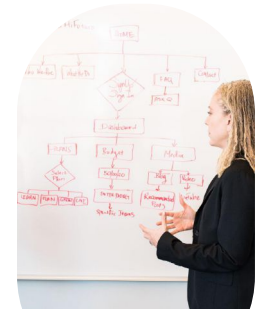
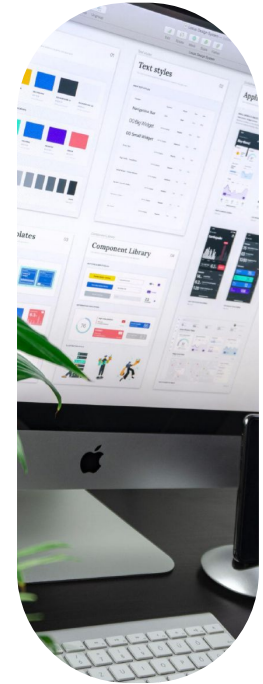




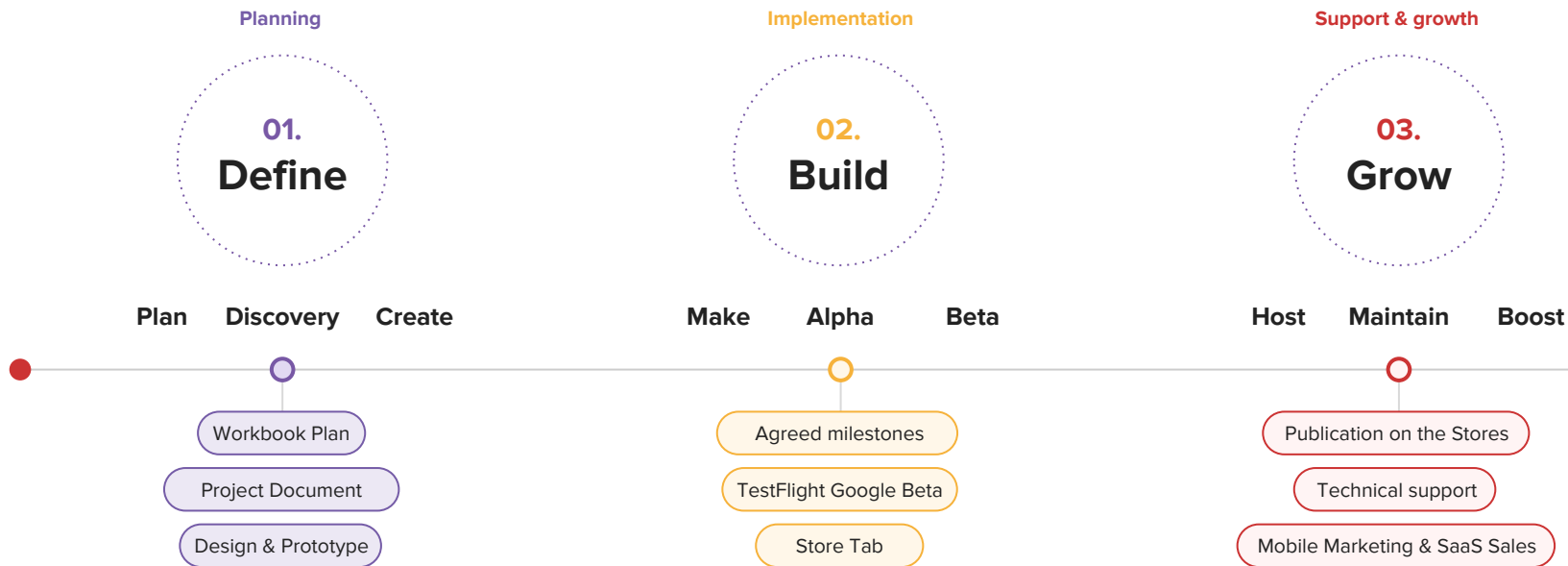
How DuckMa Creates Your Digital Product.

We Have the How, You Have the What.



A dedicated **Method** to **Digital Products**.

A way to turn an **Idea** into a **Reality**.
Each block consists of one or more steps, which can be repeated depending on the complexity of the Project.



The Fundamentals of our Method.



The DuckMa Method is designed and tested to deliver successful digital projects quickly, producing valuable and effective results that ensure a quick return on investment (ROI). That's why we guarantee it! Your idea will go through three basic steps: Feasibility Study ([Plan](#)), Project Study ([Discovery](#)) and Project Design ([Create](#)).

