



# **SPRINT TO INNOVATE**

**Solving big problems with a Design SPRINT**

“

*“We’ve found that magic happens when we use big whiteboards to solve problems. A sprint room, plastered with notes, diagrams, printouts, and more, takes advantage of that spatial memory. The room itself becomes a sort of shared brain for the team.”*

”

— Jake Knapp

# SPRINT to Innovate



Sprint To Innovate is the InnovateFromZero  
**custom-designed SPRINT solution.**

*Having worked with dozens of Product Development teams across the world with teams innovating,  
we help you to apply the SPRINT to Innovate principles to go **faster, smarter and leaner.***

*Based on the popular **Google Design Sprint method**,  
our SPRINT introduces the fast-track path to get your products to the next level.*

# The 5 Day Sprint Process

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*Get a clear  
view of the  
problem  
aligned to  
company  
strategy*

*Develop  
solutions,  
explore the  
quick wins*



*Choose and  
develop the  
best (top 1/  
2)*



*Build your  
prototype*



*Test with  
customers*

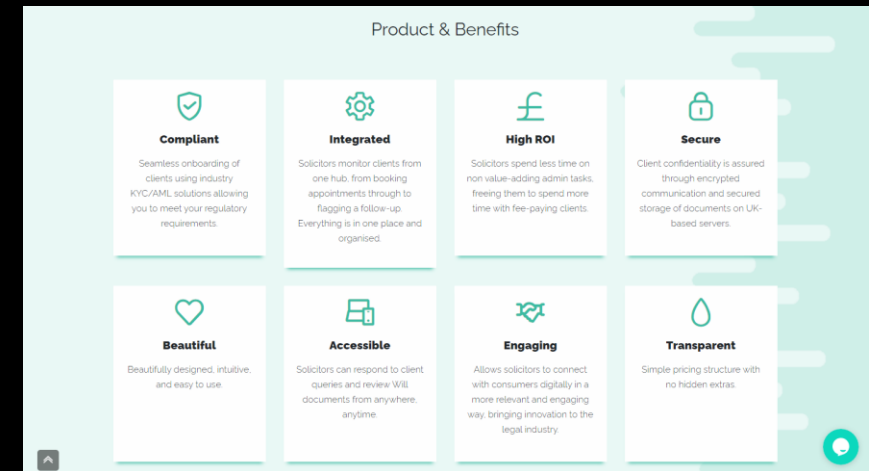
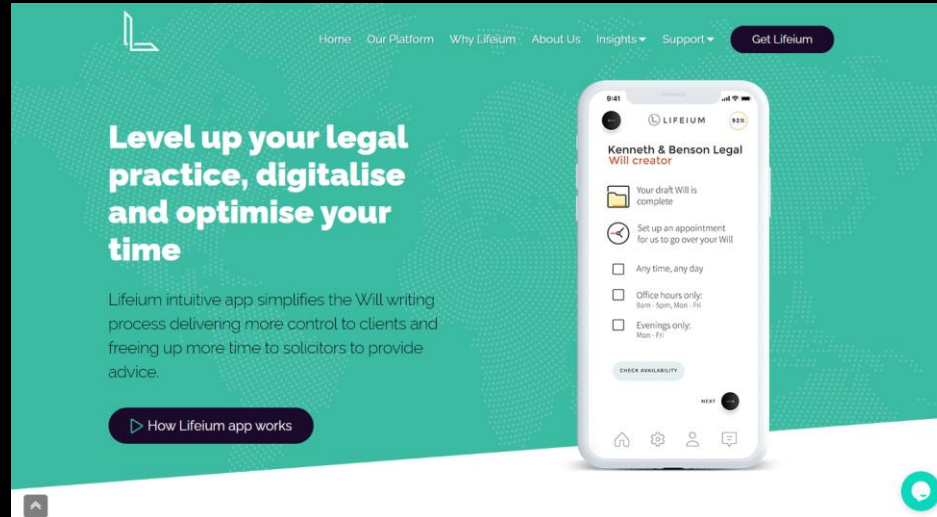
# SPRINT-FIRST TO TACKLE THE BIG CHALLENGES

