DESIGN
ACCELERATION

Accelerating Innovation
in the Age of Disruption

Contents

The Age of Disruption

Today's businesses are facing exponential change. Their success depends on how quickly and effectively they can pivot and adapt in turning change into an opportunity for growth.

Business Transformation
in the Age of Disruption

Today's businesses are facing exponential change. 2020 has seen a tidal wave of change reshape everything we took for granted. Businesses facing a radically different world are challenged to be adaptive when nothing is certain and foundations have been washed away. Their success depends on how quickly they can alter course, face disruption head on and transform it into an opportunity for growth.

In the midst of this disruption, technology has been the lifeline. The digital world has given hope to local economies and families. Already a rapid force for change, digital technologies are dramatically transforming every business. Businesses must fast-track massive technology advances while contending with changing consumer behavior, shifting markets, and remote workforces.

Now is the time to harness the power of forward-looking design to accelerate a company's response to change. Those that capture the energy of Design Acceleration will be the survivors that produce breakthrough products and new approaches to meeting customer needs as the wave of change crests and new markets emerge.

The Forces of **Change**

SOCIAL CHANGE

Shifting human sentiments and social issues are causing massive changes in customer lifestyle and purchasing behaviors. Rapidly identifying new consumer priorities and recognizing their impact will help companies effectively focus limited resources on profitable innovation that drives customer engagement, even in the face of change.

SPATIAL CHANGE

The workforce is no longer bounded by the workplace. The office, once a fixed space and location, is now anywhere and everywhere. Remote business operations and virtual consumer services are changing the world of work and commerce as physical and digital contexts merge. Businesses must evolve to support more flexible and hybrid interactions across various spaces in the future.

TECHNOLOGY CHANGE

Artificial intelligence continues to be the disruptive technology of the era and a driver of digital transformation. Now, the global pandemic has fast tracked digital transformation in all industries and sectors. Businesses must rethink traditional models and evolve products and services that leverage intelligent digital technologies as their primary enabler.

ECONOMIC CHANGE

Old business models are being obliterated while new opportunities and markets are opening up to capitalize on current shifts and trends and future business dynamics. Concern over stability and long-term growth are intensifying pressure on business leaders as every decision must drive value immediately and in the future.

Design Acceleration

Now is the time to harness the power of design to accelerate a company's response to change and transform it into opportunity.
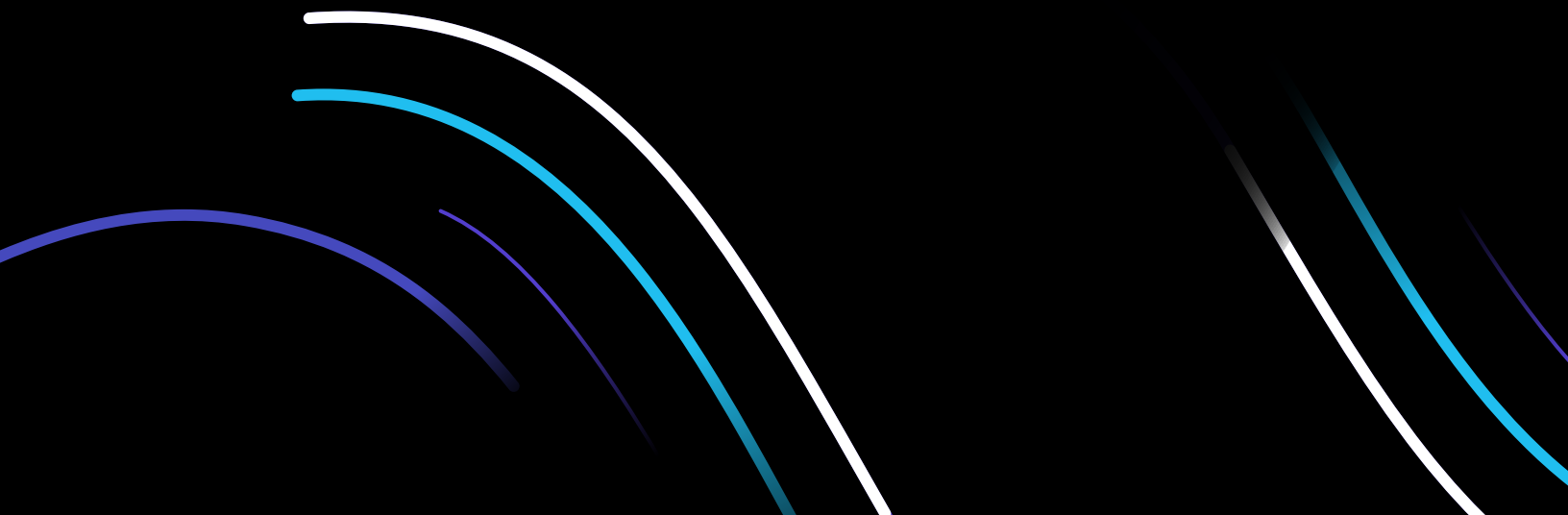
Design Accelerated Innovation

