Our Design Process

Iterative prototyping is at the core of our design process. Through connected physical and digital prototypes we build the future, today.

INVESTIGATE CONTEXTS

We focus on the aspects of a user's experience, like emotions, values, tensions and well-being. We develop and implement an appropriate research program and explore the context of our project and current interactions and relationships.

IDENTIFY OPPORTUNITIES

We apply our global knowledge of markets and industries and analyze political, economic, social, technological and demographic trends. We identify jobs to be done, the status of the market and relevant emerging technologies.

PROTOTYPE CONCEPTS

We develop and test our ideas by creating variations, exploring details and crafting a compelling story. We attempt to put our ideas into the context of larger systems and processes and test them through multiple diverse perspectives.

EVALUATE DIRECTIONS

We focus on the feasibility, relevance and impact of our concepts. We narrow the pool of ideas and refine the chosen ones by taking into account life cycles, environmental impact, cost and benefits for users.

LAUNCH INITIATIVES

We aim to guide the implementation of our delivery by providing our clients with concrete tools and training and identifying roles critical to success. We ensure updatability, scalability and adaptability and provide details needed for production and distribution.

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Lean Discovery & Innovation

Defining products that customers and stakeholders want. Quickly & cost-effectively identifying the right things to build market opportunity and fit.
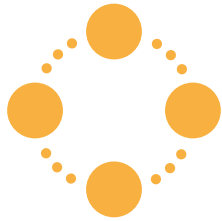
ONE TEAM, YOU AND US TOGETHER

A design and technology team working directly with stakeholders to define fit and market opportunity through prototyping. An intensely collaborative process based on specific measures of success, rapid prototyping, and continuous testing and improvement.

PROTOTYPES NOT REPORT

One combined team, making things the right way, with less time invested in presentations and arbitrary deliverables.
Prototypes allow for quick immersions with customers and co-workers, and collaborative sense-making with stakeholders.
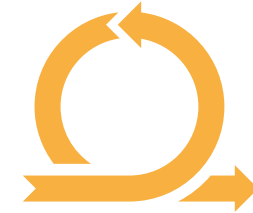
THE SPRINT APPROACH

A series of consecutive 2 week sprints to test ideas early and initiate an evolutionary conversation with travelers. Allowing continuous iterations and refinement of solutions.
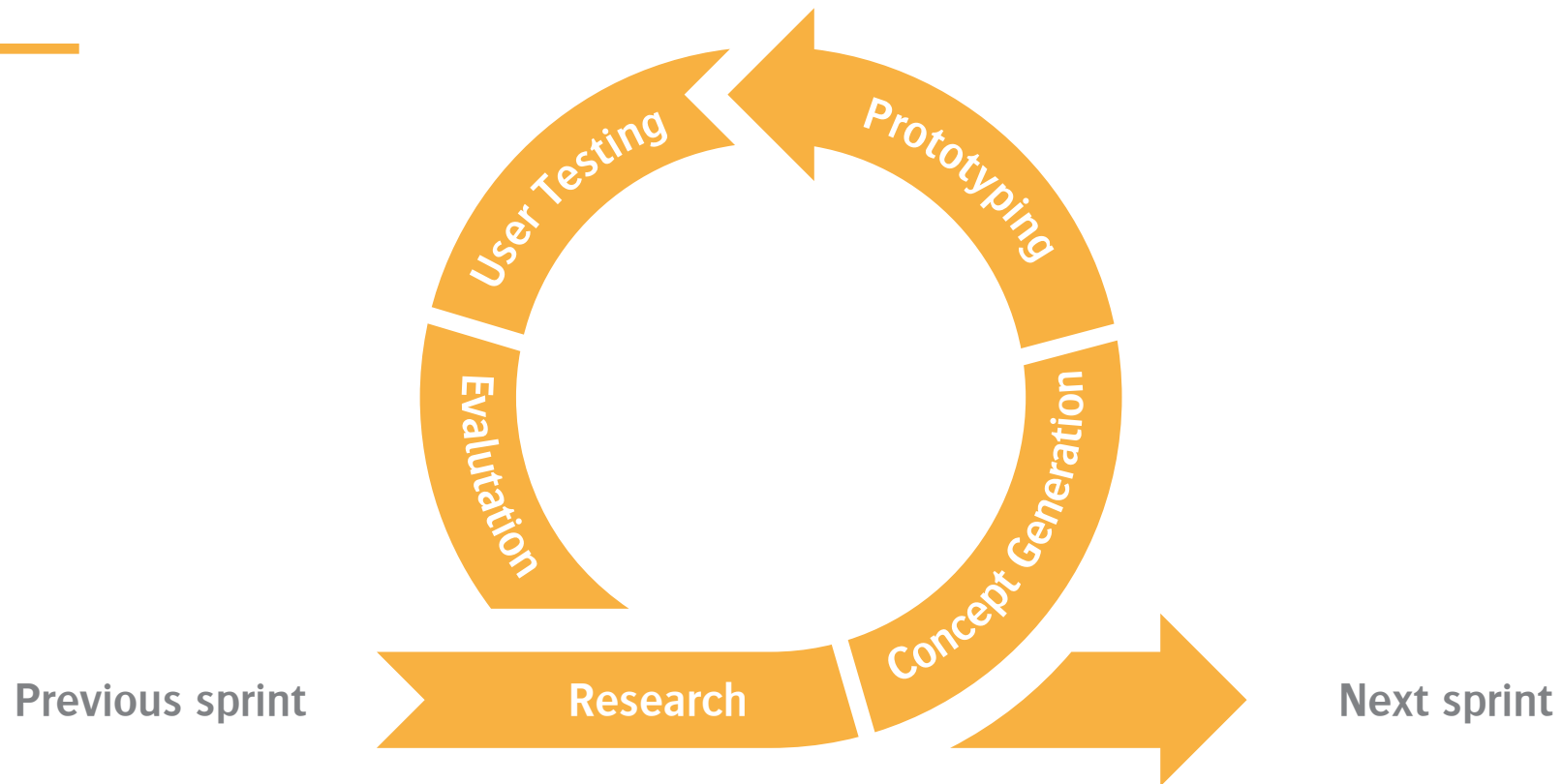
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Example of a project's timeline