*We have expertise in making great apps, websites and your tech solution leveraging the latest DevOps methods and delivering a great user experience. We have delivered solutions in AI, AR & IoT using REACT/ VUE/ ANGULAR/ SWIFT (iOS), Kotlin (Android) or JAVA. Learn more: <https://innovatefromzero.com/innovate-with-logic/> We typically start with a kick-off Sprint Session and run a Sprint every quarter/ year for clients on our ASP (annual service packs).*

***Have a Look At Our SPRINT-First  
Case Examples***

# Case Study/ Lifeium

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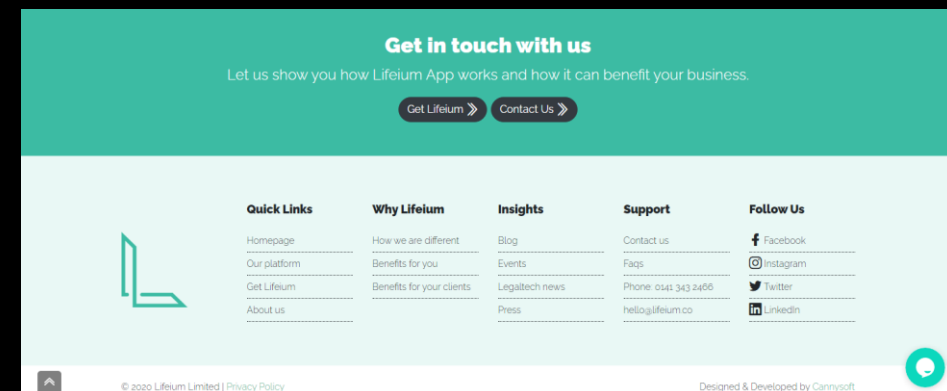


## Results

Website: <https://www.lifeium.co/>

Solicitor App: <http://solicitor.lifeium.app/>

Client App: <https://app.lifeium.app/>



# Case Study/ Lifeium

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## **Overview**

*An app that simplifies the Will writing process delivering more control to clients and freeing up more time to solicitors to provide advice.*

## **Project Initial Period**

*15 Months + ASP*

## **Objective**

*Lifeium founding team has engineers, experienced lawyers and entrepreneurs. They have set forth to build a digital platform that can make clients get legal help easily.*

## **Technologies Used**

*Node.js | React.js | Cloudinary | Socket.io*

# App Strategy Sprint/ SenseCity

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## Background

*SenseCity has an innovative Augmented Reality (AR) app that helps you to sense and explore the city in a truly unique way.*

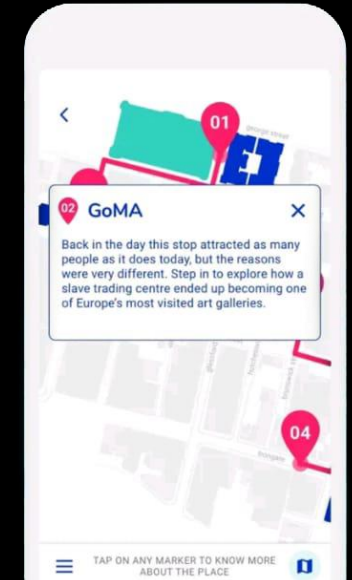
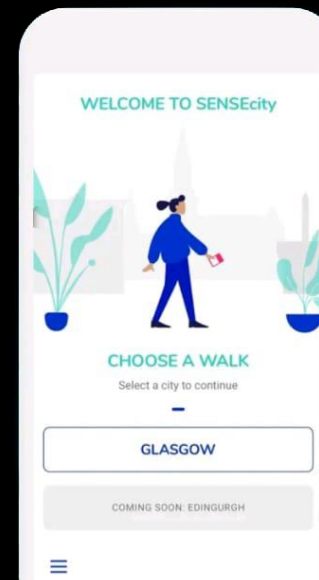
## Conclusion

