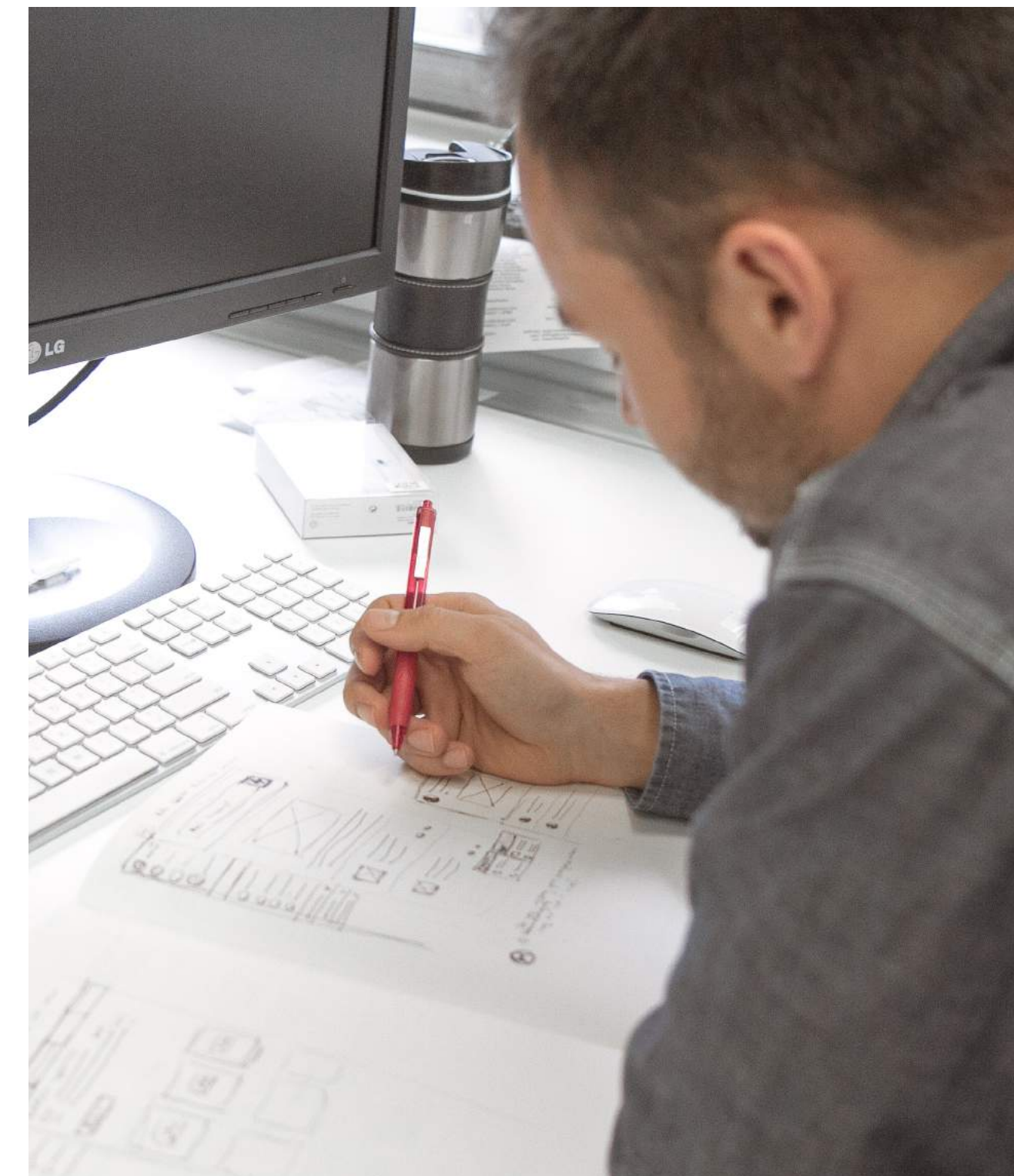# Sprint based digital business strategy.

Thinking (and acting) like a startup.

Digital product innovation can be incredibly challenging for many organizations. Early stage business and product strategy requires the rigor of an approach that quickly identifies the right business model, feature set, and experience principles, validated against real audience needs.