Throughout these three stages, we will provide you with a clear timeline and cost estimate for the project, prioritize your input and involve you in every decision-making process, and provide consulting expertise to identify the optimal solutions.



Certain time frame
of Project development



Clear and transparent costs
on every part of the Project



Project Awareness
thanks to the constant involvement



The Green Light.

The Customer for us is at the center of every decision.

We use "traffic lights" to categorize feedback and not get lost in communication.

A green light is the only condition for moving to the next stage.

Red Light

Hold On!

Let's do a thorough check.

Yellow Light

Slow forward.

Something to fix, small to medium trim.

Green Light

Off we go!

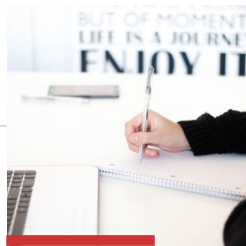
Full steam ahead to the next stage!



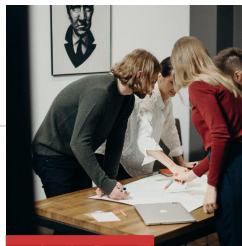
Roadmap.

At each stage you will be accompanied by a **roadmap** in which we will set **dates** together.

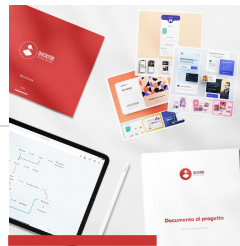
To go from **idea** to **reality**, **the steps are many**: a trail map is essential so that everyone can organize.



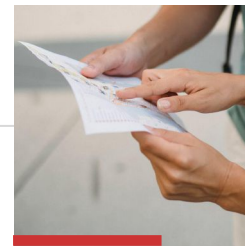
1. Workshop Preparation



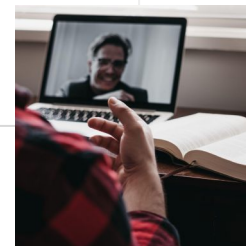
2. Workshop Participation



3. Delivery of materials
and follow-up of the meeting



4. Client input comments



5. Post-Workshop Alignment Call

Quotations in the Contract.

No Surprises Style

The 3 moments dedicated to You

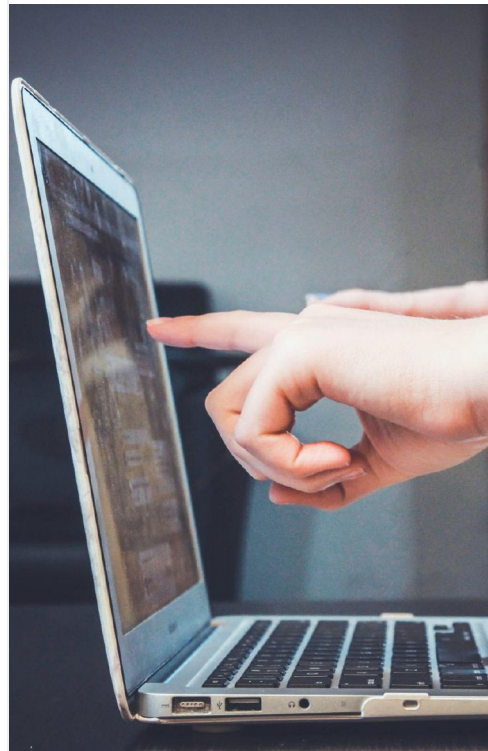
After each step we will take time together to make sure that what we have done is aligned with your wishes. Understanding you is crucial for us.

The meaning of a figure

Making an Estimate is extremely complex because we feel bound by what we say. After the CREATE phase, where we finish the graphic design, it will no longer be possible to make substantial changes precisely to protect the Project.

Guarantee to protect the Project

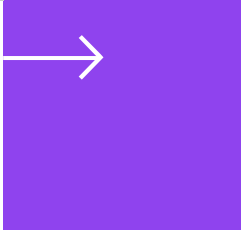
The figure we provide you with is included in the MAKE phase Contract along with the Project Document and graphics. This is the best guarantee that even if there are surprises, they will all be handled by DuckMa and You can relax.



We have the how, you have the What

Define.

Phase 01



01.1

Plan or C&D.



You are involved in a Workshop in which a dedicated Team **analyzes the Project with you**. This is when we do an initial feasibility study.



We hand over a document called the **Workbook Plan** that will provide you with what we have developed during and after the meeting.



A **final alignment call / meeting** is agreed upon at the close of the Plan phase.