*The process and the user journey will be different for Edinburgh. We discovered some low-hanging-fruit channel touchpoints for their go-to-market strategy and redesigned the app.*

## Objective

*SenseCity was to launch their popular Glasgow app in Edinburgh with new product features. We #SprintedTogether to support app expansion into new markets*

<https://innovatefromzero.com/casestudy-sensecity-app-design-sprint-challenge/>





# App UX Sprint/ Umoja

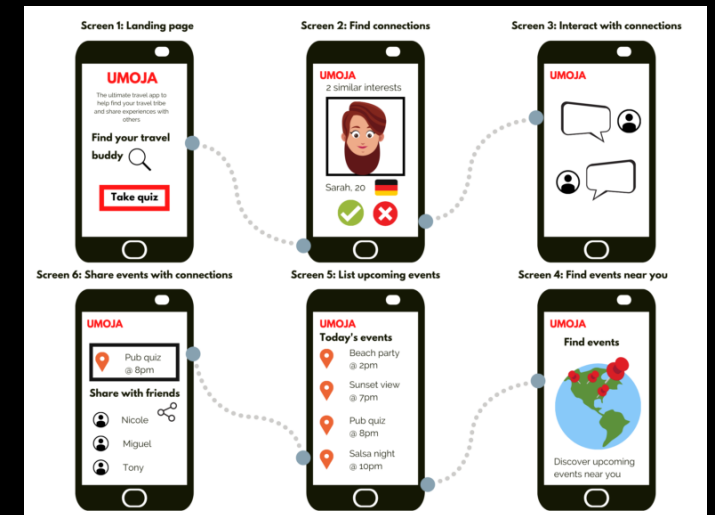
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zero

## Objective

Team umoja needed to find the critically core features to launch with their MVP App.

## Solution

Storyboard sketched during team Umoja Sprint and a visual demo was prepared for team Umoja's customer tests. The Sprint session helped team Umoja design a mobile app.



# Landing Page Sprint/ Portia

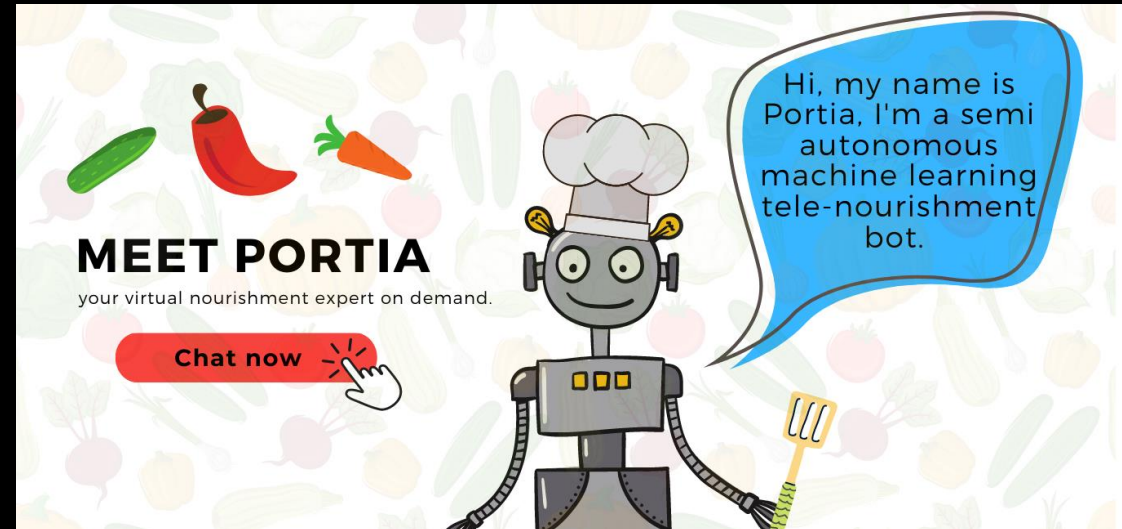
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## Objective