We work with organizations - from startup to enterprise - to uncover opportunities for disruptive, digital product innovation through a structured, rapid concepting process. This approach blends the principles of lean, agile, and design thinking and focuses on business model and feature definition within the context of a minimum viable product.

We built this framework around collaboration and iteration, to quickly define product strategies that effectively solve users' needs through new forms of engagement. Through this process, we provide stakeholders with the outputs they need to fully invest in taking a product from concept to launch.

A collaborative framework.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Pre-Sprint	Architecture Sprint		Project Planning & Roadmapping	Concept Sprint	
	Workshop			Workshop	

Phase 1 - Definition   Phase 2 - Exploration / Prototyping / Validation

The two stages of our framework ensure we have the right insights to begin, that we completely understand the ecosystem, and that we're able to identify and prioritize opportunities to innovate within the overarching customer journey. By doing the right work in the Architecture Sprint, we ensure our Concept Sprint delivers a high level of value.

Pre-Sprint

The Pre-Sprint provides our team with time to step through light-weight research, collecting all relevant information and insights from key stakeholders, ensuring we have a comprehensive understanding of the business, industry, customer, and competitive landscape.

Tasks & Activities:

- Kick Off Meeting / Contexting Workshop

- Client Stakeholders Interviews

- Competitive & Comparative Research

- Review of Existing Platform, Product, Ecosystem

- Review of Brand Guidelines

- Review Existing Technology Stack

- Define Product/Platform Principles

- Identify Any Known Requirements

Deliverables:

- Business & Project Contexting Summary

- Business Model Canvas

- Pre-Sprint Summary

Architecture Sprint.

The Architecture Sprint is a collaborative, workshop format process that allows us to identify the ideal state customer journey, taking into account the current and future state digital brand. This allows us to understand key touchpoints and prioritize opportunities to innovate.

Tasks & Activities:

- Client Team Service Design Workshop
- Customer Experience Planning & Documentation
- Define Focal Points for Concept Sprint(s)
- Additional Stakeholders Interviews (as needed)
- Additional Research (as needed)
- User/Customer Interviews (as needed)

Deliverables:

- Current State Service Blueprint
- High Level Platform/Product Architecture
- High Level Storyboards
- Key User Scenarios
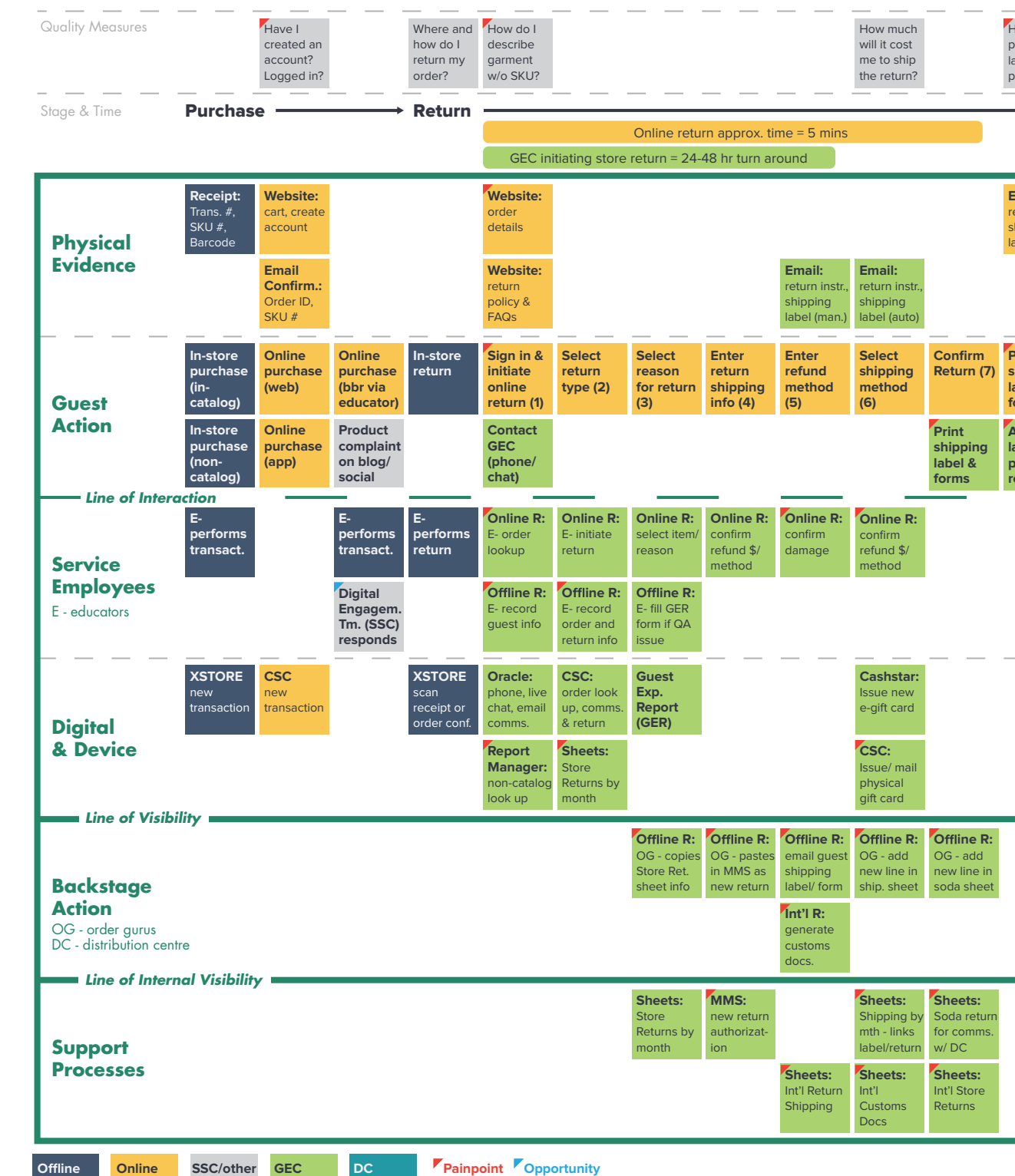
Concept Sprint.

