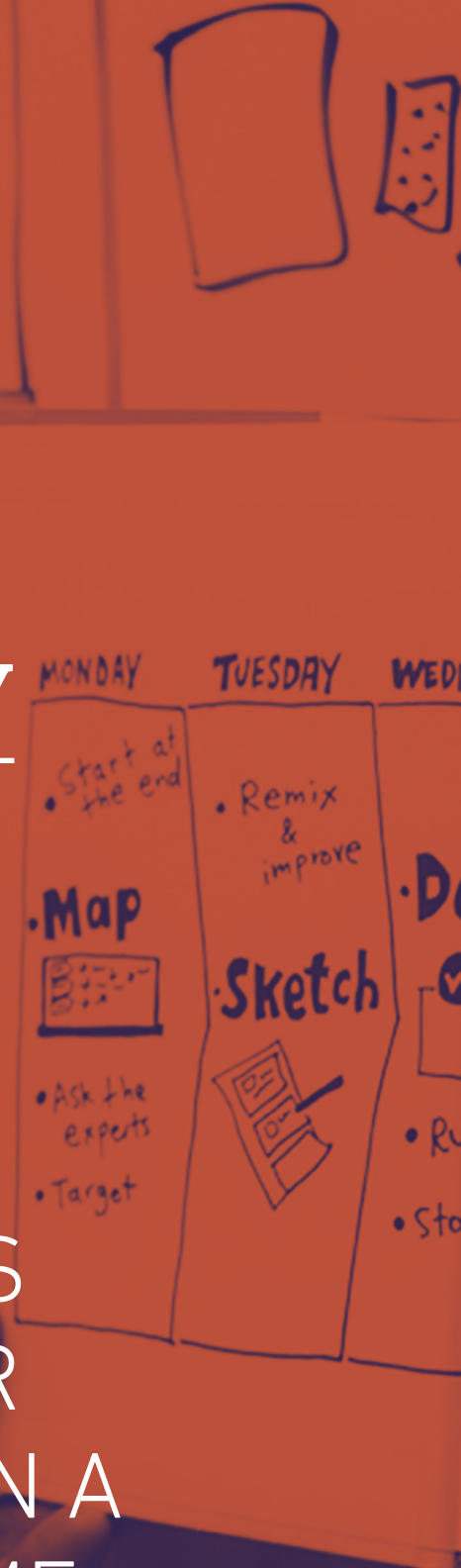**MJV**
technology & innovation

EXECUTIVE SUMMARY

ONE DAY TO INNOVATE:

HOW DESIGN SPRINTS CAN PROMOTE MAJOR TRANSFORMATIONS IN A SHORT PERIOD OF TIME

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EXECUTIVE SUMMARY

Renovate. Invent. Create. More than dictionary definitions, the term innovation needs to be a part of the daily life of every company, in every segment. With the new digital reality and increasingly fierce competition, the adoption of dynamic processes to develop and improve products and services can be a great market differential.

Out of the companies perceived as the most innovative by Fast Company, an American media brand focusing on innovation in technology, leadership and design, the term **agility** is the only recurring item – it shows up when talking about autonomous cars and the disruption caused by new service models (such as Uber), or in the variety of portfolios developed and released in such a short period of time (such as the Amazon case).

DESIGN SPRINT

Design sprints is one of the most interesting tools to rethink business models and develop new products. Its methodology focuses on the user, and its principles revolve around Design Thinking and agile, iterative, practical and collaborative methodologies. It allows multidisciplinary teams to develop prototypes for solutions in a fast manner, being aligned with the technological possibilities. Previously, design sprints focused on product design. Today, they inspire corporate culture and help seek change processes and solution development.

Through learning shortcuts, design sprints are able to deliver great progress in up to one day. Using the three basic premises of Design Thinking - Immersion, Ideation and Prototyping - the methodology draws the best from group work and provides simple solutions to complex challenges, generating numerous opportunities in very short time.

Design sprints can help companies in any industry to think and create like a startup. The examples show that this formula can work like magic. As well as showing the importance of innovation, Fast Company's publication makes it clear that speed and innovation go hand in hand. It's not just about being quick;the leading innovation companies also test solutions, use collaborative processes and focus on end-user experience.

Uber and Amazon, alongside many other companies, show that it is possible to innovate in a short period of time. Not surprisingly, one of the most celebrated phrases ever said by Jeff Bezos, founder and CEO of Amazon, is "If you double the number of experiments you do per year, you will double your ability to invent."

