

FAREHARBOR

SPARK 

 LAS VEGAS 2022 

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**How excited are you to be here at Spark?**

① Start presenting to display the poll results on this slide.

FAREHARBOR

SPARK 

 LAS VEGAS 2022 



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# DEVELOPING TOGETHER

How Your Feedback Informs the FareHarbor Roadmap



# THE AGENDA



- **Product Development Process**
- **Prioritization**
- **Research**
- **Development**



# We need your help to create **IMPACT**

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By involving you in the development process, we can design and build more impactful solutions.

What is needed for your business to **RUN SMOOTHLY?**

What could FareHarbor **IMPROVE UPON** in the future?

What is FareHarbor doing well **TODAY?**



# Product *DEVELOPMENT* Process

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Prioritization



Research



Development





# Product *DEVELOPMENT* Process

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Prioritization



Research



Development



## SOURCE IDEAS

Ideas can come from many places.



## PRIORITIZE

Which ideas will have the most impact?

## MAKE ROADMAP

Document the agreed upon topics.



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**What new FareHarbor  
product idea excites you the  
most?**


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**Didn't see the idea that's on  
your mind? Tell us now!**

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A person in a red kayak is seen from behind, paddling on a calm blue lake. The background features dramatic, layered rock formations and lush greenery under a clear sky. The overall scene is serene and adventurous.

# INTRODUCING MEMBERSHIPS

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# Why were memberships **PRIORITIZED?**

Memberships were **highly requested**

## **Client REQUESTED**

29 chats with FH Team

Recurring revenue

Upsell opportunities

## **Client VALUE**

20% of clients can benefit

Help clients grow their businesses



# Product *DEVELOPMENT* Process

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# This is where you come in



Phone call

In-person  
observation

Video chat

Survey

Etc.





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**How interested are you in participating in a FareHarbor research session in the future?**

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# What **RESEARCH** was needed for Memberships?

We also took into consideration the **impact to your business.**

## What?

How do businesses use memberships today?

Ideally, how would memberships function in FareHarbor?

## How?

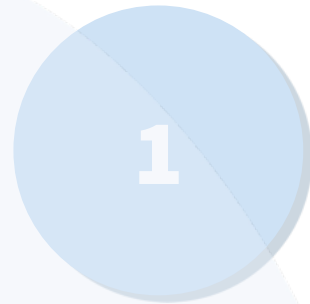
Video chats with individual businesses

## Who?

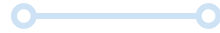
A variety of businesses currently using memberships

# Product *DEVELOPMENT* Process

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Prioritization



Research



Development



# Building a *LONG TERM* Product

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**1**

## Review the Data

Product, Design, and Engineering review the recommendations.

**1**

2

3

4



# Building a *LONG TERM* Product

---

2

## Set the vision

Weigh the highest impact items to set scope.

1

2

3

4



# Building a *LONG TERM* Product

---

3

## Align on a plan

Once the scope is set, Product, Engineering, and Design make a plan.

1

2

3

4



# Building a *LONG TERM* Product

---

4

## Implement + Iterate

Once the plan is set, the team builds, ships, and iterates.

1

2

3

4



# Building a *LONG TERM* Product

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## Review the Data

Product, Design, and Engineering review the recommendations.

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## Set the Vision

Weighing the highest impact items to set scope.

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**Prioritization**



**Research**



**Development**



# How are we building for *VALUE?*

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High level insights into how we're  
creating **value for our clients**

Uncovering *YOUR* Needs

Creating *TOUCHPOINTS*

*REAL WORLD* Insights



# We want to hear from you!

Visit us at our booth or provide feedback here:



**THANK  
YOU!**