Our Concept Sprint is a modified version of the GV Design Sprint, which takes into account the realities of a client/agency engagement, and the need for two consecutive business weeks to fully identify, define, prototype, and validate each core feature or use case. It is important that each Concept Sprint focus on a single problem or opportunity. This sprint can be replicated as many times as required across a project lifecycle.

Tasks & Activities:

- Step 1 - Mapping (client workshop)
- Step 2 - Sketching
- Step 3 - Deciding (client workshop)
- Step 4 - Prototyping
- Step 5 - Testing
- Step 6 - Summarizing

Deliverables:

- Product Feature Sketches
- Wireframes & Mockups (High-Level)
- Interactive Prototype
- Summary of User Test Results

A framework focused on getting to validated solutions quickly.

For clients looking to identify areas to innovate, create new efficiency, or uncover completely new opportunities to connect with their customers, this approach provides a series of steps that ensures collaboration and structure, to get to solutions fast.

In addition to the outputs delivered at each stage, this framework provides a clear sense of how to move forward into production cycles of UX, design, and development, and allows the agency team to provide a clear sense of scope and cost to bring the identified concepts to market.
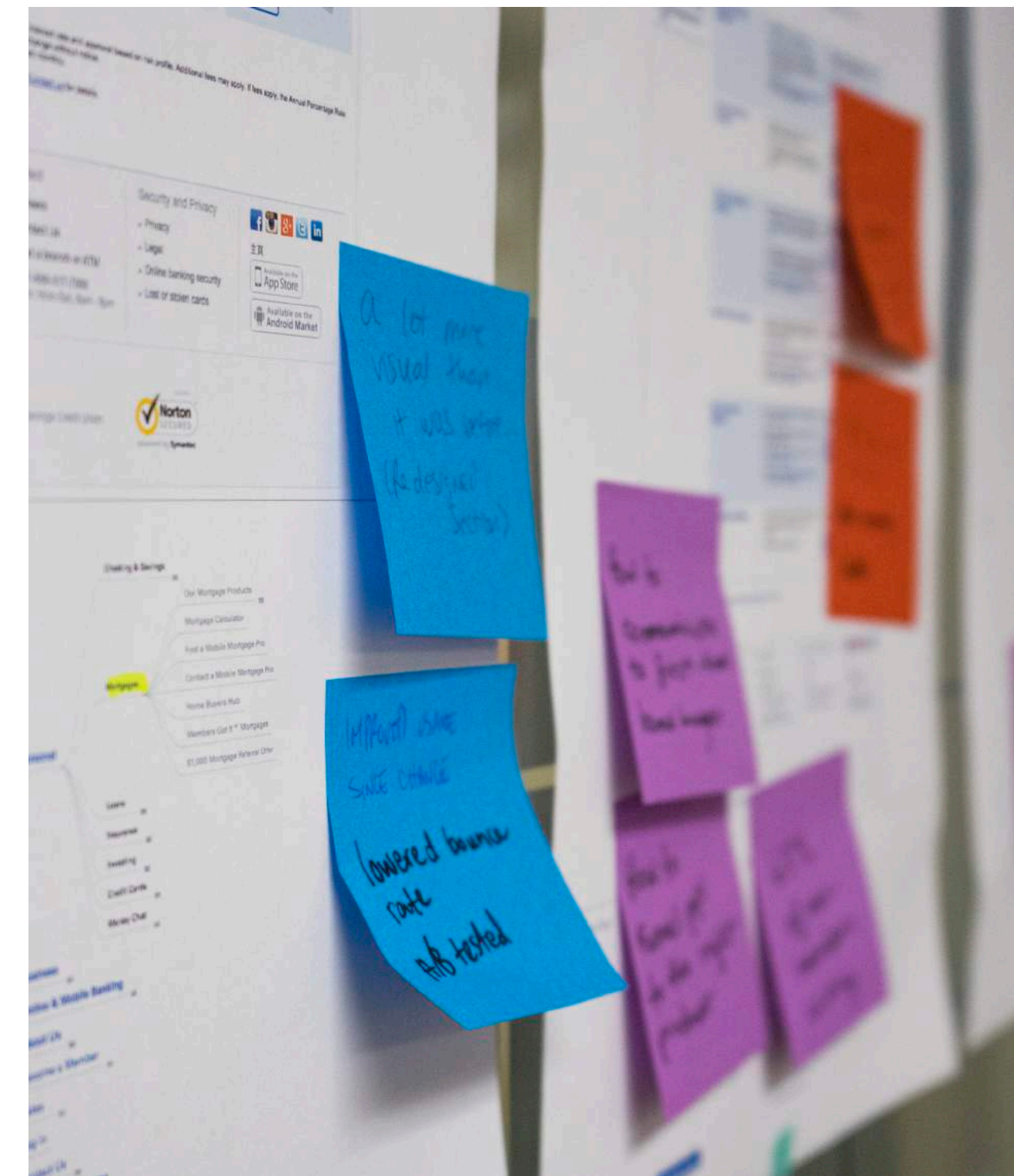
A collaborative, team-based approach.

The greatest value of this framework is driven by cross-functional involvement of client-side stakeholders from across the organization. We want to draw out perspectives from a broad group of individuals to ensure we are understanding the business challenge from all perspectives.

On the agency side, this framework includes involvement from across our practice groups - strategy, design, and technology, and ensures a dedicated team is focused on stepping through the process from Pre-Sprint through final presentation and delivery.

| Strategy	User Experience
Visual Design	Technology

Agency team

Product	Brand & Marketing
IT	Operations
C-Suite	Operations

Client team

Have a business problem that needs a digital solution? We should talk.

- **Identified business challenge** - The organization has zeroed in on a specific business challenge/opportunity to be solved through an undefined digital initiative and unclear product scope

- **Alignment on high-level need** - The focus of the engagement has been narrowed down to a specific need that can be solved inside of a 4-week engagement and lean team structure

