



Innovation by Design

Let our experienced innovation designers connect with your team to support the development of new products, services and strategies.

Our iterative, people-centered approach helps you to identify the right opportunities for the future of your business.

xuwerx



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As a Corporate Innovator who is challenging the status quo and who is building new business ventures within the constraints of a large organisation, we will work with you to co-create a clear strategy to enable new high-potential ideas to surface.

Through a process of structured brainstorming, business questions will be answered through design, prototyping, and the testing of new ideas with customers. Your team will be able to assess customer reaction before investing time and expense in building a new product or service.

How we help your business

- ✓ Build teams to discover, test and validate ideas with clear evidence.
- ✓ Evolve teams' abilities with unique innovation design skills and tools.
- ✓ Align teams with a core business vision and strategy.
- ✓ Identify appropriate experiments for each business challenge.
- ✓ Demonstrate the value of design-driven innovation to stakeholders.
- ✓ Create new growth without impacting a company's brand.

Your innovation team

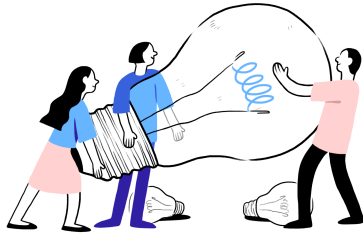
Innovation requires a diverse team with cross-functional skills and a variety of experiences and perspectives. Our people-centred approach will also assist you in creating teams that focus on delivering insight-driven results.

By determining a shared goal from the outset, you will ensure the alignment of all team members. Similarly, by creating a supportive environment, you will allow them to thrive and explore new ideas and opportunities.



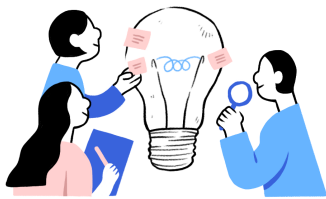
Our iterative process

It's a six-stage loop we use to shape and reshape a business idea with you. Together, we turn it into the best possible value proposition that is made bulletproof through testing and validation.



1. Generate ideas and possibilities

- Come up with as many different ideas as possible.
- Capture the team's intelligence - think beyond current boundaries.



2. Define your inspiring ideas

- Narrow down ideas with business prototypes - make them tangible.
- Define the desirability, feasibility and viability of each idea.



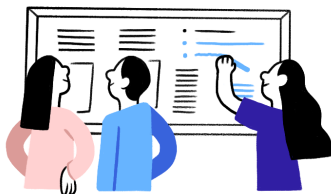
3. Assess and prioritise key hypotheses

- Evaluate the prototypes to identify risks - form clear propositions.
- Prioritise and select the most important hypotheses to test first.



4. Experiment with your best ideas

- Choose an experiment designed to test an idea quickly and cheaply.
- Gain early insights - make rapid course-correction if necessary.



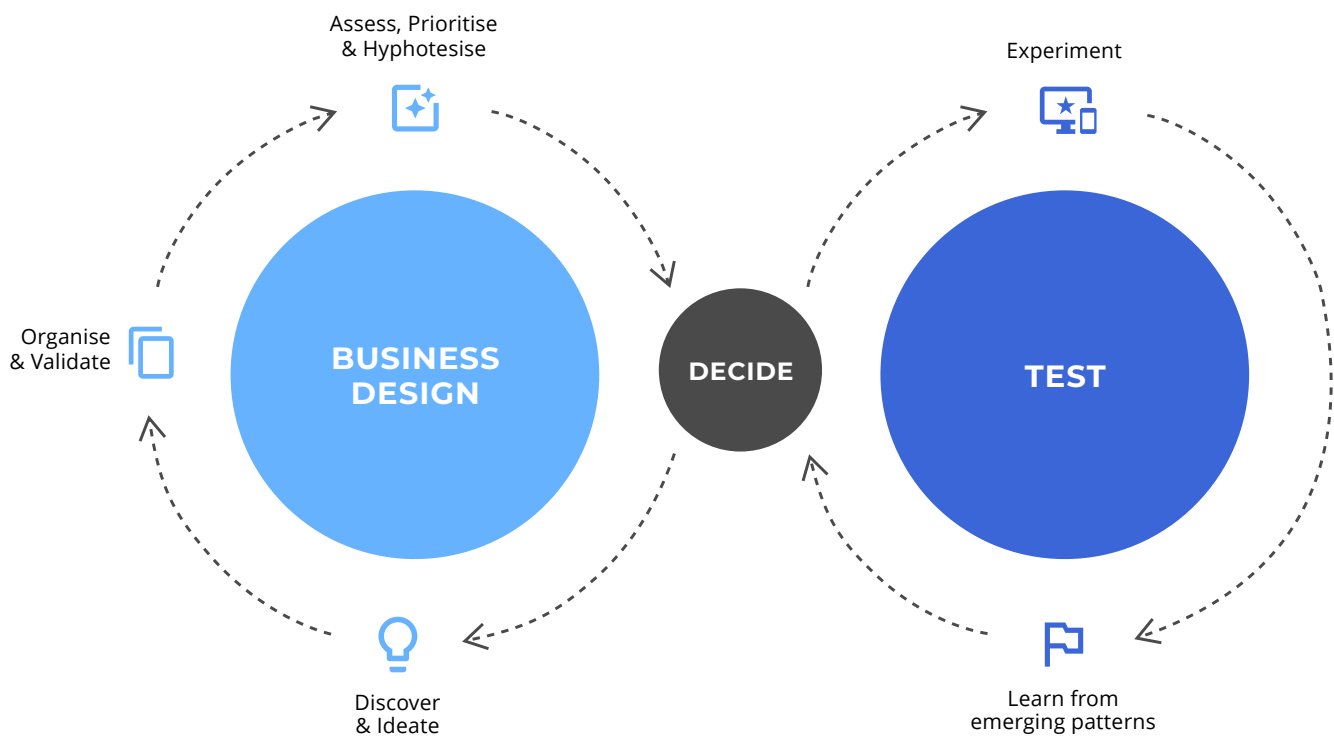
5. Learn from emerging patterns

- Gather evidence from the experiments and sort by strength.
- Analyse insights to determine how likely the proposition is to work.



6. Decide on the way forward

- Transform insights into action by determining the next step.
- Decide to abandon, change or continue testing the business idea.



Building capability

Working together, we will not only help you develop really useful solutions, we will also help you expand your team's capabilities over time, for long-lasting impact.

- Recognise the right challenges to tackle, in the most strategic way.
- Engage in agile and insight-driven processes to generate business value.
- Broaden your team's range of innovation design skills and tools to deliver results.
- Develop your practice of ongoing learning and adaptation for continued innovation.
- Assemble the best resources for your team to meet demand with your organisation.

Why work with us

User-driven innovation is a key driver for economic success. For 20 years, we have cultivated our human-centred approach to become the innovation partners for Fortune 500 heavyweights like Fidelity Investments and Unum, government agencies delivering social change, and tiny start-ups with massive ideas.

Say hello

We know that change isn't easy, but we'll be right by your side the entire time. Whether you're looking to develop a new strategy, or beginning an initiative or project, we'd love to hear from you.

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