



ENNATE

1 Week PoC Challenge

Our Rapid Approach to Design, Test, Validate and Launch your Ideas



What problems can our PoC challenge solve?

- Help launch a new product or service
- Improve the workflow and user experience in a legacy software application
- Provide strategy and vision to a new product idea
- Empower your team and increase sharing and collaboration
- Extend insight into opportunities for improvement for a product or service

Ennate leverages modern design thinking methodologies and the Design Sprint process to reduce risk when bringing a new product, service, or feature to the market place.

Our process creates the ideal user centered workflow, and delivers you a click through prototype in a 5 day process.



How can we do this in one week?

We use the Design Sprint methodology, which was developed and populated by Jake Knapp while working at Google Ventures. The eventual outcome of his team's work was the book SPRINT. We have taken their best practices and process and combined it into our own approach that allows us to deliver results to your business on a very fast timeline.

OUR PROCESS INCLUDES

Strategy Meetings and Exercises

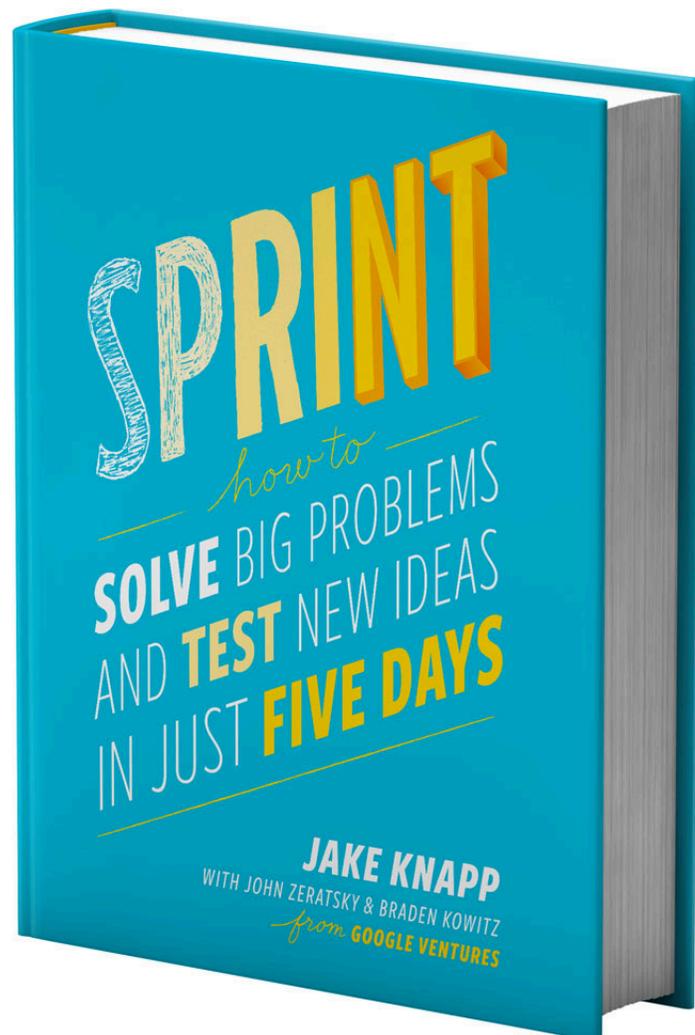
Prototyping

User Testing

High Fidelity Designs

Insights Presentation

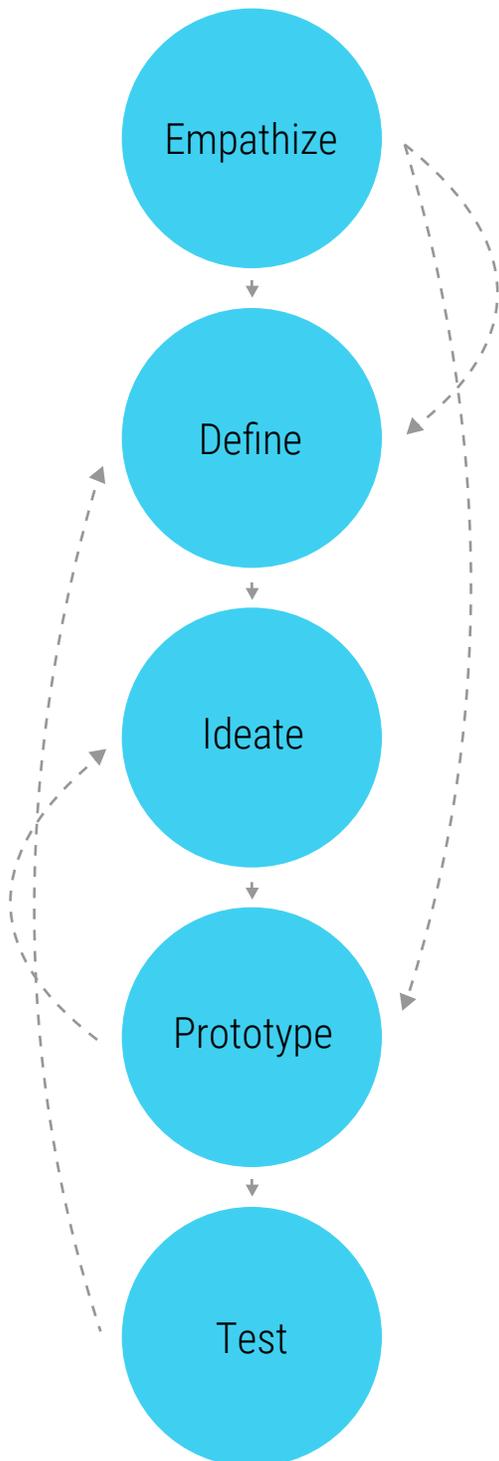
“ Ultimately, the goal of a design sprint is to learn more about a problem and to take the first steps in solving it. And with that, design sprints help you get started.”



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Design Sprint Essentials

A Design Sprint is a time-constrained, five-phase process that uses design thinking to reduce the risk when bringing a new product, service or a feature to the market.



The first stage of the Design Thinking process is to gain an empathetic understanding of the problem you are trying to solve. This involves consulting experts to find out more about the area of concern through observing, engaging and empathizing with people to understand their experiences and motivations, as well as immersing ourselves in the physical environment to have a deeper personal understanding of the issues involved.