The Workbook Plan includes:

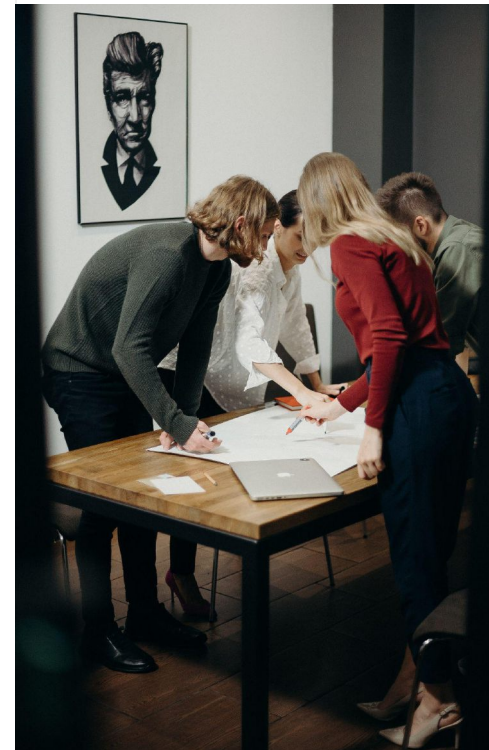
[01.1.1 User Journey](#)

[01.1.2 MoodBoard](#)

[01.1.3 Macro Functionality](#)

[01.1.4 Opportunities and Critical Issues](#)

[01.1.5 Project Quote](#)



01.1.1

Workshop(s).



We will organize a **2-hour Workshop** with all Decision Makers or experience bearers in your company.

We will provide a **Designer** and an **Engineer** experienced in design.



Permission will be sought to register our Workshop: every **idea and / or request** will be **studied and analyzed** by the Team with the aim of proposing the best ways to you.

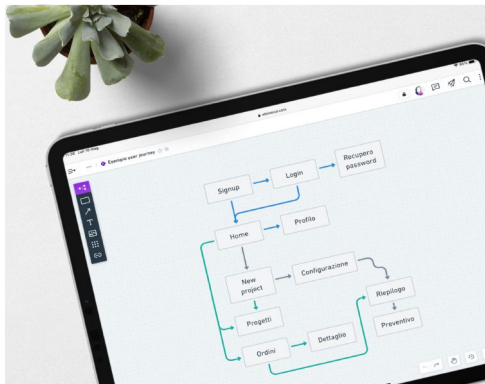
The recording will always be made available as an integral document of the Project.



01.1.2

User journey.

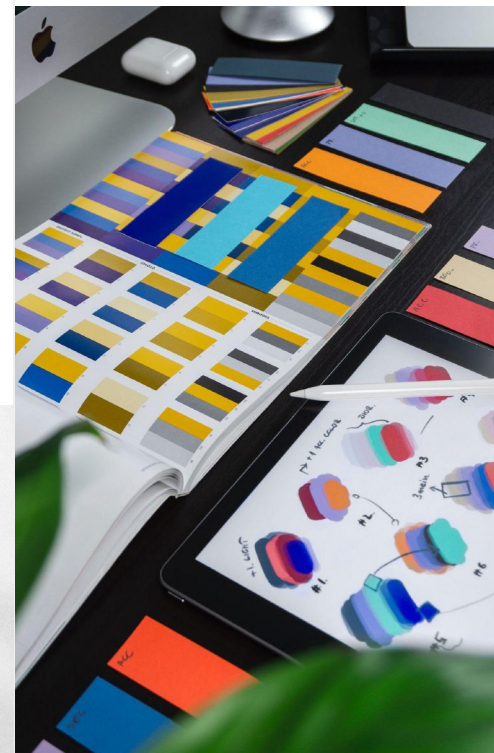
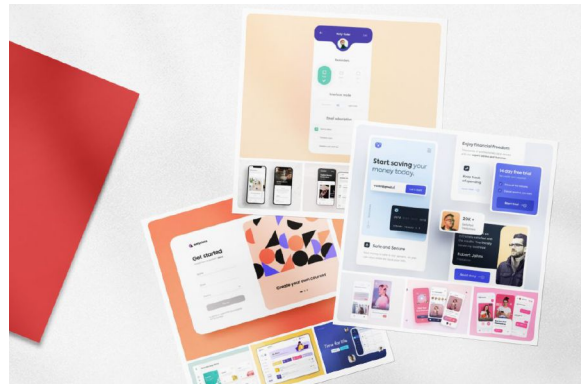
Let's define together the **End User journey** and the **key sections** for building your Digital Project.