*The primary objective was to measure how many users who fit the proto-persona take the Call-To-Action (CTA), which in this case was to “Chat with Portia”.*

## Solution

*Alongside team Portia, an interactive AI nutritionist bot, we later refined PROTOTYPE turned into a test launch campaign giving us the most valuable currency – “data”.*



## Result

Alongside team Portia, an interactive AI nutritionist bot, we turned a landing page pretotype into a final launch page. 500 responses were gathered via CTA - Chat with Portia AI.

# IoT Solution/ MyXupo (our first product)

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## Overview

*Xupo SmartTags were created in 2012 – an app, an IoT device hardware, a dev kit & cloud services for Asset Tracking. We needed to re-designed the Xupo Connected Product Experience (CX & UX) via multiple Sprints.*

## Working

- *Sprint Session to pivot, revamp UX, salient features & workflow*
- *Innovate team created license pack & customer demos*



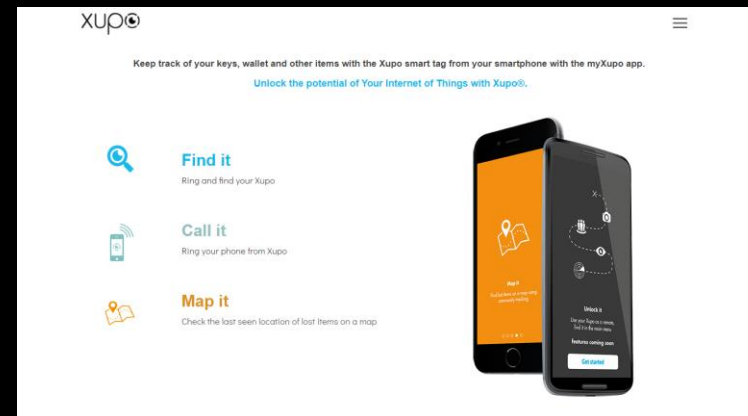
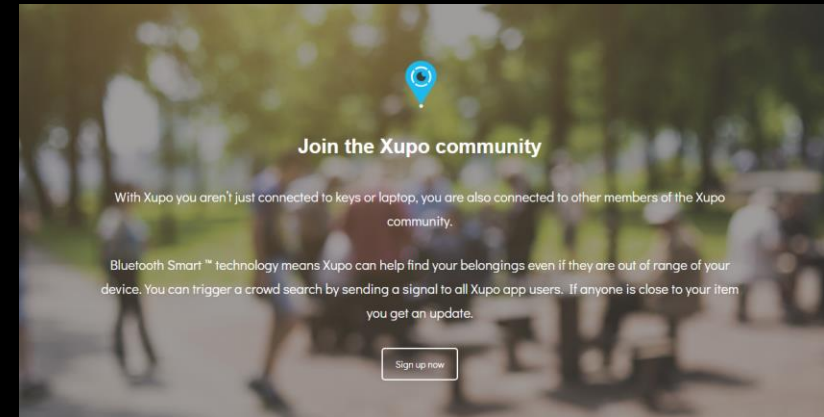
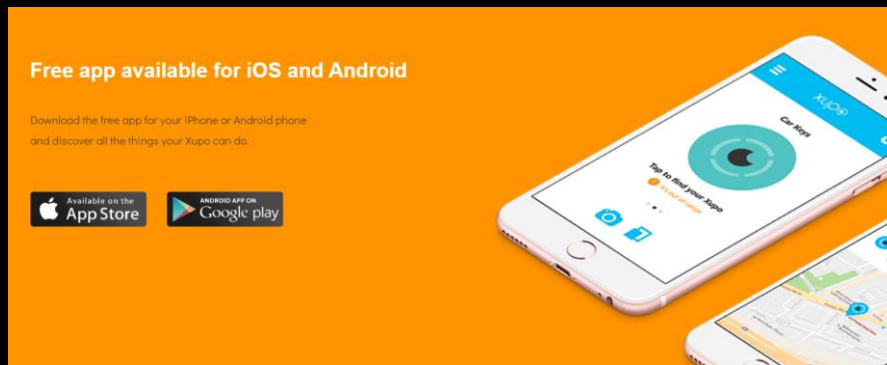
# Case Study/ My Xupo