When change is all around, even the most savvy businesses can easily lose their way. During crisis, severe constraints force difficult choices that require companies to innovate to ensure survival and future sustainability. To grow and lead, companies need a compass to guide their efforts in addressing change.

Design can serve as this compass in an unfamiliar landscape. It has the power to build confidence in times of uncertainty while inspiring rapid innovation. Design fuels human ingenuity with vision, process and results. Design Acceleration activates design to drive business innovation and growth.

DESIGN ACCELERATION TRANSFORMS CHANGE

Design Acceleration, a new and directed design methodology, enables companies to harness the power of human-centered design and deliver innovative products or services. The method accelerates delivery of breakthrough innovation by leveraging systematic design thinking and agile methods to quickly adapt to change, solve complex problems, and drive innovation. Design Acceleration enables companies to rapidly respond to disruption while laying a solid foundation for sustained growth.

The Design Acceleration framework includes models, processes, principles and practice areas that ignite design-driven innovation.
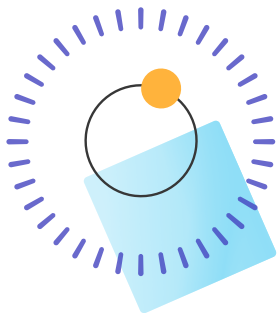
Design Acceleration
Framework
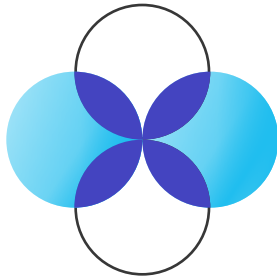
THE MODEL

Design Acceleration employs a systematic model of human-centered design thinking that focuses on the contextual relationships across people, devices, spaces and services. This design model inspires new innovation opportunities and more seamless solutions.
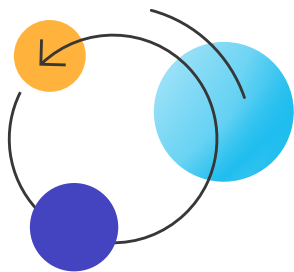
THE PROCESS

Design Acceleration activates an agile process to nimbly identify opportunites, prototype ideas, test assumptions and develop experiences. Through continuous iteration and co-creation, the process ensures maximum velocity and impact.

THE PRINCIPLES

Design Acceleration operates by a core set of principles that enable teams to be highly responsive and innovative. These principles are supported by exercises and activities that guide organizations in their acceleration efforts.
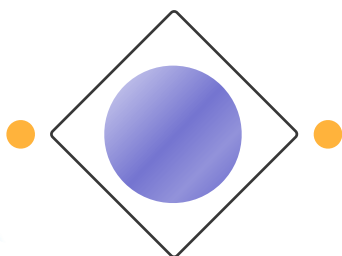
THE FOCUS

Design Acceleration prepares companies for change in future areas of digital transformation. Each area is driven by a set of enabling technologies and human behaviors that require new insight and expertise.

Design Acceleration employs a systematic design thinking model.

