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# HOW TO BRIEF A DEVELOPMENT TEAM?

...and prepare in advance to be  
efficient at a hackathon



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**ZOOM - 19.04.2023**

# AGENDA

1

How to prepare an MVP brief : fundamentals

2

Specifics when briefing a development team

3

The phases to go through at HackHER

4

Appendix : Template and tools to get ready

5

Q & A



# HOW TO PREPARE AN MVP BRIEF

## Fundamentals





# SPECIFIC MVP INGREDIENTS

Answers to the **W** questions with a **business angle**

## WHO

### YOU & YOUR BUSINESS

Describe your business background and education - your expertise  
Describe your team and resources

## WHY

### THE PROBLEM TO SOLVE

Explain the issue or problem  
How big is problem, how many have it?  
What are main benefits you create?  
What are you saving?

## WHAT

### PRODUCT DESCRIPTION

Describe your vision, the desired functionality from start to finish, the basic features and capabilities it should have.  
Economic model - how you make money?  
Present some competitor cases: what will be your added value?  
What is the digital / technological component of the business?

## TO WHOM

### USERS

Who will be your users-customers?  
What is their solution/substituents?  
What is Must for them in your product / most desired feature/capability.

## MVP

### MINIMUM VIABLE PRODUCT (TECH)

What is the assumption you would like to test?  
What is the Build/Measure/Learn cycle for this MVP?

- What do I want to build - the "part" of product
- What do I want to measure?
- What do I want to learn from this MVP?

