

The Experts in Product Roadmapping

You have an incredible idea you want to develop into a fully fledged application for businesses or consumers to purchase and use. But how do you get there? What's the first step? Or you have an existing product already launched into the market with some users secured and a multitude of ideas for moving forward but uncertainty as to the order of operations. On both fronts, Poeta Digital can help you understand your product needs in relation to your target market through our expert roadmapping approach that combines business and software development expertise.

What We Offer

Discovery

Understanding the competitive landscape is critical for business success. We will do a critical market analysis for you to determine whether a service, product or feature is already in the marketplace and how to properly and effectively differentiate your company's offerings from those of your competitors.

Ideation

Now that we know what your customers are looking for, we can start working on ideation. We'll start by brainstorming the product or the new feature set following an iterative process. We may also review your existing tech stack, identify optimization opportunities, and determine whether a migration or a refactor may be needed.

Verification

Part of our work involves auditing your business processes, technical environments, and security controls to ensure you are meeting your customers' needs and fulfilling your legal obligations through the proposed roadmap.

Metrics

How do you know that you have chosen the right order of development or that a piece of software is going to meet the needs of your customers or end users? Without taking time to understand not only what you are building but how you are going to measure success, you are simply throwing darts with your eyes closed. We will work with you and your team to identify the key performance indicators tied to your software development initiatives, set appropriate targets, and implement reporting to ensure you deliver the right functionality at the right time for the right set of users.

Competitive Analysis

Understanding your needs is crucial to determine next best steps. At Poeta, we bring business and technical expertise and experience to our client discovery meetings. Here we help you identify market opportunities, prioritize development efforts, and create a robust plan for staging out releases. This goes for both new product development and existing products.

User Testing

Ultimately, your digital offerings are intended for a target audience, customer, or end-user. Our user testing and focus groups are designed to give you a deep understanding of your end-users' desires and expectations. This will allow you to properly prioritize your development efforts as well as uncover previously unknown issues and opportunities, leading to better alignment between user expectation and user experience.

How Can We Help?

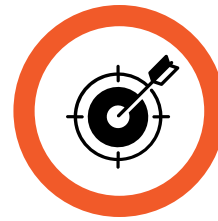
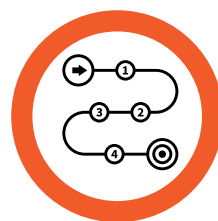
Poeta's technical and digital experts bring a wide breadth of knowledge and experience to client projects. We have a deep understanding of multiple verticals and, through key partnerships with organizations like HubSpot, Workato and AWS, we can provide you with guidance on when, where, and how to bring your product or new feature to market following best-in-class application design methodologies.

What are the Benefits?

Product development roadmapping is critical for any business wanting to take new products to market or improve upon an existing product offer. Poeta's technology and business development expertise allows us to create comprehensive, well thought out, clearly articulated product roadmaps that have achievable goals and deliverables tied directly to business objectives and measurable success metrics.

We have access to numerous experts that most companies would not be able to leverage in-house. This allows us to consistently create effective roadmaps and seamlessly transition from planning to execution and delivery. Our roadmapping teams are experienced in determining the necessary scope of development achievable within a range of budgets, and consist of technical architects, cloud native practitioners, business analysts, data scientists, and AI/ML specialists, among others.

Too often companies find themselves spending money crucial to their business success without any assurance they will actually be successful. Poeta knows how to help you define and measure success so that the right order of operations and pace of development are set and audited along the way and are working in step with your business success goals.



300 Products Launched and 15 Years of Experience — Poeta has been creating expertly made applications and experiences that delight customers.

*"Poeta designed and built a complete mobile application that digitizes paper and manual workflows. Member engagement and retention has increased." — Todd Millar
TEC Canada CEO*

*"Their talent, efficiency and attentiveness is truly top-notch. The support, speed of work, and thoroughness provided by Poeta over the past few weeks has blown our original expectations out of the water."—
Real Authentication*

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Talk to one of our experts today about any of the services we offer.