During the Define stage, we put together the information created and gathered during the Empathize stage. We will analyze the observations and synthesize them in order to define the core problems that you and your team have identified up to this point. We will seek to define the problem as a problem statement in a human-centered manner.

We've grown to understand your users and their needs in the Empathize stage, and we've analyzed and synthesized your observations in the Define stage, and ended up with a human-centered problem statement. With this solid background our team members can start to 'think outside the box' to identify new solutions to the problem statement we've created, and we can start to look for alternative ways of viewing the problem and begin to ideate solutions.

The design team will now produce a number of inexpensive, scaled down versions of the product, so they can investigate the problem solutions generated in the previous stage. Prototypes may be shared and tested within the team itself, in other departments, or on a small group of people outside the design team. This is an experimental phase, and the aim is to identify the best possible solution for each of the problems identified during the first three stages.

Designers rigorously test the complete product using the best solutions identified during the prototyping phase. This is the final stage of the 5 stage-model, but in an iterative process, the results generated during the testing phase are often used to redefine one or more problems and inform the understanding of the users, the conditions of use, how people think, behave, feel, and empathize.

DAY ONE

Group Discussions

Day one will be spent working on through Empathy, Definition, and Ideation. It will be a combined effort from both Ennate and your team to determine the problem that needs to be solved, and working through a variety of solutions.

TEAM INTRODUCTIONS

We define the 5-7 people who will be owners of and working on the product moving forward.

SPRINT BRIEF

This document outlines the Sprint Challenge, Key Goals, and the Deliverable that the team plans to create during the sprint. We will work on this document throughout the day.