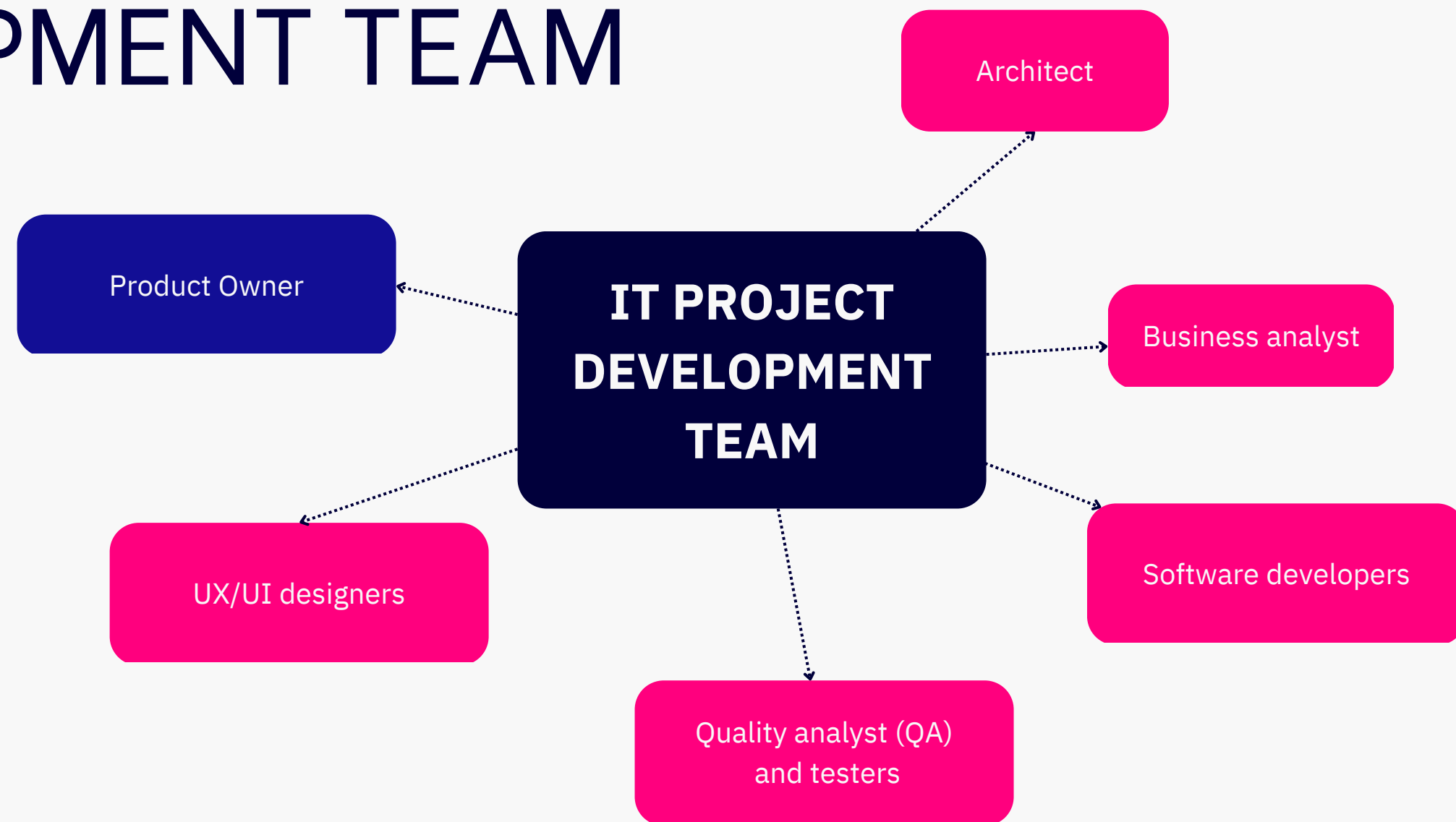


# **SPECIFICS** when briefing a development team



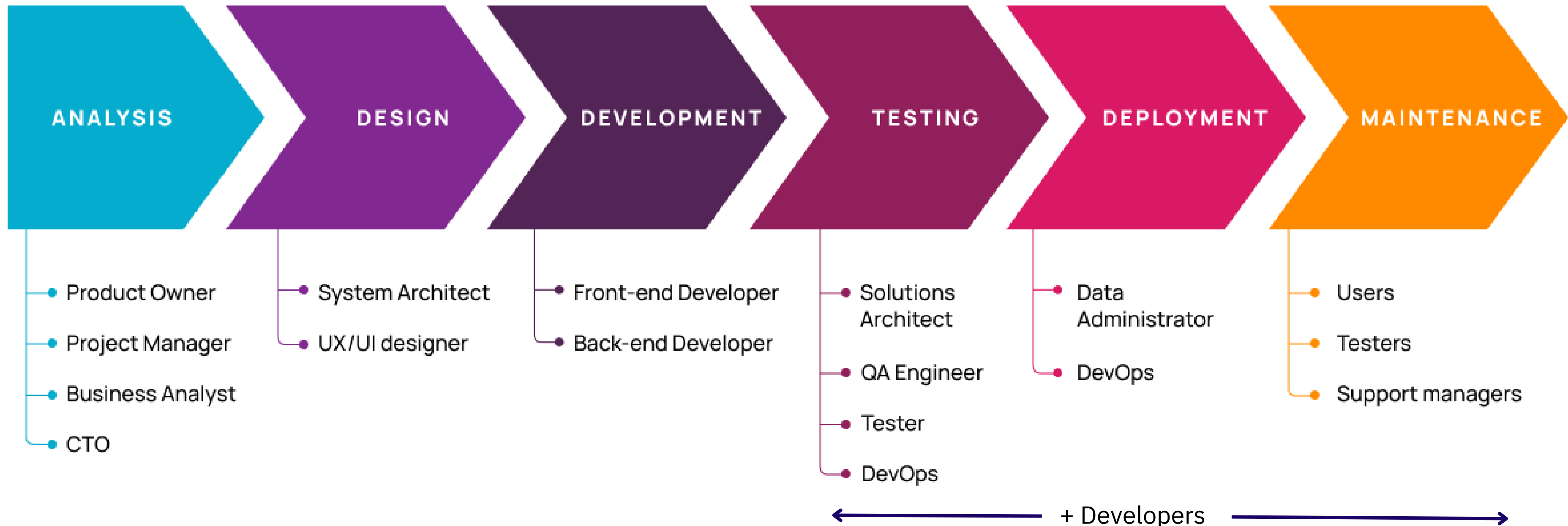


# ROLES IN THE DEVELOPMENT TEAM





# THE SOFTWARE DEVELOPMENT LIFECYCLE



# SPECIFIC TECH INGREDIENTS

Answers to the **W** questions with a **tech angle** and/or **tech ingredients**

## WHO

### YOU & YOUR RELATION TO TECH

your relationship to tech  
your experience in tech  
what do you bring technically

## WHAT

### YOUR VISION OF THE SOLUTION - TECH OR NOT

- describe your vision, the desired functionality from start to finish, the basic features and capabilities it should have.
- present some competitor cases: what will be your added value?
- what will be your tech differentiation? where is your originality?