- **Identified timing opportunity** - Client-side stakeholders are available at key points through out the four week project cycle including on-site workshops and critical decision points
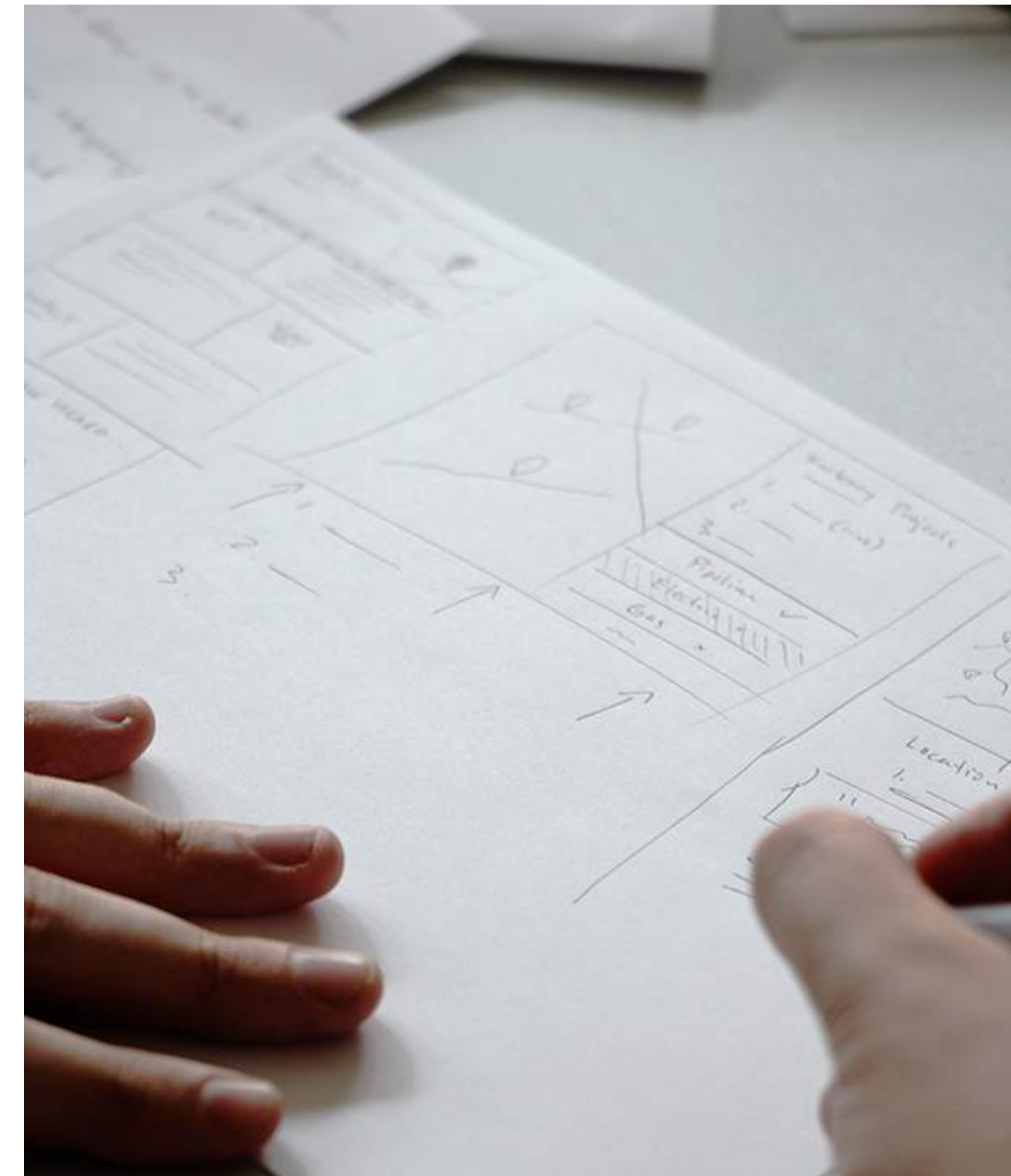
We help our clients invent their future.

We help ambitious organizations improve how they connect and engage with people.

We're focused on improving the way our clients reach, connect, and engage their users across digital channels. We are a team of strategists, designers, and engineers, driven by a passion for building digital experiences that span web, mobile, and connected retail spaces.

With offices in Vancouver and New York City, we've spent the past 14 years working with some of the world's top brands to redefine what it means to be a connected organization. Through category defining digital platforms and products, we help our clients to fundamentally change how they build, manage, and grow their business online.

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