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## Result

*Assets, UX & digital strategy for app re-launch & out-license to an American conglomerate*

<https://myxupo.com/>



# AI Case Study/ DevToM

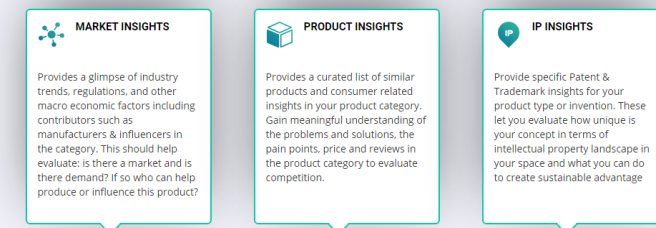
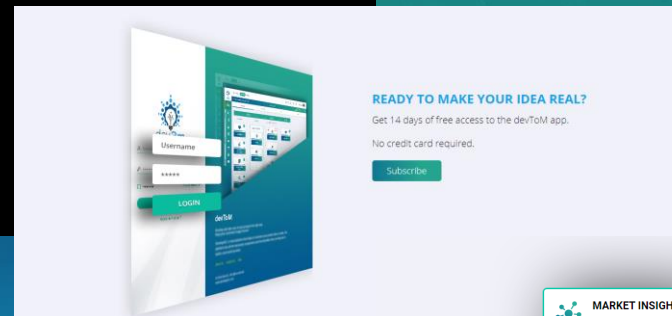
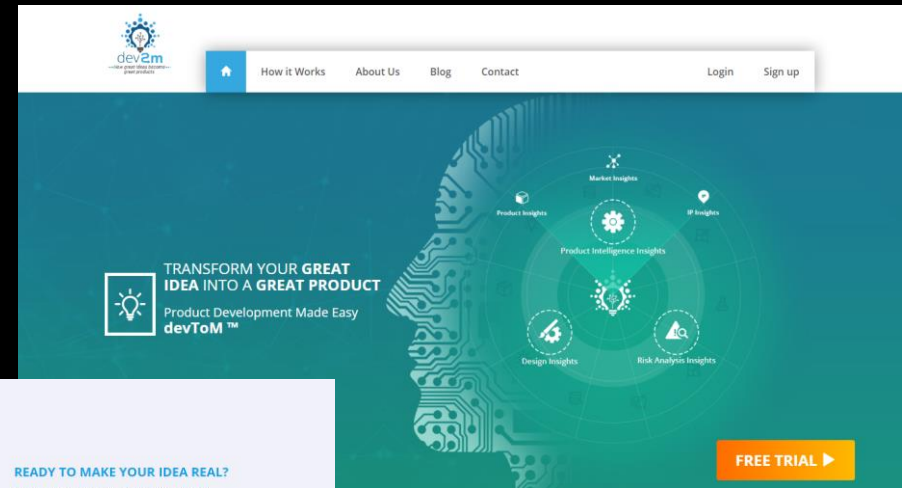
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## Objective

*An AI-powered Brain of Product Development.  
Platform to transform ideas into successful product  
lines. Database with internal ontology, training sets.*

## Result

*User Interviews & MVP iterations  
developed over 9-mon led to  
successful B2B pilot*