## WHY

### THE ISSUE TO SOLVE

Explain the problem to solve  
Use graphics, visuals, or data to tell a compelling story.

## HOW

### YOUR SOLUTION DETAILS - PREPARE SOME QUESTIONS

- describe more in details your digital object, scenario, your potential software architecture; separate features & capabilities
- describe the users, the steps of the user path with a schema, an arborescence, user stories
- Share your design ideas if you have some: mockups; pre-developed parts; visual & audio materials, ...
- Compatible platforms & devices: iOS, Android, web environment, etc.
- Integration with other software: existing or commonplace web or software solutions to be interconnected.
- potential solution scaling requirements and costs
- Specific technologies you would like to use : AI, NFT, blockchain, VR?
- Which data will you use? How will you manage data?
- What about security? Compliance? GDPR? Cloud? payment system?
- versioning
- languages

## TO WHOM

### YOUR FUTURE USERS

Who will be your users-customers?  
What is their relationship to tech?



# PHASES YOU WILL GO THROUGH during the HackHER day

60-90  
mn

## PHASE 1 : BRIEF OF THE DAY

Business brief from the founder  
Expected features presentation  
Requirements clarifications through Q&A

2-3h

## PHASE 2 : DESIGN

Back end and front-end architectures  
BE : data model, logical layer  
FE : physical layer, UI/UX design  
Technologies  
Designs