01.1.3

Moodboard.

We define the **style of your Project** together. We select the colors with which we will convey emotions. This methodology is the embryonic stage of graphic development.



01.1.4

Macro Functionality.

■ Analysis of the macro functionalities of the Project allows us not only to draw its functional **perimeter**, but also to develop **KPIs** with which we can monitor success. Macro-functionality analysis also allows us to understand what really is right to include in version 1.0.

01.1.5

Opportunities & Critical Issues.

■ While opportunities are often one of the clearest aspects for You, critical issues are more difficult to identify. However, this moment is crucial, and it is our job to identify all the **weak points**, find **solutions**, and understand with You the real **feasibility**.

01.1.6

Plan Quote.

■ The first Quote we provide is very extensive. Compared to the first contact we have much more information, we have spent a lot of time with you but we have identified **only the macro features**. In the next steps you will have ample opportunity to choose among the alternatives, to identify the correct path compatible with your budget.



01.2

Discovery.

- Attend a Workshop with a dedicated Team with whom we delve into the technical features, critical issues and opportunities of your Project.
- We hand over a document called the **Discovery Workbook** that will provide you with what we have developed during and after the meeting.
- A **final alignment call / meeting** is agreed upon at the close of the Discovery phase.

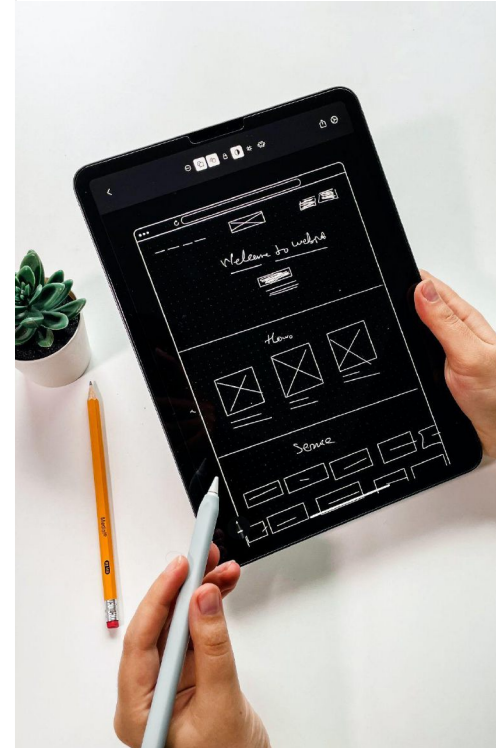
The Discovery Workbook includes:

[01.2.2 General Wireframe](#)

[01.2.3 Project Document](#)

Graphic Suggestions of Your Project

Estimate of the development cycles of the first version of the Project with suggested blocks.



01.2.1

Workshop.



There will be two or more meetings of 2 hours each with:

- Customer **Decision Makers**;
- Customer **Experience** Bearers;
- **Designer** specializing in DuckMa workshops;
- **Engineer** specializing in DuckMa workshops.



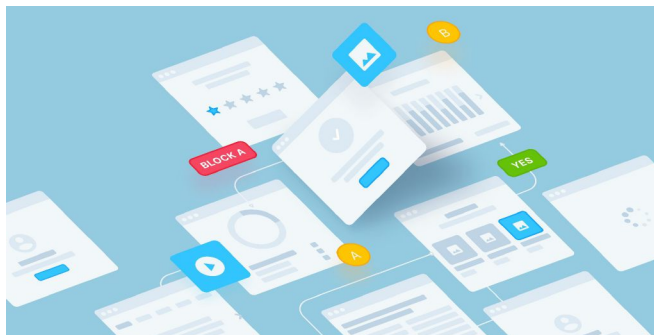
Each **meeting** will be video **recorded** (both in-person and remotely) and the recording will be part of the project documentation.



