

SPRINT with IJYI

A solution in just five days!



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What is an IJYI SPRINT?

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Our SPRINTS help customers move from critical business problems or challenges to viable solutions in just five days.

- Create momentum, enthusiasm and cross-team alignment
- Get immediate feedback and validate your ideas on real users.
- Stay ahead and create the right products for your customers.



SPRINT with IJYI



The IJYI 5-Day SPRINT asks - and answers - all the questions that need to be addressed to avoid costly dead-ends or solutions that won't address the problem effectively.

The SPRINT ensures the stakeholders achieve the goal of the project, whether that's reduced costs, improved margins, increased customer satisfaction or streamlined processes.

The end result is a prototype that's been tested with customers, and has validated the solution. Combined with a clear product development roadmap, the IJYI SPRINT delivers stakeholder momentum by showing how the finished product will meet business and user goals... on time, and within budget.

The Benefits of a SPRINT with IJYI



The benefits of running a Design Sprint are:

- Solves key business and design problems quickly;
- Provides Customer / User validation;
- Apply a shared Design perspective;
- Key Collaboration tool for your team(s). • Allows you to fail early

The SPRINT Agenda



Day 1: Direct

Our SPRINT begins by bringing together insights from the client stakeholders and the IJYI team, to set an overarching goal for the project. We define the end result we need to deliver, the challenges to overcome, and the questions we need to answer over the rest of the SPRINT .

The SPRINT Agenda



Day 2: Generate

This session uses various agile design exercises to ideate big picture goals and raw concepts into possible solutions, using expert insights from the team to rank them in terms of effectiveness and feasibility.

The SPRINT Agenda



Day 3: Decide

Using a structured decision-making process, we score each solution and create a heatmap of the most effective features of each concept. We then assemble a final storyboard that combines all the hottest features for prototyping.

The SPRINT Agenda



Day 4: Prototype

The IJYI developer team takes the output from Day 3, using it to create a compelling set of use-case scenarios for the solution, and a working prototype ready for testing.

The SPRINT Agenda



Day 5: Prove

The prototype is put through user testing, to collect genuine user feedback which helps us refine the solution even further. The end result is a production ready product specification that enables greater stakeholder buy-in because it's been built from a combination of client needs, expert input and customer feedback.

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