2-4h

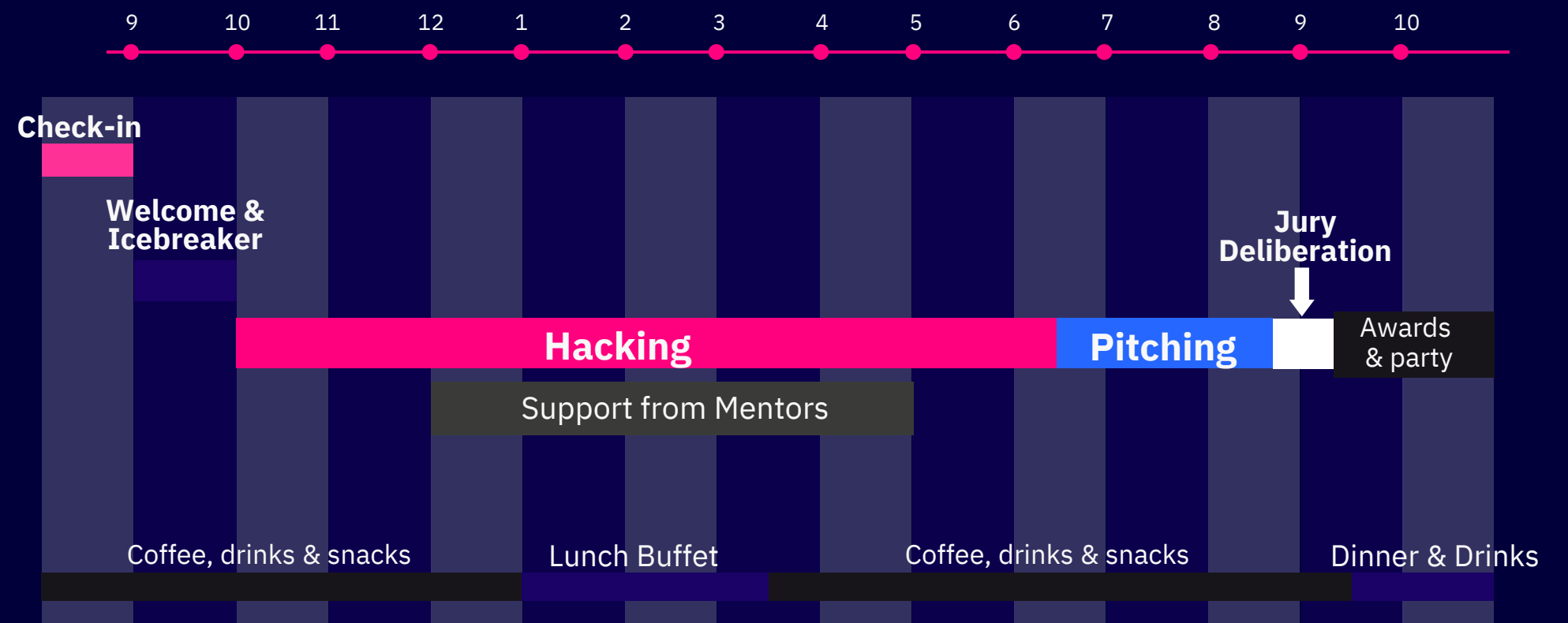
## PHASE 3 : IMPLEMENTATION

Detail your execution plan  
Build mock-up

1-2h

## PHASE 4 : PITCH PREPARATION

in parallel, prepare your pitch : order, select  
and clarify your messages





# **APPENDIX** TEMPLATE & TOOLS to get ready





# TEMPLATE

Proposal to structure your brief and the minimum information that should be available to ensure a good understanding of your idea for HackHER.

Your brief is how you see the big picture of your project – its visual, technical, organizational.

Your brief will trigger questions, discussions, solutions.

Your brief contents will be reusable for your pitch. At least part of it.

## INTRODUCE YOURSELF

- 1
  - **who are** you? What is your startup/business ? if the case
  - your background and expertise

## YOUR IDEA

- 2
  - the problem to solve : Explain the issue or problem / How big is problem, how many have it? / What are main benefits you create? What are you saving?
  - Your target users-customers : age, need, income, skills, professional activity...- Studies if you have.
  - Sum-up your solution/idea, your vision - try to express it in one sentence. What, why, how?
  - Existing solutions, competitors studies : give details and why your solution has an added value.
  - What is your business model ? How will you make money?

## YOUR PRODUCT DESCRIPTION

- 3
  - what : a mobile app, an application, a website, a web3 project, an extension of an object that already exists?
  - Desired functionality from start to finish
  - User path : describe the user steps, use schemas to explain the experience.
  - Design: do you have readymade assets? mockups; pre-developed parts; visual & audio materials?
  - Hardware / compatible platforms & devices : iOS, Android, web environment, etc.

## OBJECTIVES OF THE DAY / MVP Expectations

- 4
  - What is the assumption you would like to test? What is the Build/Measure/Learn cycle for this MVP?
  - What do you want to build today ? What do you want to measure? What do you want to learn from this MVP?