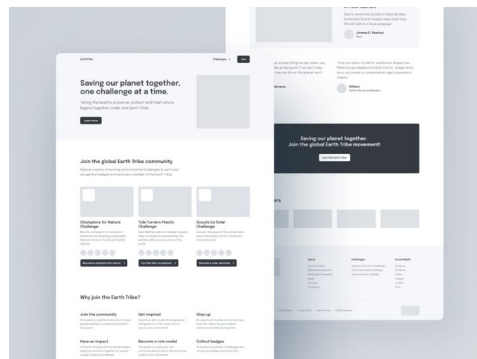
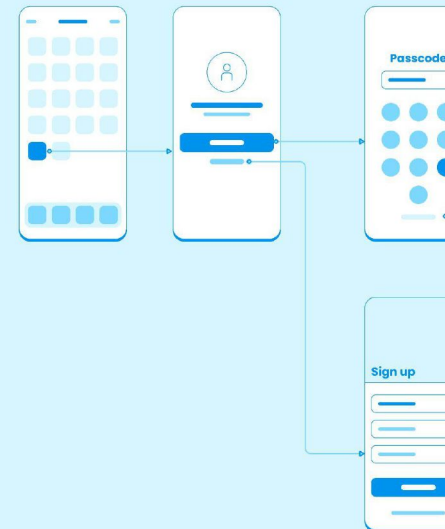
01.2.2

General Wireframe.

- Defines **flows and key graphical** and navigational elements;
- Defines **screens and content**;
- Defines the **information** that is to be transported from one screen to another;
- You can tell already from here what the ER schema and **logical flows** will look like.



Login & Signup Flow 2



01.2.3

Project Document.

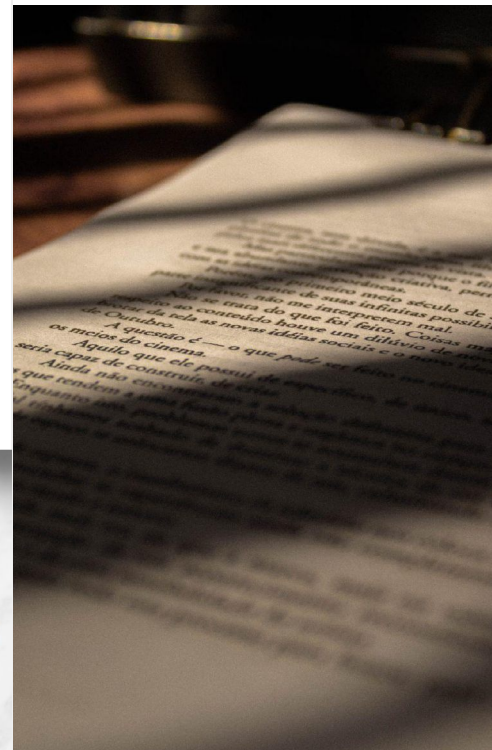


All the information from your Project is compiled into a technical document that forms the basis of the implementation phase.

- Clear narrative text
- Concise text
- Flexible text
- Table of document updates



The Project Document differs from the Technical Document in that it is not tied to a **specific technology** and allows you to offer both the technology best suited to your needs at the time of coding and the flexibility of choice.



01.3

Create.

■ We work synergistically to create the **graphic design of your Project** and turn it into the **navigable graphic prototype** that you can use to validate your idea or present it to investors.

■ The graphical prototype gives the opportunity to **gather feedback** from end users, further **optimizing the UI / UX** before getting their hands on the code.

We provide:

■ [01.3.1 Static Design](#)

■ [01.3.2 Navigable graphic prototype](#)

■ User Testing (internal)

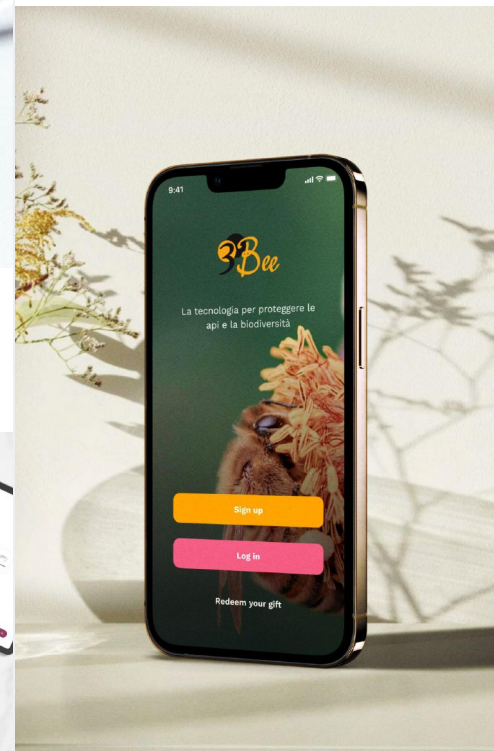
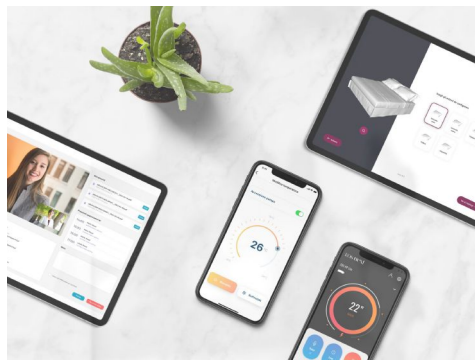
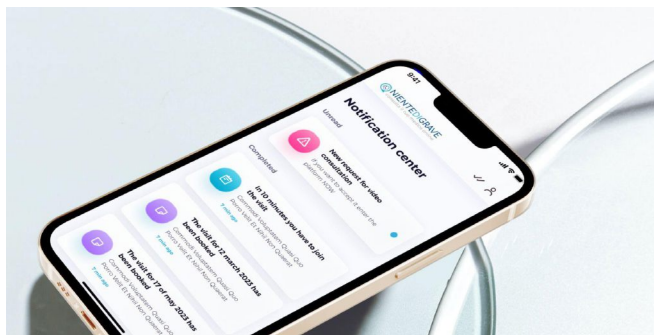
■ Optimization of the UI / UX of that block of the Project due to the feedback collected from the testing phase