This design thinking model realigns company priorities to begin with human-centered goals and guides teams to see digital experiences as ecosystems of relationships.
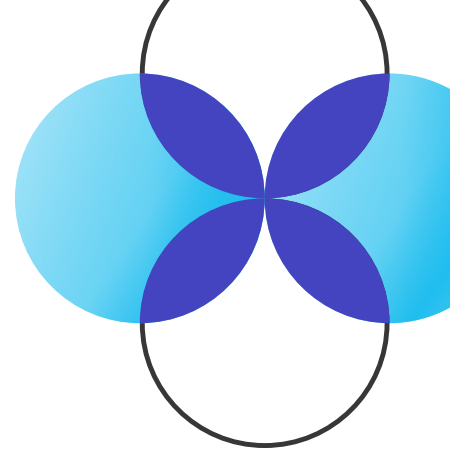
THE MODEL

Systematic Design Thinking

BUILDING A CULTURE OF DESIGN THINKING

Design Acceleration employs a systematic design thinking model. Design thinking has become a familiar concept in business, but is sometimes misunderstood. Design thinking is not simply a series of dynamic sprints, it is a deep investment in changing the culture of innovation within an organization.

True design thinking requires a shift in mindset and commitment as an organization. Design thinking is a systematic approach that begins by realigning your company's priorities to begin with human-centered goals. From this human-centric viewpoint, companies begin to see product and service experiences as ecosystems of relationships that drive value and growth.
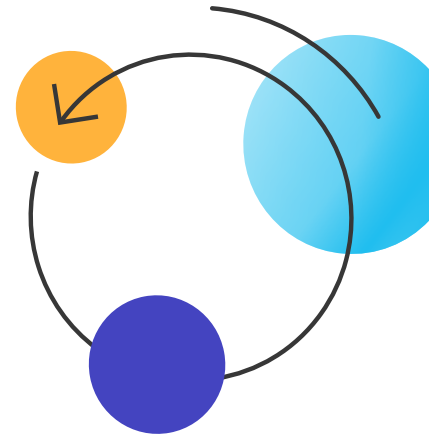
Design Acceleration's systematic design thinking model is referred to as **Experience Systematics**. This model builds on the fundamentals of human-centered design thinking, but adds a special context layer and ecosystem approach that enriches the innovation design process. It guides teams to view customer experiences as living ecosystems of relationships across four contexts: people, devices, spaces, and services. As teams observe, map and capture insights across these contexts, they can uncover new opportunities for innovation.

With a set of dynamic design activities and guiding tenets, Design Acceleration's systematic design thinking helps companies improve design research, expand future vision and build a design practice of continuous product innovation.

Design Acceleration engages agile methods to rapidly drive real action and measurable progress.

Design thinking is nothing without actionable results.

THE PROCESS

Agile Design Actions

ACCELERATE WITH AGILE DESIGN ACTION

Design thinking is not enough if it does not lead to real action and results. Design Acceleration combines systematic design thinking with agile methods to rapidly drive real action that delivers measurable progress.

The future moves fast. Tomorrow's strongest companies are nimble and agile in response. Traditional design approaches take time. But, Design Acceleration applies agile methods while still working within the framework of solid design thinking. Too often Lean UX or traditional design sprints sacrifice critical design thinking steps for speed; but, Design Acceleration finds the optimal balance of design thinking and agile action.

A PROCESS OF LEARNING

The Design Acceleration process moves teams beyond old-school product requirements to a process that collectively identifies the core business problems to be solved with the product that is being developed. The process identifies clear metrics for success and focuses the team's collective effort on the key assets and opportunities that underlie the right solution. Through a prescriptive process of co-creation, iteration, prototyping, and continuous learning, design acceleration ensures clarity, unity, and velocity.

This process empowers teams to iteratively explore solutions and test assumptions. It helps designers focus their skills and tools on prototyping and testing their ideas – whether it be paper or digital. The Design Acceleration process serves the problem that needs to be solved, rather than the other way around.

Design Acceleration is guided by four principles.