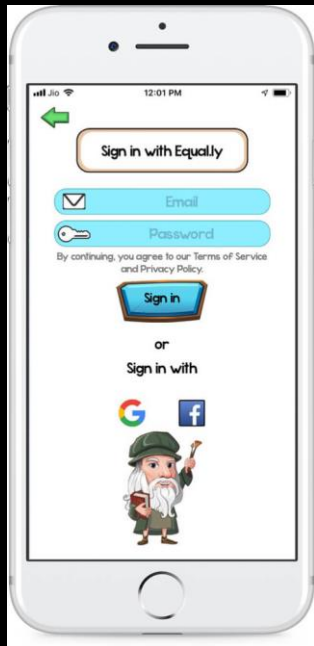


DevTom Artificial Intelligence <https://www.devtom.ai/>



# AR MVP Development/ DaVinci Club

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## **Brief Summary**

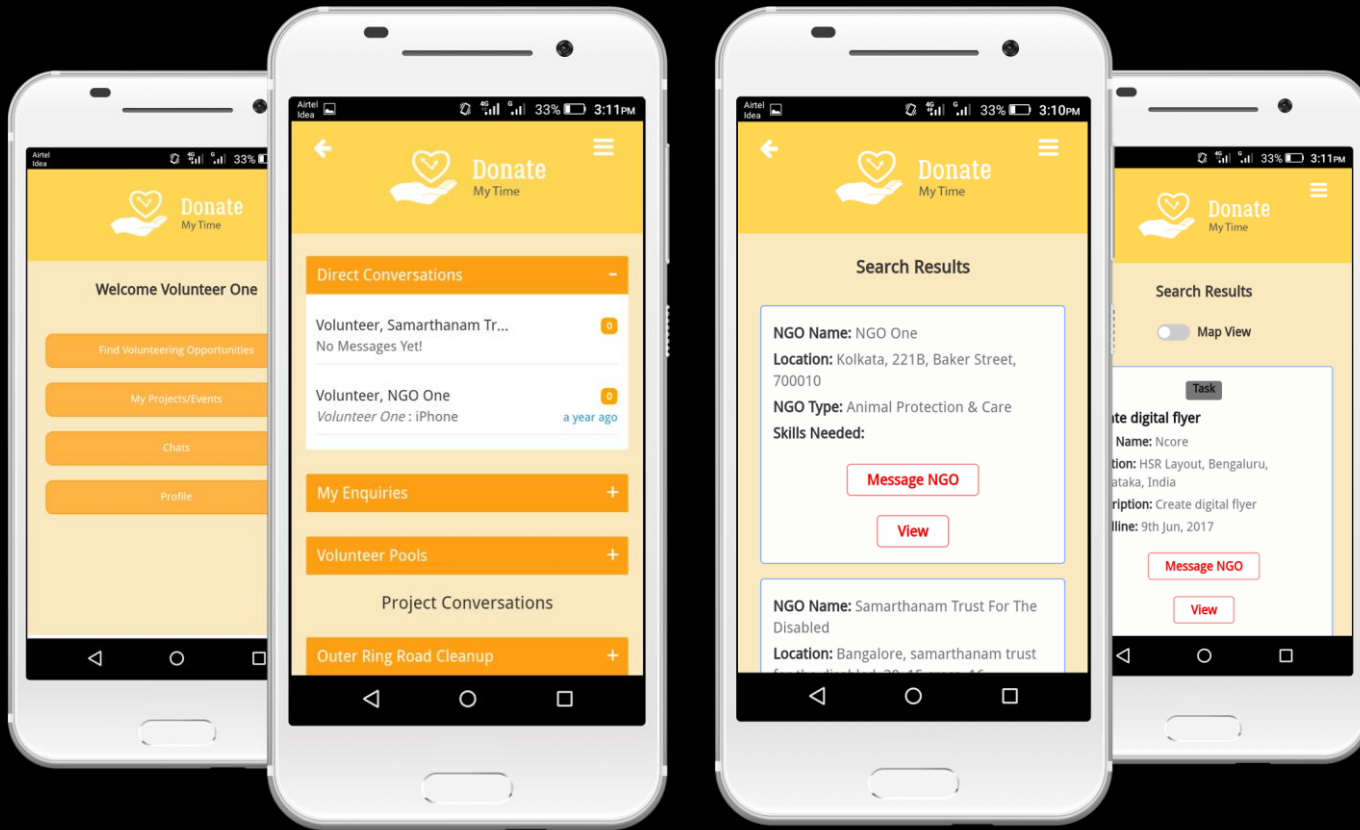
*Client has 10+ years of experience in the gaming industry and they wanted to create a game that children learn from while enjoy and all this in a safe environment.*

