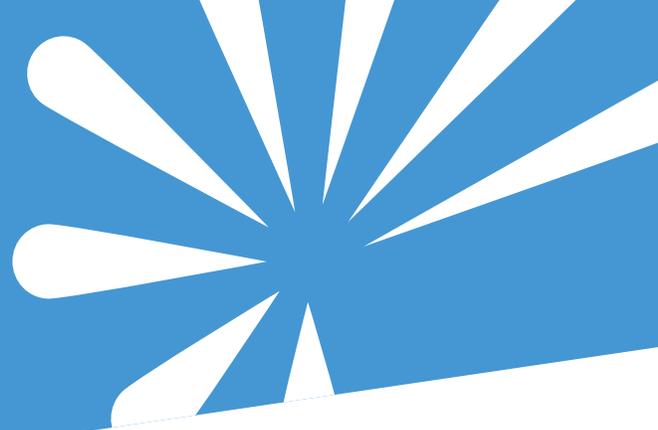


# Design Sprint



## INNOVATE AT THE SPEED OF CHANGE

### Vet Your Idea With Customers In Four Days

A Design Sprint is a four-day process for working out sticky business problems by designing, prototyping, and testing a solution with customers. It weaves together business strategy, innovation, behavior science, and design thinking into a process suited for every problem.

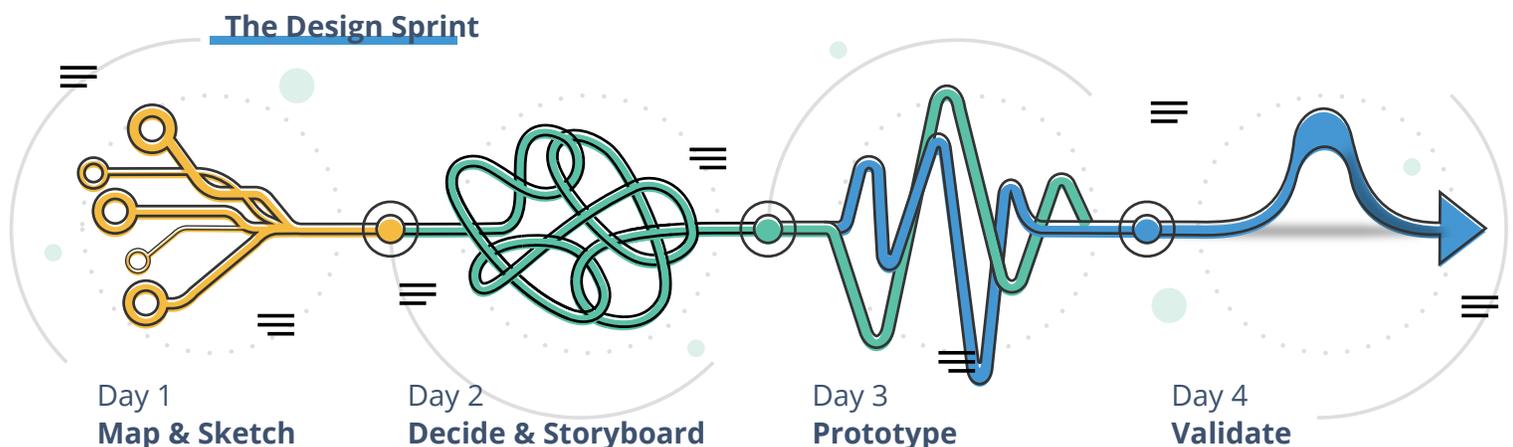
Together, we'll condense months of debates, decisions, and meetings into four days. Our efforts shortcut the need to validate an idea with a minimally viable product by allowing you to get clear data from a realistic prototype. We remove the need to commit expensive resources to determine if an idea is any good by bringing the future to you, allowing you to see your finished product and customer reactions upfront.

### A DESIGN SPRINT TAKES

- A vague idea
- Expert input
- Ingenuity
- Creative confidence
- Customer collaboration

### A DESIGN SPRINT CREATES

- A team aligned on the critical issues impacting your idea's success
- A process to address those issues
- A realistic prototype
- A clear direction forward



## BRING YOUR WILDEST IDEA TO THE PARTY

A Design Sprint is most effective when addressing exciting blue-sky market-challenging ideas.  
A Design Sprint is not effective when addressing tightly built products currently generating feedback.

### Client Successes

*We helped a healthcare services company redefine Patient Record collection when our Design Sprint validated that the prototype solution would provide enhanced patient care.*

*We saved a pharmaceutical distribution services company time, effort, and money when our Design Sprint revealed that a refactored inventory management system was not useful to the intended audience.*

### OUR COMMITMENTS

- Respond to the needs of the moment
- Guidance when recruiting customers for interviews
- Make hard work fun

#### **We will deliver**

- Two Improving facilitators for four days
- A survey for recruiting customers to interviews
- A realistic prototype
- Summarized findings with next step recommendations

### YOUR COMMITMENTS

- Maintain an open mind
- Equality in participation
- Adherence to the schedule

#### **You provide**

- A team of representatives from key business functions for four uninterrupted days
- Five customers for day four interviews

## WHAT CAN WE HELP WITH FIRST?

[sales@improving.com](mailto:sales@improving.com)