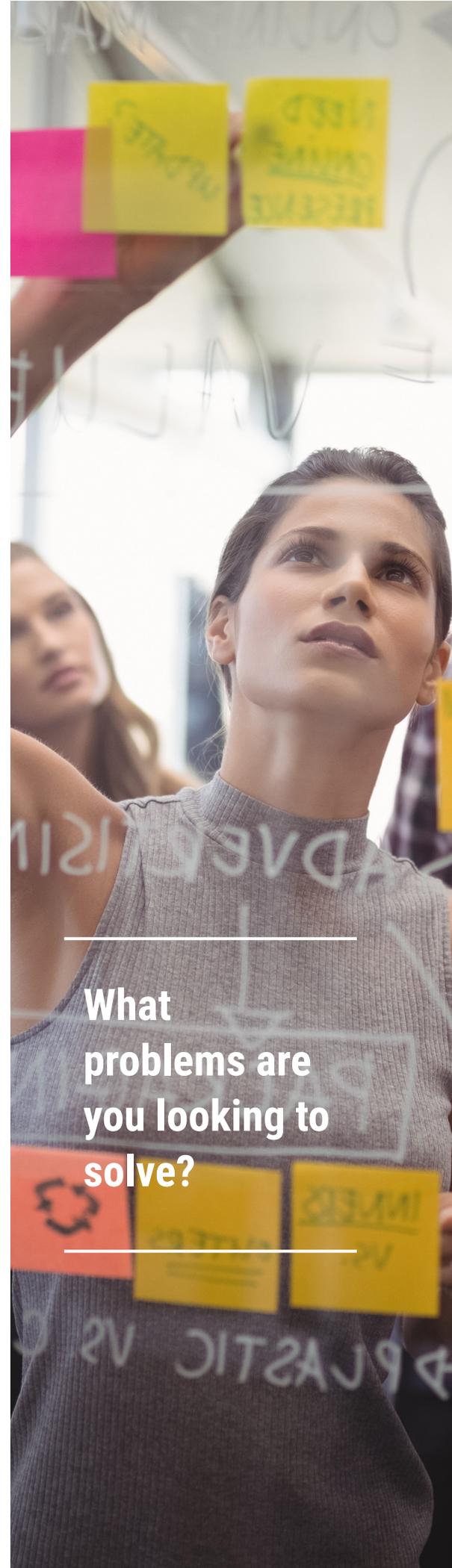
LIGHTNING TALKS

Talks are 10-15 minute presentations provided by your team that will deliver insight into the problem being solved. Having key team members hold Lightning Talks gives people a voice and a chance to share the knowledge they've built up. It also gives the team a sense of ownership over the sprint's outcome, and the external experts can introduce fresh perspectives. We are interested in (but not limited to) the following topics:

- **Project Vision and Business Goals:** Full review of the the project or platform we are going to be focusing the design sprint on.
- **Executive Summary:** Goals we are trying to achieve, and how it will impact the business.
- **User Research:** Any Existing User Research and User Journeys.
- **Customer Review:** Customer of the platform describing the functionality they want. "From the horse's mouth."

EXISTING PLATFORM TOPICS

- **Functional Platform Overview Demo:** This provides our team with a tour of existing functionality, and how your users use it.
- **Technical Platform Overview & Opportunities:** What is the current tech stack? What is the process for creating and deploying code?
- **Design Resources Review:** What is your design system? What resources are available to our team when working on designs?
- **End User Review:** End user of the platform showing what they like and don't like about the current system. Different than the demo, a more personal tour of how an end user actually does work in the system.

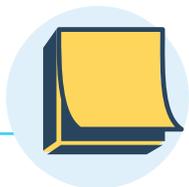


What
problems are
you looking to
solve?

DAY ONE

Group Exercises

HOW MIGHT WE



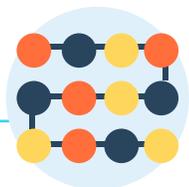
Exercise in re-framing your insight statements as How Might We questions to turn those challenges into opportunities for design. As the lightning talks are being presented the team will write down their thoughts on sticky notes turning their statements into How Might We questions.

CRAZY 8'S



It's a fast sketching exercise that challenges people to sketch 8 ideas in 8 minutes (not 8 variations of one idea or 8 steps of one idea, but 8 distinct ideas). The goal is to push beyond your first idea, which is frequently not the most innovative, and generate a wide variety of solutions to your challenge.

JOURNEY MAPPING



In order for your team to design for your users, it's important to think like your users. This exercise involves mapping out a user's journey as they encounter and interact with your product. This enables your team to get into the mindset of your users, and help you identify opportunities to create new and improved experiences for your users.

SUCCESS METRICS



To problem solve effectively together, you must create a shared understanding of what success looks like for your project or product. The HEART method encourages you to consider 5 categories when developing goals and choosing metrics for each of those goals. HEART stands for Happiness, Engagement, Acquisition, Retention and Task Completion.

SOLUTION SKETCHING



The goal is to create one fully articulated idea per person for the solution that is thought to be the best. Each team member creates their own detailed Solution Sketch. A Solution Sketch should include 3 frames or states of the concept to help illustrate how it works. Include as much real text as possible, and a clear title to help people remember it.