## **Conclusion**

*The application is "serverless" and has been developed on Firestore (upgrade from Firebase) platform using NodeJS. Typescript has been used to make the code base safer, and more maintainable.*

# Cross-platform App Case/ Donate My Time

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## **Brief Summary**

*Client has a goal to do good for the society. Donate My Time is a platform for NGOs (non-profit organizations) to search & manage volunteers for different social benefit initiatives.*

## **Conclusion**

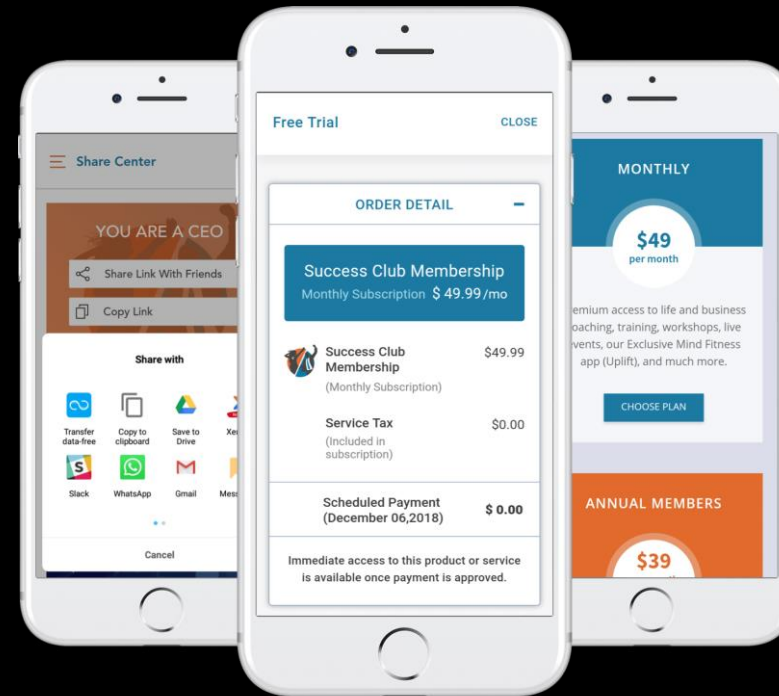
*This project started primarily as a Web Application. Later, the client decided to launch it as an app and we were easily able to deploy these by using a PhoneGap build for both Android, iOS.*

# App Scaling Case Study/ You Are A CEO

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## **Brief Summary**

*The goal with You Are A CEO is to build platform to motivate people and help them take ownership of their life by empowering them with information and tools.*



## **Conclusion**

*We had to integrate with a number of complex 3rd party tools to be able to offer powerful features. Scaling was a concern as client wanted a system built to support a very large network users. We used AWS Lambda to reduce operational server maintenance as well as server scaling issues on a day to day basis.*



# Inventor Case Study/ Bluebat

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## Overview

*An inventor-led project supporting a Hardware Product - designed and developed in the United Kingdom and eventually manufactured in Shenzhen, CN.*

*A device that helps you achieve optimal charging and helps to develop a habit of sustainable charging practice*

## Objective

*Create launch strategy and develop digital strategy, campaign creatives including product animation videos. Successfully launched on Kickstarter.*

Animation Works Portfolio [here](#).



# Enterprise Case Study/ Skybox

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## Problem

Rating was 1.4/5 due to bad customer service.

