



# Design Sprint

Reach clearly defined goals and deliverables while gaining key learnings quickly



## Why Design Sprint?

Bring your Business Future to Life and get Ahead of the Competition

- Bring your roadmap to life
- Get past internal roadblocks by making the future tangible
- Test the market with concepts
- Kickstart innovation in a competitive market
- Collaborate with teach and business savvy design team

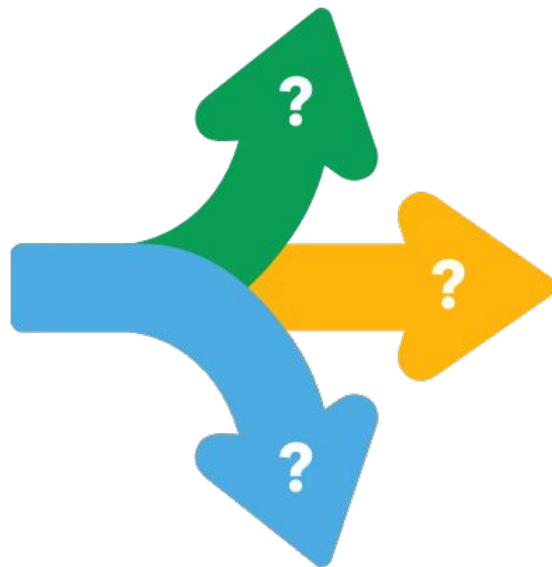


## Business Opportunity

Answer Critical Business Questions through Rapid Prototyping & Testing

The Softvision design sprint applies service design methods to shortcut the endless-debate cycle and compress months of time into a single week. Instead of waiting to launch a minimal product to understand if an idea is any good, you'll get clear data from a realistic prototype.

**Understand the problem, pose questions, test and validate ideas with users, build out.**



# Approach and Process

Understand the Problem, Ask Questions, Test and Validate ideas with users

The Softvision design sprint is a phased framework that encourages fast collaboration between team members of different disciplines and is focused getting to the innovation intent of the business through exploration. We then go into rapid prototyping and user testing to find answers on viability. Design Sprints moves the team quickly, getting to learnings and iteration as soon as possible. The process brings innovative thinking to the fore and revolves around the user of the service or product. The takeaway is a vision made tangible and a plan to go to market.

1

Understand the business problem, potential and current users of the product. Pose questions that the sprint will answer.

2

Generate a wide range of ideas to fulfill the business and user needs. Then narrow and focus the ideas.

3

Decide which ideas will provide answers to the questions posed by the sprint.

4

Prototype only the ideas necessary to have a better understanding of the problem space and answer questions.

5

See how users react and interact with the prototypes to understand which route to take with the product.



# Deliverables and Output

## Fast Insight, Long Term Vision

Softvision design sprints are rooted in your business reality. We collaborate with you to focus on your most impactful customer journeys, creating tangible prototypes and an execution plan to inform the business.

### **Innovation Intent**

We immerse ourselves in the challenge to define the innovation intent for the design sprint to keep focus.

### **Jobs to be done**

We detail the tasks and jobs that your service can offer to their end users.

### **User Personas**

We build empathy with your customer/user and understand their needs, goals and behaviours in relation to your service.

### **User Journeys**

Create a future view of a personalized digital experience that is focused on your target market combining current and new channels and platforms.

### **Feature Workflows**

It's important that we meet the needs of users at every step of their touchpoints. We break these down and prioritize their importance to the users and the business

### **Exploration of Solutions**

We explore a wide range of solutions to the questions posed in your design sprint before we narrow the focus and start prototyping.



# Deliverables and Output

Fast Insight, Long Term Vision

## Prototyping Design

Taking all of the understanding, learning, and ideation from the previous days, we start building prototypes to answer questions posed at the start of the sprint

## Execution Pan

We ensure your insights are rooted in reality, providing an experience and technology approach that can deliver the conceived products.





## About Softvision

Softvision is a transformational partner. We marry design and engineering language in ways that produce impactful and memorable experience journeys that put humans at the centre of our thinking.

For more information, **visit [www.softvision.com](http://www.softvision.com)**

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