These principles lead the direction, pace and dynamics of how design can accelerate impact across organizations and products.
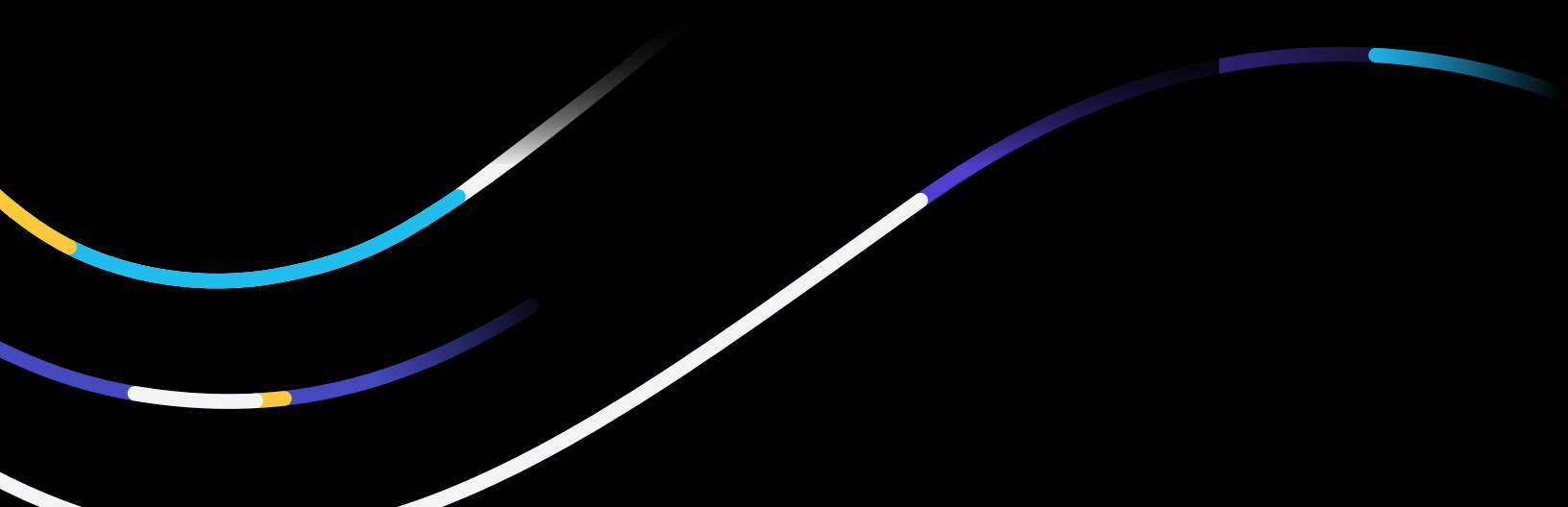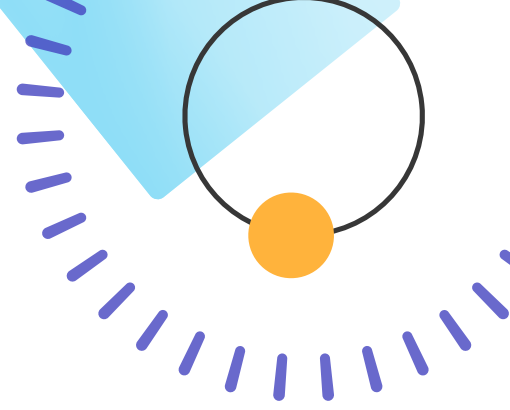
THE PRINCIPLES

Acceleration **Principles**

Design Acceleration methodology is driven by four guiding principles in pursuit of a human-centered design solutions – Fuel Insight, Overcome Inertia, Achieve Velocity and Streamline Dynamics. These principles lead the direction, pace and dynamics of how design can create deep impact within organizations and products.

