CUSTOM SOFTWARE ROADMAP

Building software that fits your business — not the other way around.

Here’s how we take your idea from concept to a fully working system.

Evolve Digital
Web Solutions Built for You

CUSTOM SOFTWARE ROADMAP

Building software that fits your business — not the other way around.

1. DISCOVERY MEETING
2. SCOPE SETTING PROPOSAL
3. SCOPE SETTING SESSIONS
4. MVP PROPOSAL
5. DEVELOPMENT
6. USER TESTING
7. GO-LIVE WITH STAFF TRAINING AND ONGOING SUPPORT
8. FFP FEATURE REQUESTS
9. SCALE FAST!

1 DISCOVERY MEETING

Purpose: Understand your business, goals, and challenges.

TELL US YOUR STORY

Who you are, what you do, and how things work today.

SPOT THE CHALLENGES

Identify where systems or processes fall short.

EXPLORE THE MARKET

See what solutions exist and what's missing for you.

MAP THE PIECES

Map out key features for Version 1 and ideas for future growth.

COLLABORATE & CLARIFY

We'll answer questions and make sure we're aligned.

2 SCOPE SETTING PROPOSAL

Purpose: Establish a clear direction and plan.

SET THE FOUNDATION

Define clear goals to ensure the project starts on the right track.

COLLABORATE CLOSELY

These documents come to life through hands-on ideation with your team.

BUILD KEY DOCUMENTS

Together we'll create:

- **ERD Diagram**: Map how your data connects
- **Project Roadmap**: Outline features and timelines
- **Development Guidelines**: Keep everyone aligned
- **UI/UX Guidelines**: Design for clarity and ease of use

2 SCOPE SETTING PROPOSAL

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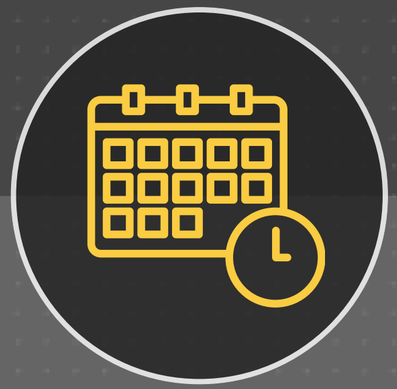

PROJECT TIMELINE

You'll receive an estimated completion date.

COST ESTIMATE

We'll share a likely development range.

APPROVAL STAGE

You'll receive a fixed proposal cost for the Scope Setting phase.

3 SCOPE SETTING SESSIONS

Purpose: Finalize the foundation for development.

KICKOFF SESSIONS

Once the proposal is approved, we hold focused meetings for each project component.

DEFINE MVP & FFP

Identify what's essential for launch (MVP) and what's planned for the full version (FFP).

FUTURE-PROOF PLANNING

We design with tomorrow in mind, ensuring your system can grow and adapt.

BUILD KEY DOCUMENTS

Finalize all guidance materials outlined in the previous stage.

COLLABORATIVE APPROACH

We work closely with your team to make sure every detail is aligned.

4 MVP PROPOSAL

Purpose: Present the full development plan for your first live version.

WRAP-UP & ALIGNMENT

We consolidate all guidance documents into one clear proposal.

UPDATED TIMELINE & COST

We consolidate all guidance documents into one clear proposal.

DEVELOPMENT ROADMAP

Outline each key phase with timelines:

- Backend setup
- UI/UX development
- Integrations
- User testing
- Go-live with training and ongoing support

DEFINED ROLES

We consolidate all guidance documents into one clear proposal.

SHARED CLARITY

We consolidate all guidance documents into one clear proposal.

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5 DEVELOPMENT

Purpose: Build your custom software.

BRING THE PLAN TO LIFE

Once the MVP is approved, our team begins development tailored to your business.

STAY IN THE LOOP

Your project manager keeps you updated and demos new features as they're released.

REFINE ALONG THE WAY

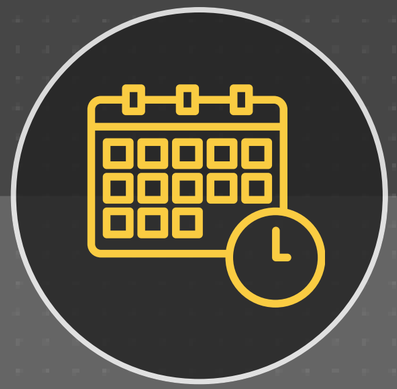
Feedback and change requests are reviewed through the Development Guidelines to keep everything on track.

COLLABORATE WITH CONFIDENCE

You'll always know what's happening and what's next.

6 USER TESTING

Purpose: Validate and refine the system.



REAL-WORLD FEEDBACK

Selected clients or team members test the software in action and share their experiences.

BUG FIXES & POLISH

We address any major issues or usability hiccups that surface during testing.

ITERATE WITH INSIGHT

Feedback helps us refine the product before launch, ensuring it feels smooth and reliable.

7 GO-LIVE WITH STAFF TRAINING AND ONGOING SUPPORT

Purpose: Launch, train, and evolve your system.

GO LIVE WITH CONFIDENCE

We deploy the production version of your software for real-world use.

HANDS-ON TRAINING

Key staff or clients receive guided training to ensure smooth adoption.

SUPPORT THAT SCALES

Any issues are managed through a structured ticketing system for quick prioritization and resolution.

8 FFP FEATURE REQUESTS

Purpose: Expand with advanced, scalable features.

GROW BEYOND THE MVP

When you're ready, we can extend your system into a Full Featured Product (FFP).

FLEXIBLE APPROACH

Add new functionality as needed, or plan a structured FFP proposal—just like we did for the MVP.

9 SCALE FAST!

Purpose: Empower your business to grow without limits.

YOUR SYSTEM, YOUR POWER

You now have custom software built around your business. It's your edge over the competition.

ACCELERATE GROWTH

Integrate purpose-built features that act as rocket fuel for your operations.

NO LIMITS, NO BOXES

Build exactly what you need, when you need it—your system grows with you.

FUTURE-READY

You're equipped to innovate faster and scale smarter than ever before.

BUILD BETTER TODAY!

Let’s make your tech work for you—not against you.

SEE HOW WE CAN FIX IT.

Start Building Today!

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