01.3.1

Static Design.

- It is the "dressed up" version of the **Wireframe**;
- Defines additional constraints on the data:
 - date format;
 - mandatory fields;
 - size and aspect ratio of images;
 - etc.
- Gives a fundamental concrete idea of the User's experience;
- Can be used to do surveys and market studies.



01.3.2

UX Prototype.

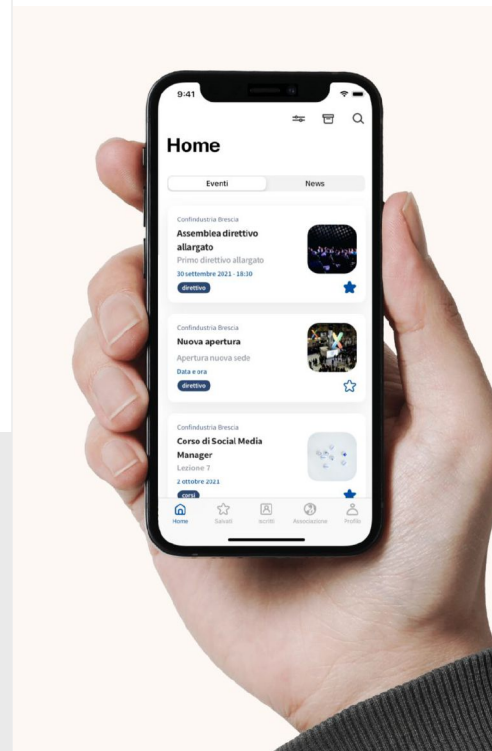
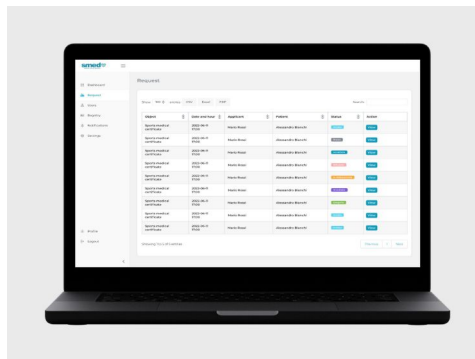


We deliver a navigable prototype. It will appear very similar to the final result.

Results:

Users can provide feedback

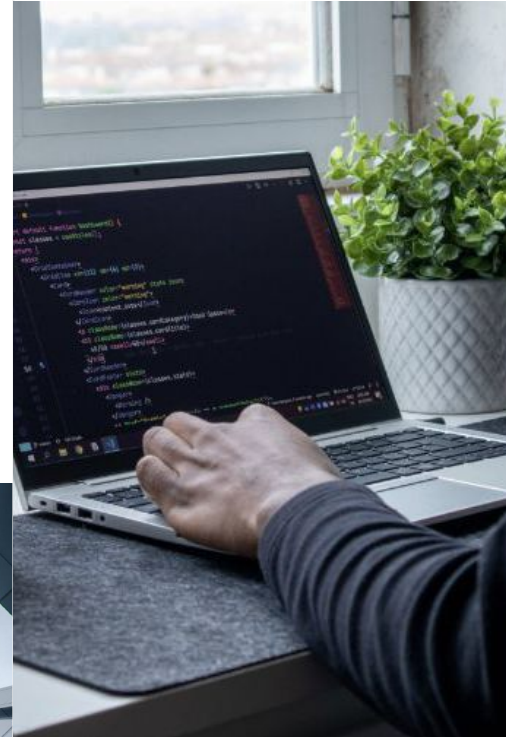
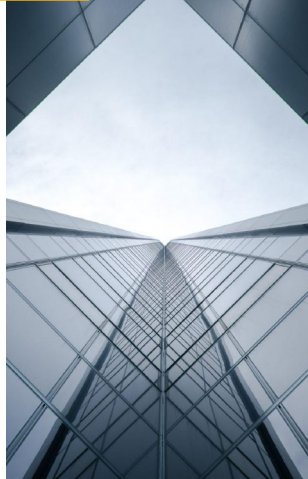
Stakeholders invest