By applying these principles, companies can improve clarity, unity, creativity, and velocity for products and teams that drive new growth. They help teams rapidly gain perspective and implement design practices and solutions that quickly move businesses forward even as markets, buyers, and industries change.
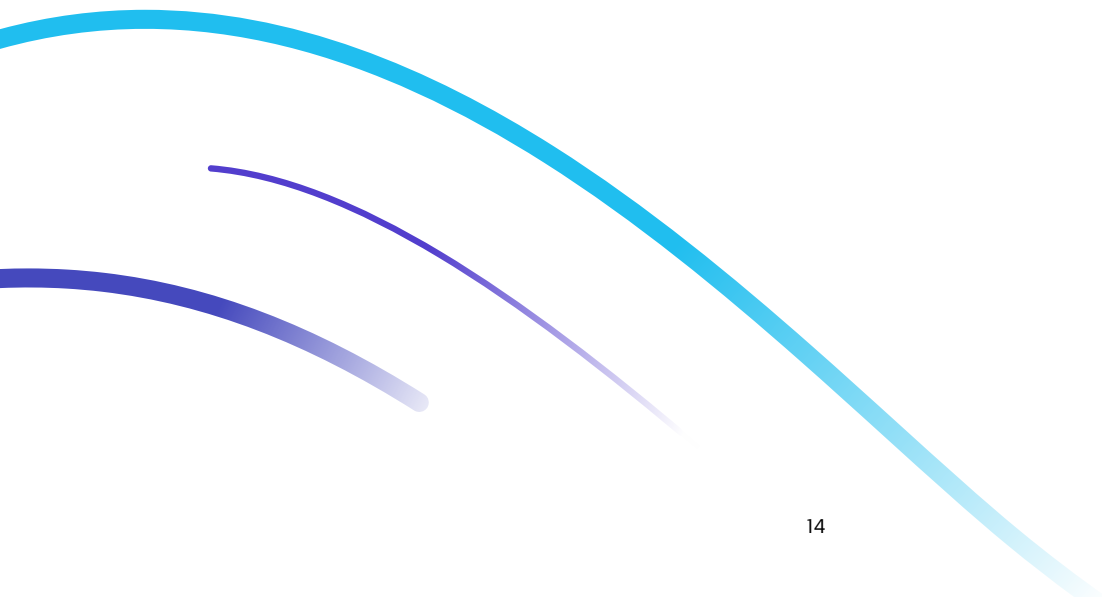
FUEL
INSIGHT

As change brings complexity, design accelerates clarity. Facing an uncertain future, companies may lack the strategic insight that can guide them to transform their product ecosystem for a rapidly changing world. These companies need insights around the right problems to be solved, clarity on which opportunities will deliver impact and a clear vision on how to get there. Setting a direction is the first step to accelerating the organization.

LISTEN FIRST FOR FRICTION

No matter how imperative the change appears, design insight always begins with listening to users and research into human needs. Design Acceleration guides teams to quickly research and identify where friction occurs and conditions are ripe for innovation.

FOCUS ON RELATIONSHIPS

To avoid being too myopic, teams must assess relationship dynamics across a comprehensive set of viewpoints – people, spaces, devices and services. Design Acceleration examines the relationship between these elements to uncover ways to eliminate resistance and strengthen bonds between elements.