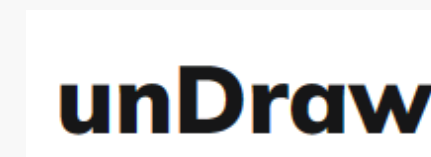
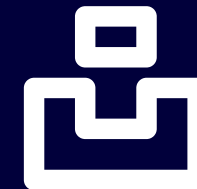
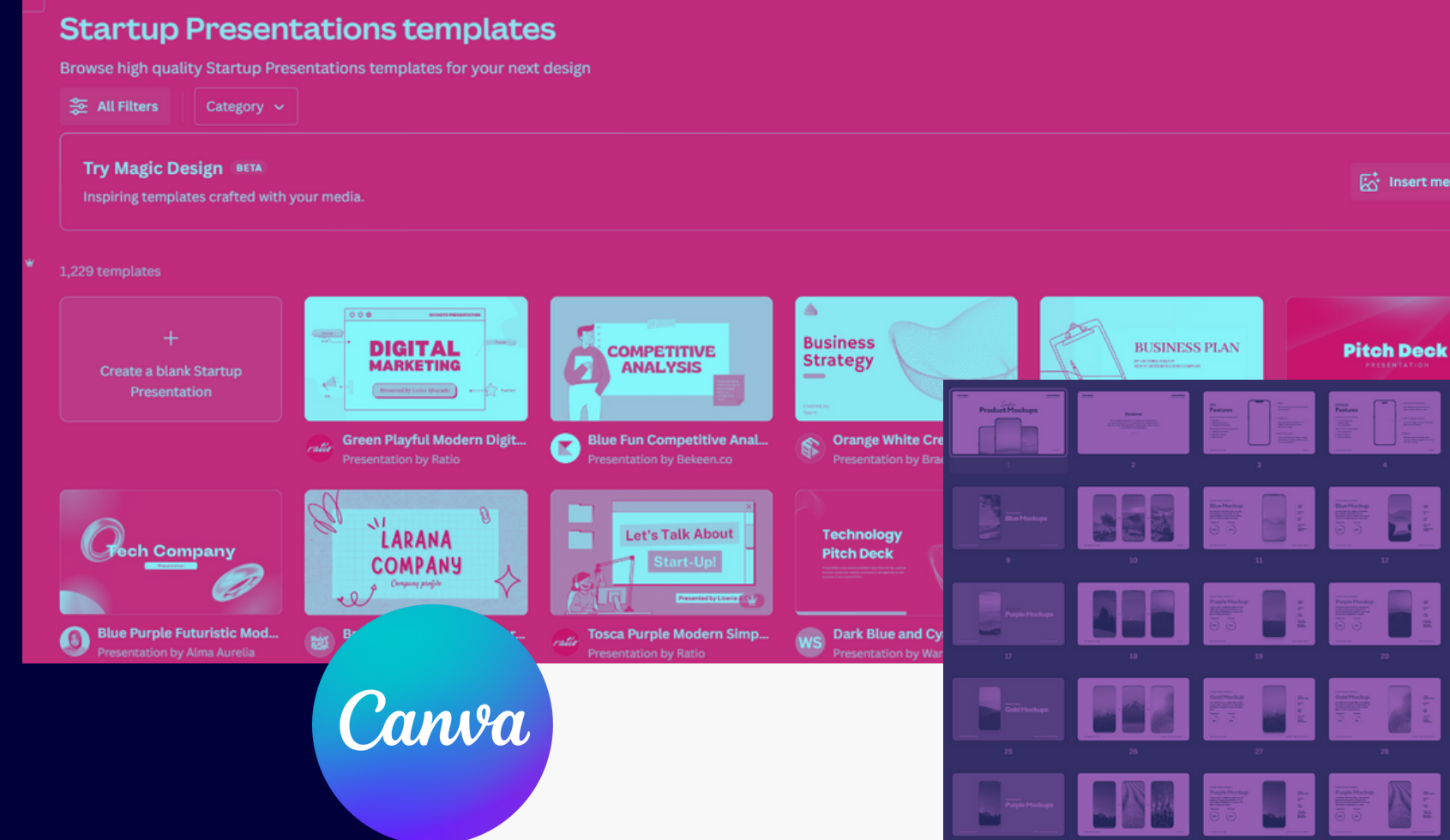
## EXTRAS - if you have already ideas/answers

- potential software architecture; separate features & capabilities ; users workflow(s)
- Integration with other software : existing or commonplace web or software solutions to be interconnected
- Payment system : do you need to integrate a solution?
- Specific technologies/tools you would like to use : AI, NFTs, blockchain, cryptos, VR...How and why?
- Constraints : list potential constraints inherent to the project : data, management, planning, security, budget?
- anything else that will bring more technical value

# TOOLS

They are easy and you will find a free version or a free trial.  
Thousands of templates, photos, icons to nurture your inspiration.

- Canva (presentation, visuals)
- HiSlide (presentation, visuals)
- Powtoon (presentation, visuals)
- TinyTake (screen capture/video)
- Unsplash (photography)
- Noun Project (icons and photography)
- Icons8 (icons and photography)
- Ouch (game replay)
- FreePik (vectors, photos, videos, fonts...)
- Undraw (opensource illustrations)
- Artboard.Studio (animations)
- Google Fonts (fonts)
- any other reco > share in the chat!





# A GOOD BRIEF ...

## **is SIMPLE**

It contains central ideas

## **is PRECISE, CONCISE & FACTUAL**

The value of each word counts, no confusion. Less is more.

## **saves TIME**

It gets to the point.

## **is OPEN**

The brief sparks interaction within design teams. Q&As are essential.

## **defines the PRODUCT'S IDENTITY**

All is clear.

**“BEFORE ANYTHING ELSE,  
preparation is the key to success.”**

Alexander Graham Bell



# Q&A





**THANK YOU !**  
**...AND SEE YOU AT HackHER !**