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PARTICIPATION. COLLABORATION. INCLUSION.

One of the secrets of Design sprints is the creation of a multidisciplinary environment that allows you to streamline the development of projects and create a culture of innovation within companies. By uniting business-savvy professionals and tech--savvy specialists, it is possible to create a more practical way for great ideas to roll out in record time.

In addition to being an important collateral benefit, involving employees from different areas and profiles in the innovation process can be the differential in the assertive development of products and services. According to research conducted in six countries by Catalyst, an organization that focuses on inclusion, employees who feel included in the innovation processes of companies feel up to 46% more involved and are willing to contribute with new ideas for product creation or improvement.

Design sprints can be applied by companies of any segment, even in those where technology is not the primary focus. By creating viable prototypes in a short period of time and using the capabilities of internal teams, the company can, in just one day, take a substantial leap into the future.

APPLICATION IN SEVERAL SEGMENTS

You might be under the impression that Sprint Design is only being adopted abroad and technology companies are the only ones that have understood the potential of the approach to solve problems in a short period of time. This, however, is not the case. A major soft drink manufacturer decided to rethink its product line and in collaboration with MJV, rolled out a series of design sprints all over the globe.

The idea was to develop creative solutions in a very short period of time that could be adopted by all its subsidiaries around the world. For a week, ideas were generated 24 hours a day in a truly creative effort to achieve innovation for the product line.

Another MJV client, this time from finance, decided to adopt Lean Start-Up tools to create new insurance modalities. The

project started with the structuring of the offer and tests were conducted with the target audience, which led to important insights being generated. Adherence tests were also carried out to test a prototype in one week. In just seven days, it was possible to develop something that otherwise would have taken months, or even years.

In addition to allowing rapid product innovation, there are cases where Design sprints are being applied to develop Business Planning for large companies. It's possible to bring about impressive changes in a matter of days by bringing together top leaders for a week, with effective leadership, and the aid of Design Thinking to guide the development of the process and focusing on the creation of a prototype as a common goal.

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DEMO OR DIE

The Massachusetts Institute of Technology (MIT) media lab suggests the adoption of rapid approaches, and has even created a slogan: "Demo or Die," which recognizes that prototyping alone can transform something abstract into something extremely valuable. The sentence, originally created by the founder of the Lab, Nicholas Negroponte, marked a radical change in the way even MIT works.

If MIT believed in it, Gartner predicted it. by 2021, more than 50% of companies will be using Lean Startup techniques to accelerate the pace of business transformation, including Design sprints.

According to Gartner, in a constantly changing world, larger companies find they are not good at driving change. However, they are aware that change is essential to success, particularly when it comes to tracking customers, overcoming competitors and/or diving into new markets.

Design Thinking appears as an opportunity to promote change in a short time period but with great potential for transformation. It is also an instrument to break down corporate inertia since it enables groups to reach a consensus in a very short period around issues that could otherwise take years to be debated, which would ultimately hinder change processes.

BUSINESS + PEOPLE + TECHNOLOGY

A cosmetics company chose to use the intelligence and expertise of its internal teams through a Design sprints during an immersion day. The challenge here was to seek innovations that could be applied to global diversity, one of its pillars of sustainability.

The goal was to create impacting products and services, as well as strategies that add value through the connection between three elements that are key for innovation: business + people + technology. The solutions needed to privilege three different audiences: millennials, seniors, and women.

By running Design sprint, the brand was able to stimulate employee creativity and deliver practical, consumer-centric solutions for each of the three segments. In addition, it is also possible to avoid reworking, save large sums in product research and development, encourage the circulation of ideas and win over internal allies by including employees - and their individual knowledge - as key parts of the process.

ABOUT MJV

MJV Technology & Innovation is a global consultancy dedicated to transforming businesses through innovation methodologies such as Design Thinking and digital strategies.

With 20 years of experience in the global market, our company has a team of over 300 professionals who collaborate with some of the world's largest organizations to turn complex challenges into functional solutions. We combine business innovation, technology consulting and digital strategies to help organizations understand their consumers and transform their business models.

FTwo very successful books have already been released and are both available to download free of charge.**:**

Design Thinking — Innovation in Business
(with more than 100,000 downloads)

Gamification Inc. — Recreating companies through games.

Our mission is to support companies in search of change, working collaboratively toward disruptive business solutions.

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