SET A COURSE FOR SUCCESS

With a clear picture of the market, user and the business path ahead, opportunities are identified and a course is set. We focus product teams on things that matter most and that can deliver immediate value and impact.
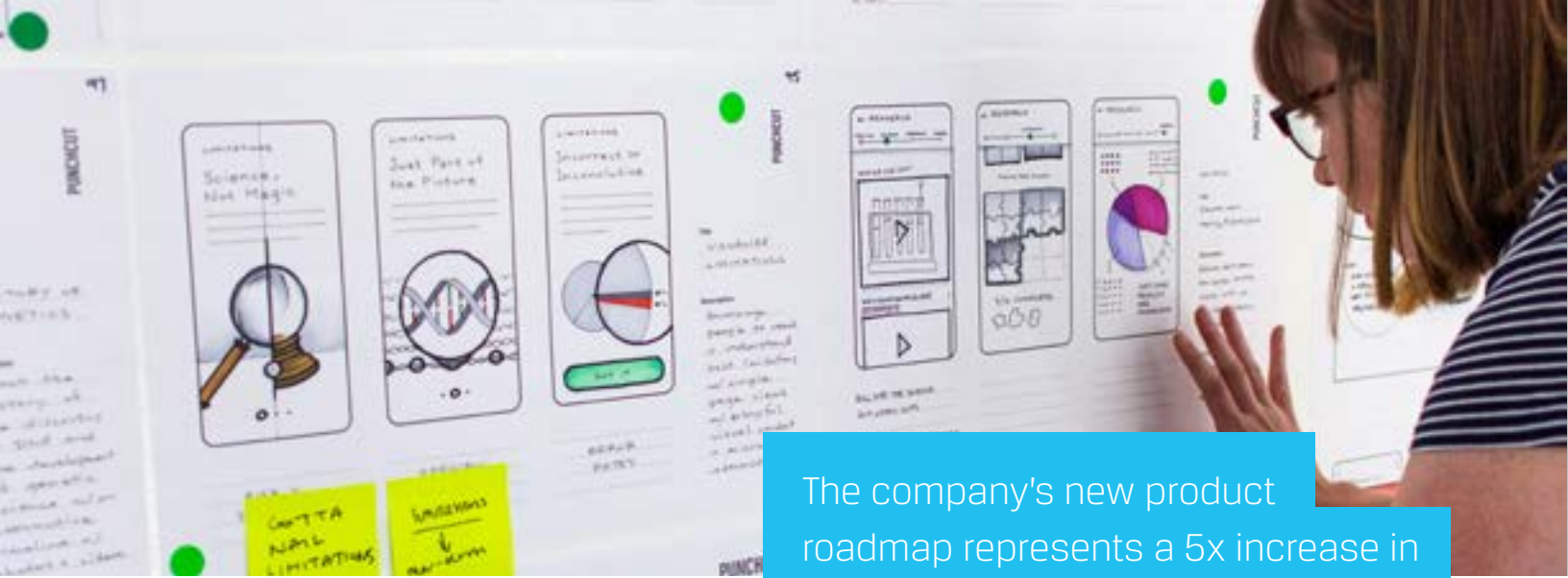
The company's new product roadmap represents a 5x increase in addressable market, and millions in new revenues in the future.

Capturing Real-Time Insight to Transform a Manufacturer

After 40 years of manufacturing automobiles for consumers, a global automaker began to pivot from a vehicle manufacturer to a mobility service provider for a future world of smart cities where people travel without personal automobiles.

The company had an initial vision of what could be possible from a technology perspective yet they lacked necessary insight into future consumer market needs. They needed help envisioning and forecasting the future-state of their product, and designing products them to meet it.

We applied our Design Acceleration approach to quickly research the future opportunity, market, and ecosystem. We then accurately defined an evolved value proposition that clarified future products, services, use cases, and a physical design for the company's offering in smart cities. Their new products will help them stay relevant as cities, transportation and personal travel evolves. In this instance, Design Acceleration drove clarity with real-time, essential customer and market insights. These insights informed a very intentional roadmap for the company's product evolution.

OVERCOME
INERTIA

The larger an organization is, the greater the potential that it's resistant to change. Legacy mindsets, or a lack of creative process can hinder companies' ability to effectively think outside of the box. These companies are stuck in "the way we do it here". These modalities have inertia and can be hard to interrupt. Yet, disruption makes breaking out of this mode critical to future growth. When companies get entrenched in old-school processes, Design Acceleration infuses strong creative leadership and advocacy needed to break through norms - to inspire innovation, and overcome organizational inertia.

ENGAGE THE CHAMPIONS

Successful organizations have strong design and innovation advocacy at the top levels. These champions inspire and support creative out of the box thinking. Design Acceleration initiatives engages these champions and runs interference so product innovation teams can break free of inertia to do their best work.

PUSH BEYOND THE EXPECTED

Creating an environment that fosters diverse thinking and bold exploration empowers teams to go down uncharted paths. Design Acceleration strips away old assumptions and creates headroom for new, breakthrough innovations by collaborative teams.

INFUSE DELIGHT INTO EXPERIENCE

Often the best ideas come from the most inspired moments — moments that are freeform and delightfully playful. By utilizing dynamic exercises that are provocative and game-like, teams can loosen up, discover new ideas and breakthrough concepts.

Adopting New Methods for Rapid Innocation in Healthcare

A major medical device manufacturer needed to transition it's call center support into an on-demand digital customer experience for their diabetes insulin pump business. Digital transformation was the next frontier for them but they lacked the internal design leadership to inspire and guide them through the process.