In less than 6 months and after 4 sprints, our joint design and technology team has created a concept that is ready to meet the users. The project doesn't stop there, it will continue to gather feedback and iterate.

Sprints

1. 2. 3. 4.

Kick Off

Ramp-Up & Immersion

Design & Prototyping

Building

Delivery

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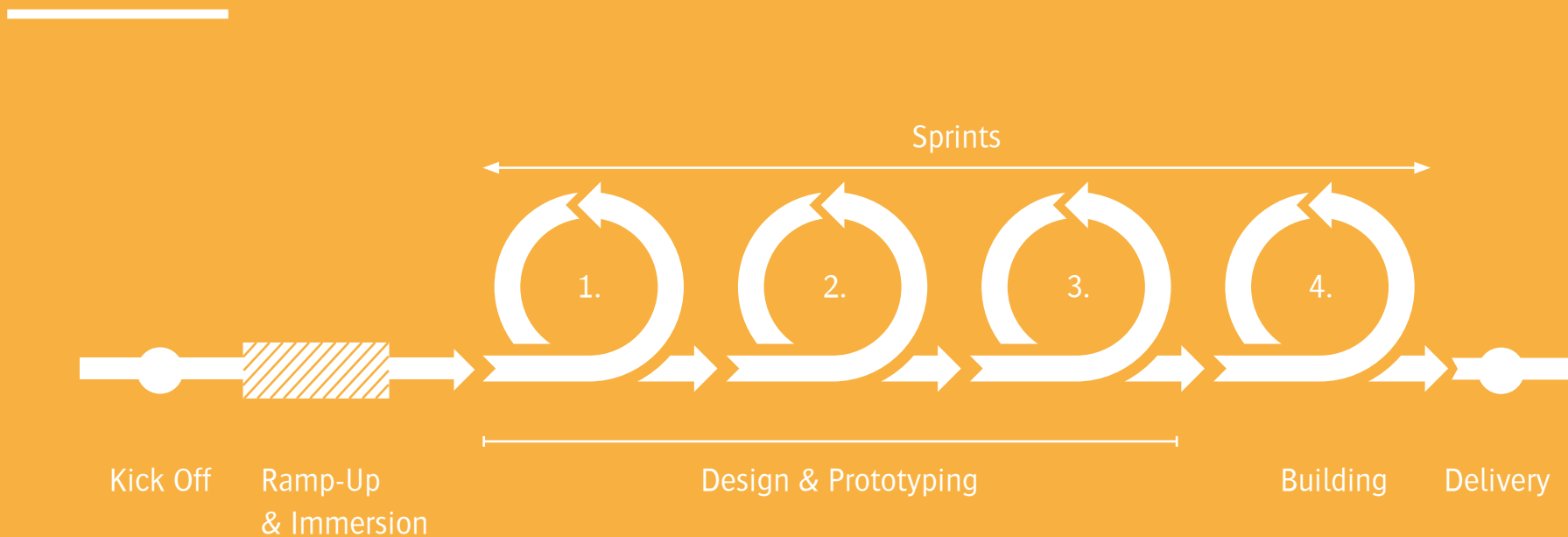
The Sprint set-up

An intense 2-week period to research, generate ideas, prototype, test with users and evaluate the results. This framework allows for different steps of iteration and the rapid production of a Minimum Viable Product.

Previous sprint → Research → Concept Generation → Prototyping → User Testing → Evalutation → Next sprint

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Research

We start by understanding the needs and dreams of our users. Asking them about the challenges they face and observing the many ways by which they deal with them.

User interviews

Shadowing users

Concept Generation

The data collected during the research is used to identify problems & opportunity areas. The generation of concepts is then performed in close collaboration with the extended team. The concepts are eventually refined and visualized further for prototyping.

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Prototyping

Through digital and physical prototyping, selected concepts are visulalized.

User Testing

The prototypes are tested with users. The team thereafter makes a success review of the different concepts, deciding which ones to: implement, refine further or discard.

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