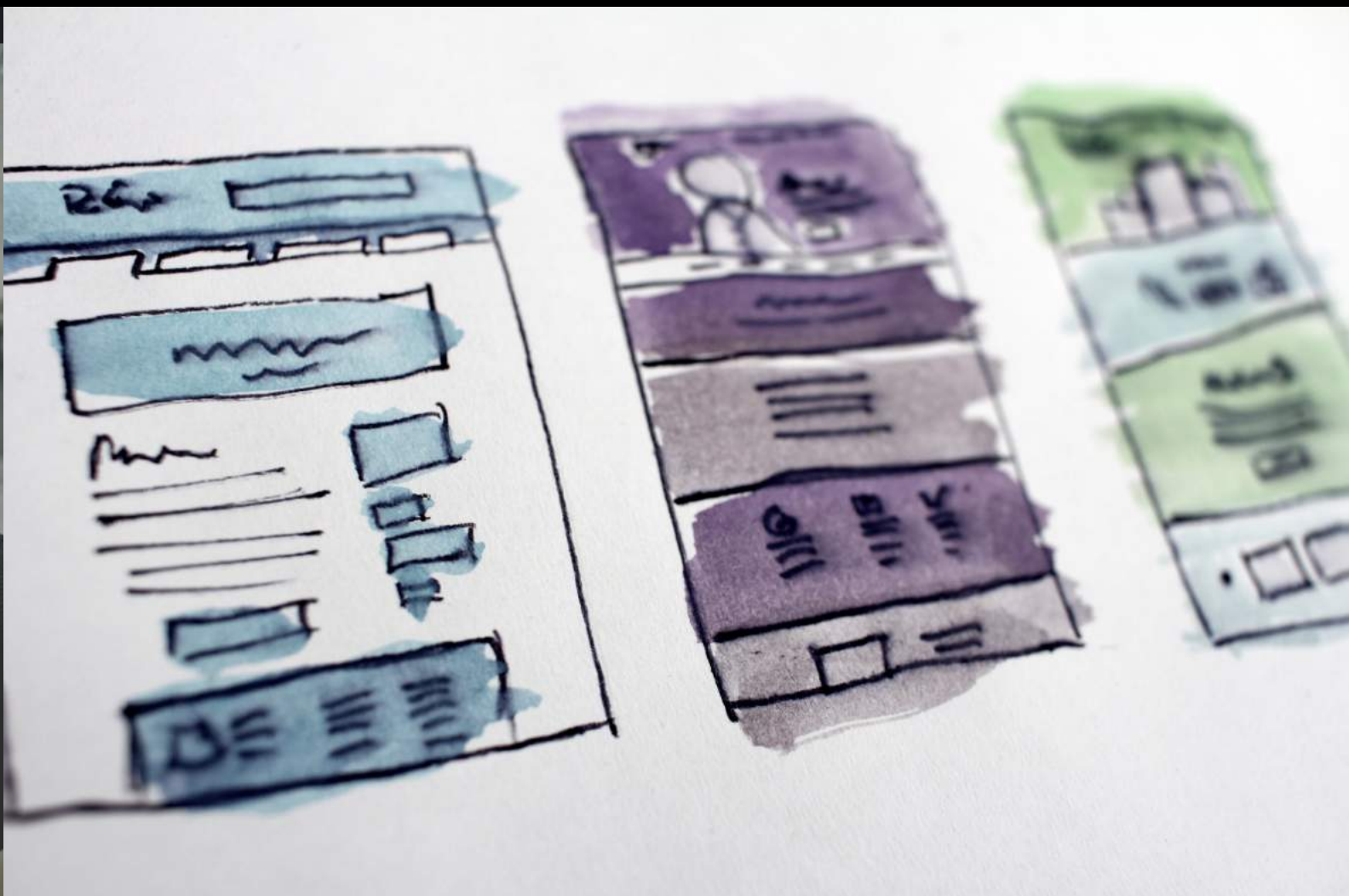


Usability Sprint™

Redesign your user interface
in just five days

- ✓ Create new value for your users with your existing product platform
- ✓ Low risk and short time to market
- ✓ High return on investment
- ✓ Strong market differentiation potential
- ✓ Include new user segments



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Usability Sprint

Five days user experience workshop

- Co-create the next product line extension.
- Short time to market and high return on investment.

 [Click and learn more about the UX Sprint](#)

Low risk for the company, high value to the user

Product line extensions are often done by asking the question: how can we improve the functionality/utility of the product to generate more value for the users?

What companies sometimes fail to notice is that the full value of the current functionality is not currently realised by the users, because the users do not know how to interact with the product interface.

Realise the full value of your product

Improving the interface of your product will have a significant impact on the users' experience, and in extent, the value of your product. Since the changes are primarily made on the surface, they are both quick and cheap to implement. Improving usability represents a low risk with a potentially high return with minimal effort needed.

