

Jade Design Sprint

Test. Ideas. Fast.

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Your customers expect great **experiences** from every **service provider** and **product** they interact with.

New startups

are rapidly disrupting established markets and innovative companies who focus on **customer centred solutions** are winning.



Outpacing the competition has never been harder.

Design Sprints

offer a solution to **test your new ideas, fast.**

What is a Design Sprint?

A Design Sprint offers a framework for making progress and decisions when you have a new customer proposition or need to build insights for your business case. Made up of a collaborative five-day engagement, you'll prototype and test your ideas with real customers to make sure you're investing in the right things. Armed with realistic customer insights you can then make informed business decisions based on real data instead of assumptions or opinions.

Design Sprints help you to:

1 Save time by getting real insights in as quickly as 5 days - instead of months

2 Remove assumptions and risks

3 Break big decisions down into smaller ones that can be tackled incrementally

4 Understand real customer needs

5 Produce something real that you can show to your customers and your business

6 Make decisions based on test data

Deliverables

A range of outputs are delivered from a Design Sprint that will help you to make informed decisions.

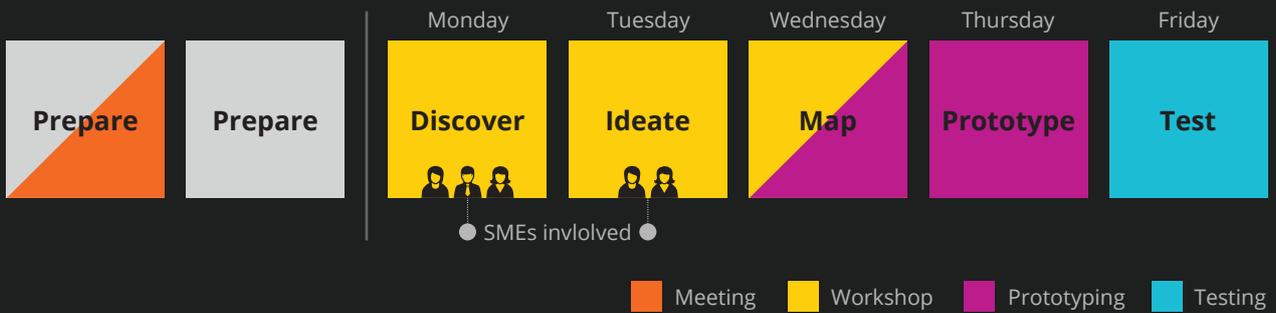
These include:

- Customer journey map
- Test insights
- Prototype of your idea
- Photos
- Goals

A man with a beard and short hair, wearing a light-colored polo shirt, is looking directly at the camera with a serious expression. He is holding a white marker in his right hand. In the background, a woman with dark hair is leaning over a table, writing on a document with a black pen. The entire scene is bathed in a warm, yellowish light, creating a professional and focused atmosphere.

How it works...

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Preparation

Before we get started, Jade's team of UX experts familiarises themselves with your business and customers. An initial meeting with your stakeholders establishes the scope of the Design Sprint and the responsibilities of key stakeholders to make the Sprint successful.

Then it's time to get started.

Day 1

Discover

A workshop with subject matter experts (SMEs) narrows the challenge down and sets realistic goals.

Activities include:

Setting a long term, optimistic goal for the Sprint

Capturing Sprint questions - How could it fail? And turning any fear into questions

Creating a customer journey map

Validating and augmenting the customer journey with experts

Reframing problems as opportunities

Picking a target challenge for this Sprint

Day 2 Ideate

With a clearly defined challenge, we then create different solution options.

Activities include:

Discovering, discussing, and presenting examples from other domains, products, and industries

Dividing the customer journey into smaller parts for teams to work on (or everyone works on everything)

Team members create a solution to the problem in isolation to get a range of ideas for the next day

Day 3 Map

We evaluate the different options created on day 2, and pick the one that works best for the challenge at hand. To do this, everyone votes for their preference, with the decision maker having the final say in what will be prototyped.

Activities include:

Everyone presents their solutions from the previous day

Voting for customer journey elements

Creating a priority list to be tested with ideas captured for later activity

Mapping the new customer journey

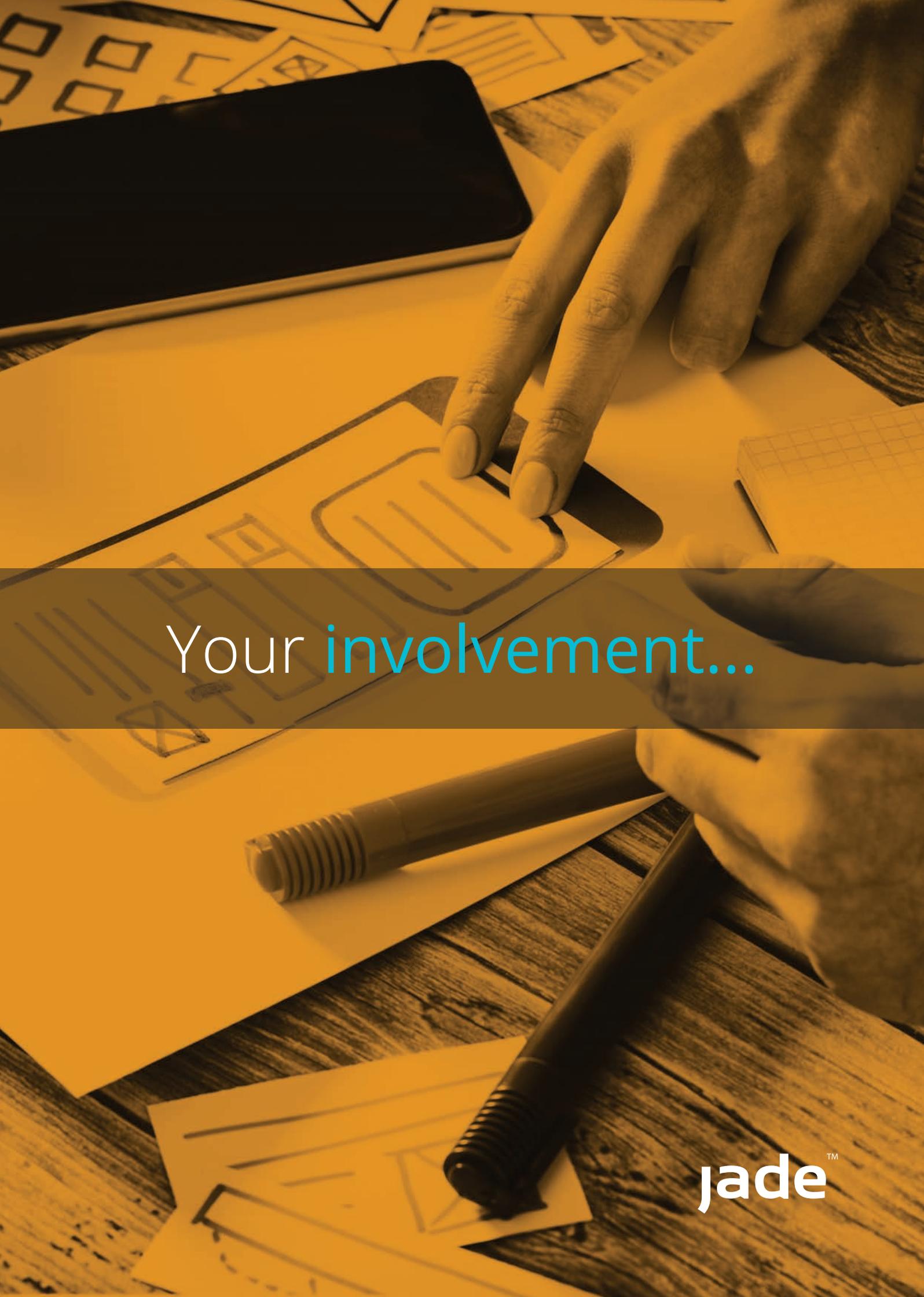
Deciding on the prototype's look and feel

Day 4 Prototype

Our UX team turns the user journey into a digital, interactive prototype app or website (although sometimes this could be low fidelity based on any decisions made on day 3). You'll check in with us on progress.

Day 5 Test

We test your new idea with five of your customers to see how it works, capture their feedback, and learn how to improve the idea. At the end of the day, we'll present back to you and together we'll analyse the feedback.



Your involvement...

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People

Running the Design Sprint process provides real outcomes and insights for you to make decisions that will affect your business. So you'll need to invest some time and resource throughout the process.

Before we start, you'll need to assign a decision maker to the Sprint. The decision maker needs to have the authority to make decisions on the fly, without having to seek sign-off from other stakeholders uninvolved with the Sprint.

Subject matter experts from around your business will need to be seconded to the Sprint. The best people for the job are those who thrive in a timeboxed and high pressure environment.

Your team will work full time in the Sprint for the first three days. This enables you to make immediate decisions and get results in a week.

Ideas

You know your business best, so that means you'll supply the ideas. We've built some frameworks to help elicit these if you need it.

Because a Design Sprint involves testing your ideas with real customers, we'll need access to the people who will eventually use the finished idea. This will ensure we provide you with actionable insights that drive future decisions.

We'll need a space - either at your place, or ours, with whiteboards and wall space to hang up printouts and workshop outputs as we build them for the first three days. When we test ideas with your customers, we'll need two rooms - one for the facilitator and customer, and the other for observation.



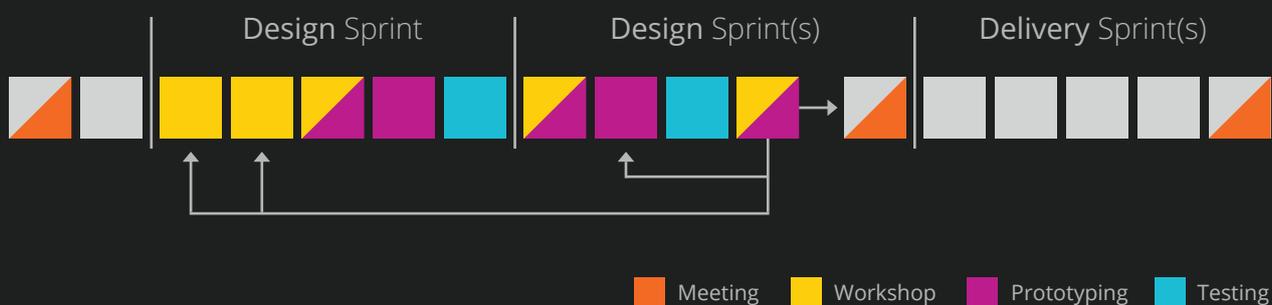


Supersizing **your** idea...

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An initial week long Design Sprint forms the foundation for additional Design Sprints and, ultimately, a Delivery Sprint is added to produce a summary video to prove your business case as outlined below.



Adding extra time in the process allows us to further test insights and decisions to find out what needs to be improved or added to your idea. Updates are then made to the prototype and re-tested until you're confident in what you're building.

Book your Design Sprint today



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