## Solution

A dashboard where customer can report their issues and track their status.

### Screen 1

Issue Resolution Funnel View

Issue Log from 5 Data Sources

Issues Internally Classified - 3 types

Priority Issues #1-7

Issue Assignment

Resolved Issue



### Sky Track

### Screen 3

Allows to track the progress of ongoing issues and highlight checkpoints

78% complete



Team A has completed...



Test B is still in progress on issue id xx-yy

### Screen 2

Issues classified (3), click to expand



Product- H/w or S/w issues



Network Issues



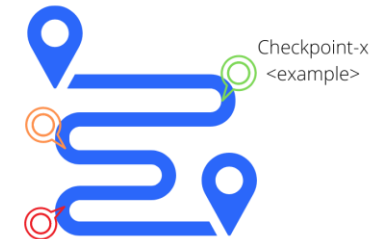
Customer Service Issues

### sky Customer Complaint Sources



### Screen 4

Issues map, zoom-in on checkpoints for status



### Main screen with sorting options

Each colour represents the status of the issue, filter by location, etc.



New issue needing attention

Issue in the progress of being resolved

Issue resolved

# Enterprise Case Study/ Skybox

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## Objective

*Propose a data-based product that can provide more visibility for to the customer service and engineering team at a media company to help them solve customer issues more quickly and more efficiently whilst ensuring communication with customers throughout the process and increase ratings.*

Sky Q  
All in one place, easy



Don't just take our word for it

**WHAT HI-FI?**  
★★★★  
**AWARDS 2020**

Sky Q Product of the Year  
What Hi-Fi Awards 2020  
(Best set-top boxes)

**WINNER**  
**Pocketlint**  
awards 2020

Best Streaming Device with ★★★★★

So reliable, it's Minion-proof.

Sky Broadband Superfast



**Speed Guarantee**

Get the speed we promised, or money back.

**59Mbps**

Sky Broadband Superfast is super reliable. And it comes with an average download speed of 59Mbps.

**£28** a month for 18 months

Price may change during your contract. See up £10.00 leaving customer please call 0800 789 128

[Join now](#)

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## Result

*Action plan for improved reviews,  
Reducing customer complaints,  
Increased customer retention.*

*For latest updates you can follow our blogs, social media, or slack  
(note invites to #Sprint Slack channels expires in 30 days)*

**<https://innovatefromzero.com/blog/>**

**<https://www.instagram.com/innovatefromzero/>**

# What We Offer

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We have 3 Sprint offerings to help on your journey.

01

**Sprint-For-You** *(our Corporate Full Sprint package where we execute end-to-end developing clickable demo or full MVP)*

02

**Sprint-With-You** *(we provide your team with Sprint Facilitation & guidance pack)*

03

**Sprint-To-You** *(get our training materials for a DIY-Sprint suited for Startups with mini/ nano-Sprint options).*

# Our 3 Sprint Formats

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*Our 3  
Sprint  
Formats*

**Full**

**Mini**

**Nano**

# Our Team

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***Raj Sark***

*Raj Sark is an active innovation-driven Product Leader and Inventor. Raj founded Connect-In that has won multiple innovation awards.*



***Vineet  
Harbhajanka***

*Vineet brings a blend of technical and managerial skills to his projects. Vineet is customer-centric & obsessed with delivering high-performance products.*



***Dr. Somesh  
Roy***

*Roy has been part of the Next Billion Users (NBU) team at Google Inc., California where he worked with Google Search, Google Assistant and Google Home.*



***Paula Vel***

*Paula has led facilitation in a number of our SPRINT Sessions and is a recognized business leader who assists with the Customer Development works of our clients.*



***Will Lee***

*Will likes to assist our Digital Solutions clients with in-depth User Research prior to Sprints and customized design works post-Sprint.*

# THANK YOU

Join us at a Sprint To Success workshop  
*(to taste a sample Sprint)!*

*Innovation Ventures Ltd.  
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