What you get

Participating in the Usability Sprint will help you improve your current user interface.

In addition, you get access to tools and knowledge to enable you to create great usability in future products.



Get training in how to create great usability using the right tools.



Understand your users, the intended use of your product and the use context.



Design of workflows and functions based on user insights and human knowledge.



Mock-ups with optimised interface and workflow together with design guidelines.

Structure of the five day sprint

During the sprint, we will co-create suggestions for a new interface design, that can be readily implemented.

Day 1



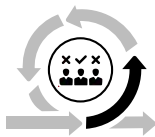
Scoping

Team on-boarding to design and analysis tools

Scoping of:

- Value proposition
- Business case

Day 2

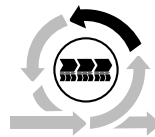


Use cases

Definition of requirements:

- Intended user
- Intended use
- Intended context

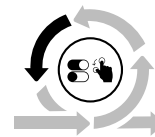
Day 3



Workflow

- Redesign of workflow according to use case
- Functionality for the user interface and inline help

Day 4



Interface

- Redesign of the user interface
- Mock-ups of interaction design and visual design
- Identification of key GUI building blocks

Day 5




Validate

- Validation of re-design
- Feasibility assessment
- Risk management.
- Next steps detailing



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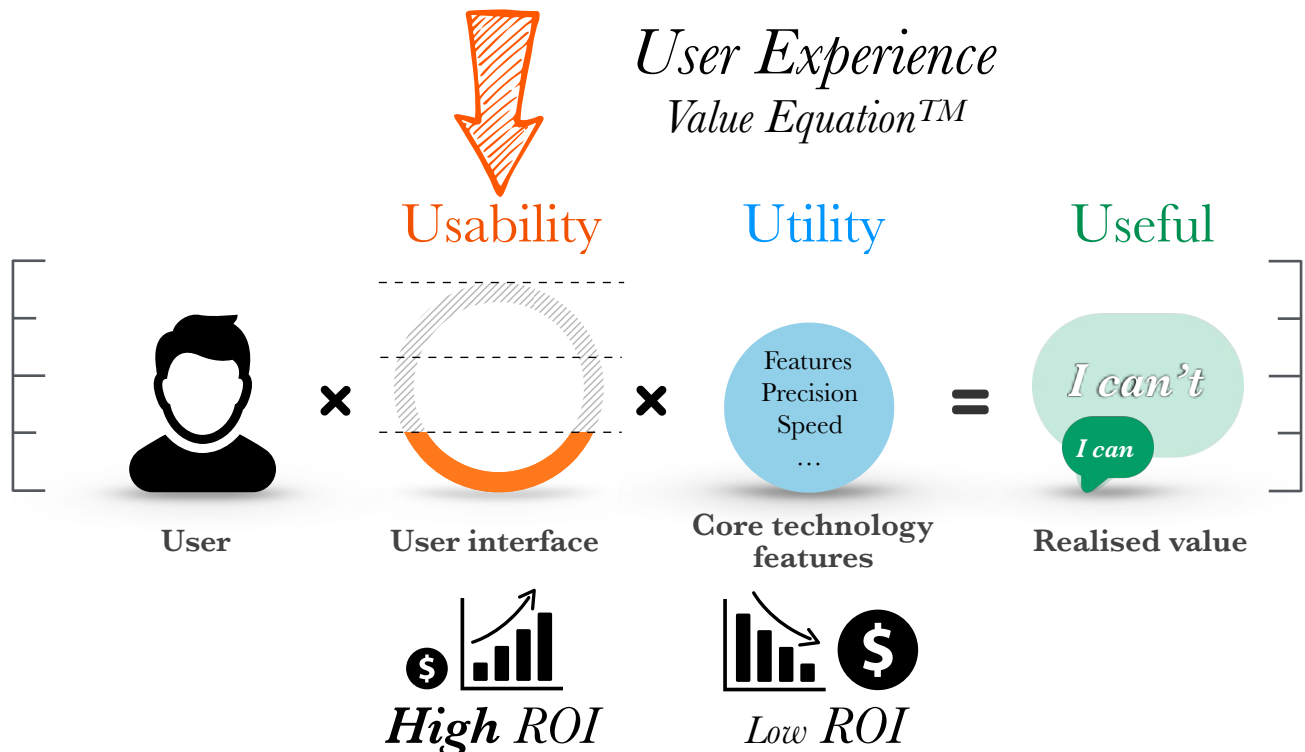
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Quick guide to why usability matters

A usability design sprint focus on opportunities to improve the quality of the product user interface to deliver new value.

In many cases, end-users fail to benefit from the value of the existing utility due to a poor user interface.



In mature product domains, there is a very low return on investment (ROI) with new, added product features since all primary user needs are already met.

In contrast, there is a large potential ROI by investing in improving the user interface especially because such projects are much simpler and low risk.

The **Usability sprint™** optimise the user interface so users can realise the full value of your product.

