

Design sprints

01

Product or process prototyping

- Generate ideas for modification
- Design prototypes based on identified ideas



02

Prototype testing

- Conduct prototype testing with compatibility analysis
- Review feedback from prototype testing to finalize the product design



03

Research

- Develop customer journey maps to understand the existing product or process and associated challenges.
- Analyze the existing research database and conduct desk research to study market practices
- Generate key insights based on dipstick field research



04

Roll out strategy

- Product finalization and pilot
- Develop product modification plan
- Design performance parameters for new products or processes
- Identify the next steps on product integration



Process for the sprint exercise

Product and service design sprints

A sprint is an agile collaboration with a provider to create a product or service. This two-week engagement involves developing customer journey maps and compatibility analysis of prototypes. Sprint categories include new product development, channel expansion, process optimization, and product costing.

Duration – 2 weeks

Contact us to learn more.

Product or process ideas that could be picked for sprints

- 01 Credit or deposit product
- 02 Loyalty program
- 03 Credit bundled insurance product
- 04 Launching a product via agents
- 05 Service digitization
- 06 Credit scoring tool
- 07 Market expansion for products
- 08 Risk assessment
- 09 Streamlining loan underwriting
- 10 Process optimization for loan
- 11 Digitization: online loan application
- 12 Product costing

Legend: Product Channel Service