SOLUTION VOTING



After completing the group exercises the team can now do a round of voting. We review the sprint challenge, and the agreed upon goals, journey, and success metrics. We use the solutions voting to help inform which ideas our design team will prototype to build over the next days of work.

DAYS TWO & THREE

Wireframes & Testing

Days two & three will be spent by the design team creating composite wireframes based on all of the work and decisions made in day one. The design team will test the wireframes with your staff, clients, and customers to validate their success and approach. Insights gleaned from this testing will be used to improve the wireframes and further validate the workflow and design direction.

Low Fidelity Wireframes

- ▶ Iterative and fast process
- ▶ Create many ideas quickly

The Ennate team will create low fidelity prototypes that represent system functionality, and open the doors to testing and conversations around solutions.

User Testing

- ▶ Quick exposure to user feedback allows our team to solve core usability issues
- ▶ Deeper and faster (often real-time) insights into both internal and customer-facing processes

The Ennate team test the prototypes with client users. The client provides a list of 10 employees, or end users that will be available for User Testing while the design team is working on their prototypes.



DAYS FOUR & FIVE

Prototypes & Testing

Days four and five will be spent by the design team creating high fidelity designs, and a click-through prototype based on wireframes that were developed and tested in days two and three. The design team will continue to test the new designs with your staff, clients, and customers to validate their success and approach. Insights gleaned from this testing will be used to improve the wireframes and further validate the workflow and design direction.



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SPRINT CONCLUSION

Insights Presentation

After completing the click through prototype Ennate's design team will present the final designs to your staff and stakeholders. We will discuss and deliver any insights learned through the process about your clients and software.

“ You can't delegate Digital Transformation for your company you and your executives have to own it! Executives need to engage, embrace and adopt new ways of working with the latest and emerging technologies”

– Barry Ross,
CEO and Co-Founder,
Ross & Ross International

After the Sprint

1

Ennate delivers all of the materials used in the Design Sprint to your team. This includes the sprint brief, high-fidelity designs, and the click-through prototype.

2

The Ennate team uses the prototype and requirements gathered during the sprint to provide you an estimate on the development cost and timeline for executing your product vision.

3

We get to work building your project using our deep agile development experience. Our full stack digital teams can deliver value to you, your clients, and your business.

Case Study

Our customer, a leading security and audit solutions provider relies on an experienced team of field inspectors to perform audit inspection services for commercial airlines. While business was booming, the paper based, manual inspection process was pinpointed as a major pain point both internally and externally.

Frequent data entry errors resulted in double entry or missing data on jobs, leading to incorrect billing. Internally, transcribing handwritten notes and resolving errors reduced the efficiency of field and office operations. Customers, accustomed to fast, accurate, digital solutions were increasingly dissatisfied.

