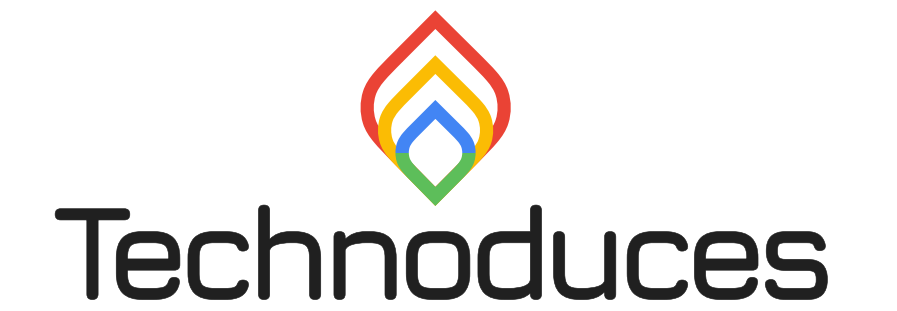
Total Count



Stepwise Deployment

Gradually releasing new features or products to users, enabling testing and feedback collection prior to full deployment, ensuring a smoother transition and improved user experience.





Thank you

Thank you for your engagement and trust in Technoduces. Your visionary ideas inspire us, and we're excited to continue this journey of innovation and success together. Through our partnership, we're not just imagining the future—we're actively creating it.

