

## Customer Experience Accelerator

The Customer Experience Accelerator is a fixed-cost engagement designed to help you align your digital product ambitions and identify market fit and customer needs over the course of 8 weeks. It is divided into four phases, with a series of workshops that guide you through the stages of development from strategy to execution.

During the first phase (strategy), we will help you align various stakeholders to expand on your product idea through market testing strategy, target audience, and research participant recruitment. In the second phase (design), we will help you create high-fidelity clickable prototypes to demonstrate the future-state solution and gather feedback from usability testing to validate whether the target audience is able to easily use, understand, and find value in the product. In the third phase (development), we will work with IT stakeholders to align on the technologies required for implementation and enable solution development and scale across the organization while addressing customer needs.

The deliverables from this accelerator include a Proof of Value Report, a market research report and recommendations, a user research report and recommendations, and a high-fidelity clickable prototype, as well as information about the value and benefits the product provides to the business and customers, and how it addresses market needs and differentiates the client. We will also provide a high-level solution architecture.

---

### **THIS INFORMATION MAY BE PARTICULARLY RELEVANT AND USEFUL FOR:**

1. Companies that are developing digital products and want to ensure that they are aligned with their business ambitions and market fit.
2. Organizations that want to understand the needs of their target audience and gather feedback to validate the usability and value of their product.
3. Teams that are interested in working with a fixed-cost engagement to guide them through the development process from strategy to execution.
4. Businesses that are looking for a structured approach to developing digital products and want to receive a range of deliverables, including a Proof of Value Report, market research report and recommendations, user research report and recommendations, and a high-fidelity clickable prototype.
5. IT professionals who are involved in the development of digital products and want to align with the technologies required for implementation and solution development.