



# Don't waste your money on software development

Any custom software development project is an investment - and often a big one. But despite coming to life at considerable expense - intellectual, financial and emotional - far too many software products ultimately fall short of expectations.

Regardless of what they might have in common, there's one thing they almost always lack: rigorous, meaningful and - above all - dispassionate validation.

Our software product experts can help you evaluate your idea and explore the opportunity it represents, and they will work with you to design the right experiments to help you get to a place where the next step is one you can take with confidence.

## PRODUCT DISCOVERY WITH MECHANICAL ROCK

At Mechanical Rock, we take great pride in Building the Right Thing, and Building it Right.

When it comes to Building it Right, we're renowned as being leaders in helping customers develop their practices in building Test Driven, Cloud Native software, delivered on top of robust DevOps principles.

Our Product Discovery Workshops are focused on helping customers to make sure they're building the Right Thing.

## STARTUPS

- Validation, validation, validation
- Identify your MVP
- Move quickly and preserve flexibility
- How much runway have you really got?

## SCALE UPS

- Scale
- Security
- Resilience
- Compliance
- Replatform? Rewrite?
- What got you here might not get you there
- Toto, I've a feeling we're not in Kansas anymore

## ENTERPRISES

- How to *really* Agile
- Move fast when all around you are moving slow



## THE RIGHT NEXT THING



One size very rarely fits all, and depending on where you are in your product journey, we might use techniques derived from Impact Mapping, Service Design, Event Storming and Lean Inception. We help you explore your product's Business Model, the underlying Value Proposition, and the Journey your Customer will take through your product and service offering.

What we particularly love about all this is that it all fits so perfectly on top of the bedrock of our DevOps driven approach to software product delivery.

Each element is geared around identifying - as quickly as possible - what actions to take, or which experiments to run, to increase the likelihood your investment in software development achieves what you want it to.

Sometimes, the right next thing will be to take a DevOps driven approach to building a sensible vertical slice of your application.

And sometimes, it will mean going out and asking your users a bunch more questions.

## THERE BE DRAGONS

It's a cliché because it's true: Product Development is a Journey. Our Product Discovery Workshop will help you draw a clearer map.

Get clarity on which path might lead in which direction, and whether and how your software product will actually get you to the outcome you're looking for.

Contact us at [contact@mechanicalrock.io](mailto:contact@mechanicalrock.io)