THE DESIGN SPRINT

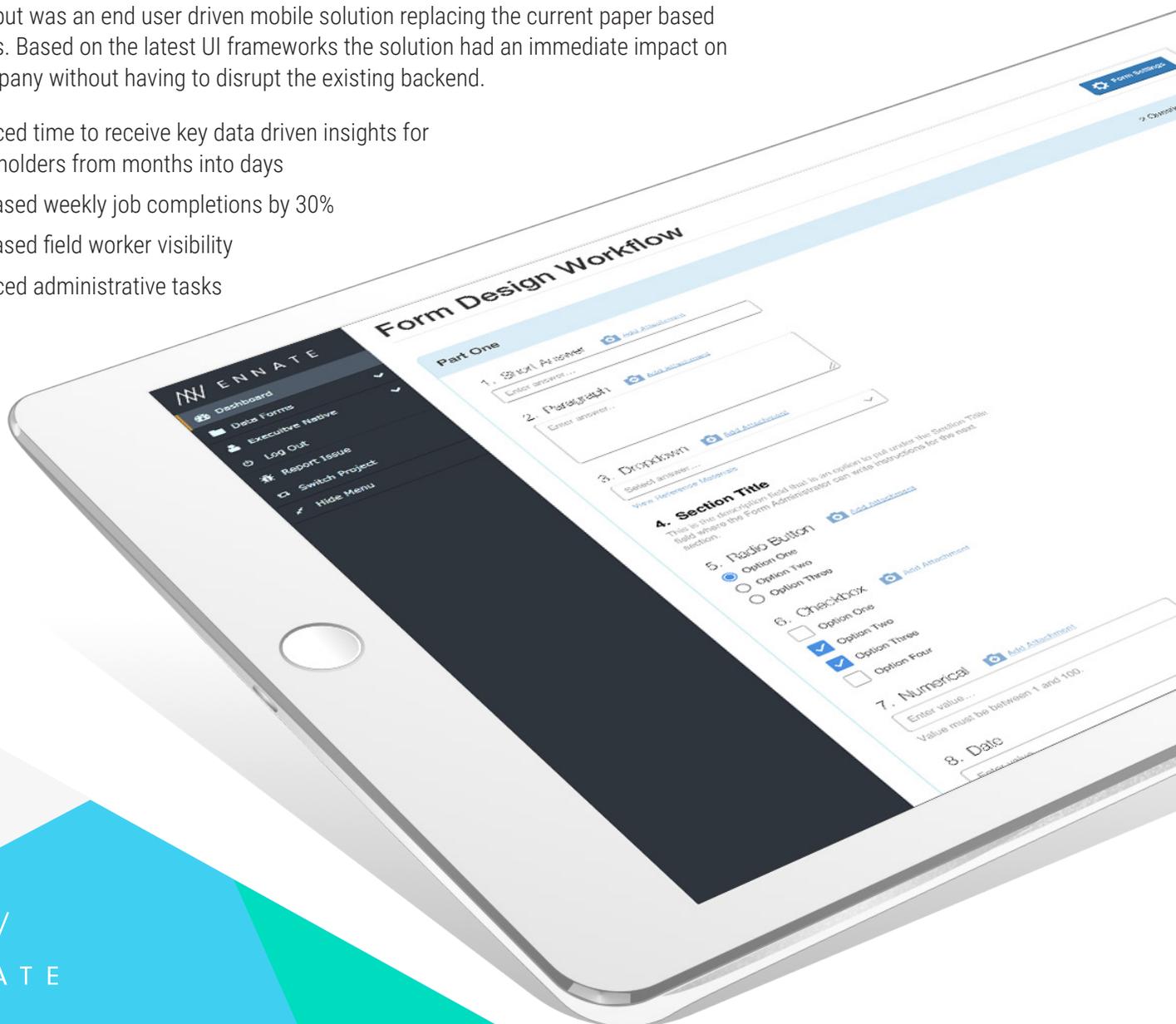
At Ennate, our goal is to solve your business challenge, whatever that might be. In this case, the goal of the design sprint was to overcome the business challenges associated with paper inspections and the reliance on outdated processes.

Our process involved speaking to the key stakeholders involved about the problems, ideating with them on possible solutions, iterating on several different prototypes that might address the problem and then finally identifying one that would provide immediate value.

OUR SOLUTION

The output was an end user driven mobile solution replacing the current paper based methods. Based on the latest UI frameworks the solution had an immediate impact on the company without having to disrupt the existing backend.

- Reduced time to receive key data driven insights for stakeholders from months into days
- Increased weekly job completions by 30%
- Increased field worker visibility
- Reduced administrative tasks



Looking for New Perspectives?

We don't do small things. Our team of digital strategists can act as the experts, leaders and seeds for the shift that needs to happen in your organization.

Our four core engines power new projects; design thinking, intelligent application development, data engineering and analytics. We enable digitization of your core processes and execute world class strategies of innovation through the use of modern architectures, AI, machine learning, Blockchain, virtual/augmented reality, and IoT.

With Ennate, you gain access to:

- Outcome driven and product focused solution development practices
- The combined expertise of IOT, Application development, and big data professionals
- Access to more than 100 certified consultants
- Best-practice solution blueprints for proven use cases
- Comprehensive support services from readiness assessment to ongoing health checks

“ You guys pulled off an awesome app in practically an impossible timeframe and we are so appreciative. Worth every penny!”

- Lauren Bettcher, Program Manager

INDUSTRIES WE SERVE



Construction



Mining



Transportation



Property Management



Hospitality



Logistics

A TRUSTED PARTNER ACROSS INDUSTRIES

UPTAKE



PEPSICO

PROTEC
BUILDING SERVICES

ANDY FRAIN
SERVICES

Gazelles
GROWING LEADERS - GROWING COMPANIES

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

**Contact our team if you are
interested in scheduling a
1 Week PoC Challenge**

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