We Have the How, You Have the What

Build.

Phase 02



02.1

Make.



A Team of IT experts, dedicated to the Project, will produce the source code.

You will receive [contractual guarantees](#) on development timelines and constant updates.



Upon completion, publication on Store will be handled, where applicable.

We provide:

Development Cycle

Quality Assurance & Testing (interim and final) with documentation

Communications with the Project Manager who will coordinate the Development Team.

30 days of free Bug Fixing support before the Go Live



02.1.1

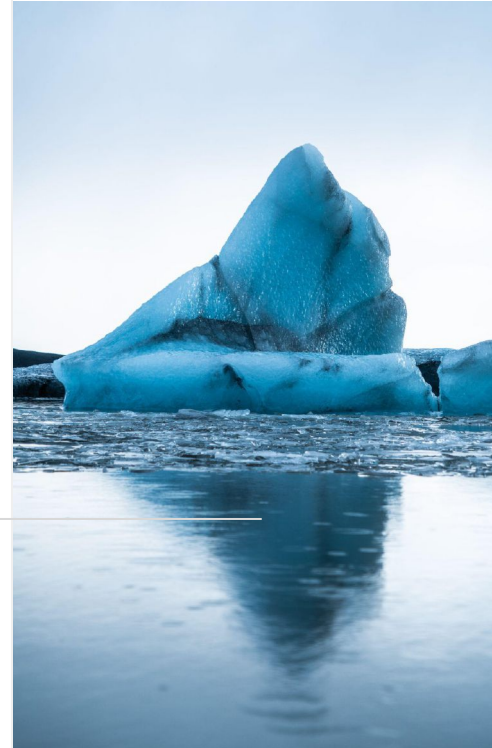
Back-end.

The back-end is the "hidden" part of the architecture of any Digital Project. It usually includes one or more servers connected to a database where data, such as the content that will be displayed in Web and Mobile Apps, is stored.

The back-end, although hidden, is crucial: it is responsible for managing most of the business logic of an architecture (e.g., what data to show to which Users, what to do when a new User registers, manage the sending of notifications, verify the correctness and completeness of data sent by front-ends, etc.).



Back-end



02.1.2

Front-end.

The front-end is the "visible" part of the architecture of a Digital Project, opposed to the back-end.

The front-end usually consists of two other sub-groups: front-office and back-office.

The front-office is that part of the front-end aimed at End Users: mobile applications, websites, PWAs, etc. for user use.

The back-office is that part of the front-end aimed at application administration: administration console, CMS for content, etc.



React

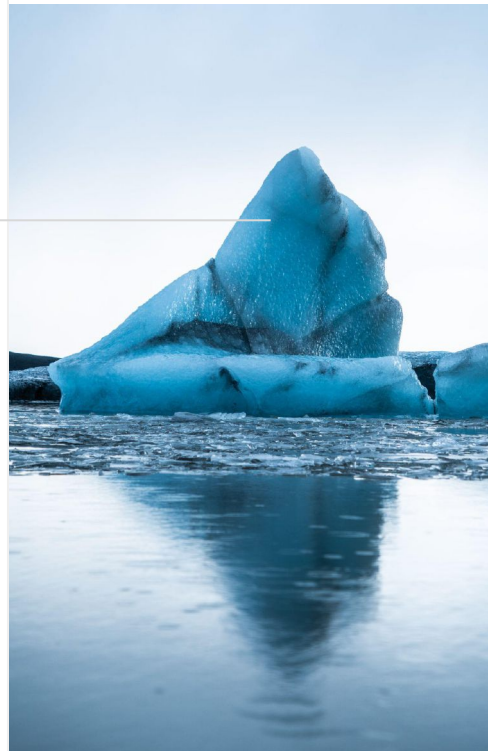


Flutter



ANGULAR

● Front-end



02.1.3

Mobile.

■ Not all Projects involve an Application.

A Mobile Application is a program that can be installed on your smartphone. It allows for targeted mobile workflows for maximum flexibility.

■ The App part of your Project can be implemented in native (Swift and Kotlin) or hybrid (Flutter) technology. We will evaluate together which technology best fits the needs of the Project, to give the User the smoothest and most pleasant experience imaginable.



02.2

Alpha Testing.

- Both during implementation and once the Project is completed, we conduct a battery of tests focused on usability and stress situations.
- We identify corner cases to test and optimize all processes.

Average duration: **2 weeks**



02.3

Beta Testing.

- Upon delivery of the Project, before GoLive, we activate a ticketing channel on ClickUp and begin a month of testing with the Client.
- Together with you we put the system through its paces to avoid nasty surprises once online.

Average duration: **4 weeks** from Beta release



02.4

Optional: Early Users.

Subsequent to Internal Beta, **you can ask us to test with an inner circle of Test Users** or hire a Company that specializes in this kind of testing.

External beta testing is an optional feature to be evaluated separately but is **highly recommended** for all paid Digital Projects and for Digital Projects that will have a massive marketing campaign since publication.

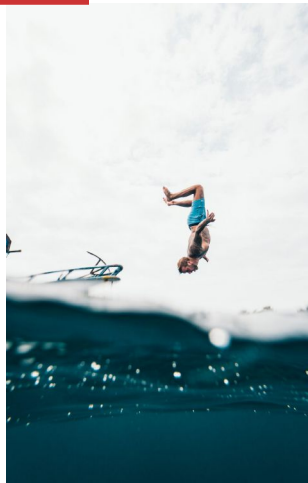
Finally, external Beta Testing can be a **valuable function for the Enterprise** world to better understand the Digital Project implementation process in the workflow.



We Have the How, You Have the What

Grow.

Phase 03



03.1

Host.



Any project needs a server infrastructure.

Thanks to our partnership and certified figures, we are able to design and bring online the Cloud infrastructure on Google platform (we also work on other systems).

The infrastructure is designed based on the Project created, taking into account for scalability both the cost and the number of User Users.



We provide:

- Google Cloud infrastructure design*
- Hosting*
- Domain and DNS*
- Ongoing maintenance on the infrastructure

* The cost of the platform is on a per-use basis and is borne by the Customer, as are the costs of purchasing the domain and external tools.



03.2

Maintain.

We provide you with a range of possibilities to suit your needs:

Assistance 2nd level - x hours / month

Assistance 2nd level - fixed monthly fee

Ordinary maintenance

Evolutionary maintenance



In each of these solutions you will get:

Bug Fixing

Upgrading the Digital Project App to the new Android and iOS versions

Ongoing Assistance (Bugs, Reporting and Support)

Dedicated trouble ticketing management panel (ClickUp)*

* The cost of the platform is on a per-use basis and is borne by the Customer, as are the costs of purchasing the domain and external tools.



03.3

Boost.

Launch campaign

Mobile Marketing

SaaS Sales

The Services You'll Get:

Sharing of collected feedback

Text evolution by tab on Store

Analysis of the App user's profile and behavior

Customer profiling solution

Integration with CRM systems

Data analysis on Customer profiling

Team Sales to support your Project as SaaS



The Uniqueness of Our Method.

3



There are no contractual constraints. **The Client is free** to terminate the collaboration at the end of the purchased step

4



It is transparent: there are no hidden clauses or extra-budgetary surprises (everything is decided together before the development of the Project begins)

1



It is focused on the **concreteness of the result** to be achieved at each step

2



Each step guarantees the **goal** that is intended to be achieved

5



Provides for **strong Client involvement** at each stage and requires Client approval at the end of each stage: Green Light

6



Constantly monitor the degree of Customer satisfaction, and if something goes wrong, we resolve the dispute already in the step on which they are working, getting the Project back on track

7



Allows you to **validate the Application with minimal useful investment**

8



Allows the Client to **validate their idea** or present it to investors even before it is developed

9



Enables the Client to **invest in a thoughtful manner** with clear and predefined short- and medium-term goals

<https://duk.ma/consulenza>

Big Companies are already using our Digital Projects to innovate their Business.



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sales@duckma.com

Italia



Estero