We used Design Acceleration to inspire a human-centered innovation process with real-time customer research and journey mapping, internal stakeholder creative vision sessions and rapid prototyping to test and validate the new digital experiences. Design Acceleration inspired spontaneous creativity and dynamic methods that push beyond the expected in this traditional organization.

The new digital customer service experience increased customer satisfaction and increased positive customer reviews by 50% in the first 6 months.

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ACHIEVE
VELOCITY

Speed to market is critical in times of disruption. As companies seek to make near-term and long-term impact quickly, they often struggle to achieve timely results. Limited by team resources or organizational friction they can easily miss the curve. Design Acceleration achieves maximum velocity by uniting teams to deliver tangible results today and forward momentum for tomorrow.

CO-CREATE TO INNOVATE

Inclusion is key to reducing friction. Design, engineering, brand and product teams must work together to co-create seamlessly. With a shared vision, Design Acceleration unites teams and inspires innovation progress.

TURN INSIGHTS INTO REALITY

Design Acceleration rapidly turns team insights into product reality at every stage of the process. Don't fail fast; learn fast — through prototyping, simulation, testing and iteration. Be nimble, fast and iterative.

DELIVER VALUE IN REAL-TIME

In times of crisis, time is precious. Waiting for product perfection can miss critical windows of market opportunity. Optimize the process by minimizing areas of friction, wasteful steps and deliverables in order to share out frequent updates or releases.

The reworked UX immediately drove conversion rates and bought precious time to develop the next-generation product vision.

CASE STUDY

Balancing Immediate and Long–Term Impact for Conversion

A major consumer service company was losing conversions on a daily basis due to misaligned experiences and value propositions. They needed to fix their conversion problem fast but also suspected their target audience was desiring new product models that would eventually make their service irrelevant. Their challenge was how to affect change in both directions with little time and resources.

Our teams used Design Acceleration to drive maximum velocity in addressing both immediate tangible fixes to their UX and a rapid envisioning track to strategically reimagine the platform for longer term evolution.
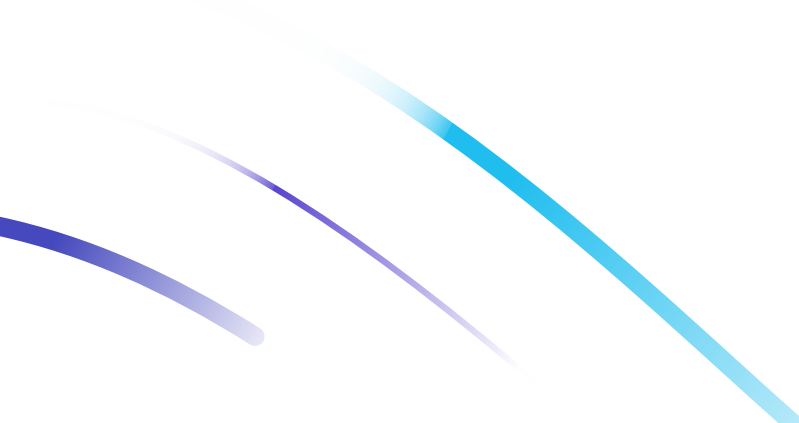
STREAMLINE **DYNAMICS**

Moving at maximum velocity to address change can feel uncomfortable or chaotic while everyone acclimates to the new way of doing things. Design Acceleration focuses on streamlining organizational dynamics to empower teams and scale efforts to support a continuous cycle of innovation. Unified centers for design systems, tools, and training can empower diverse teams within the organization to contribute meaningfully to new goals.

DESIGN FOR SYSTEMS

In order to scale efforts and streamline processes, establishing clear patterns and standards for reuse are critical to improving velocity and momentum. Focus on designing systems that empower teams and provide resources and guidance for accelerating innovation across products.

EMPOWER TEAMS TO INNOVATE

Once teams are moving with velocity, focus on removing points of obstruction within the organization. Advocates within leadership are key to preparing the way for innovative ideas. Evangelism and dedicated training sessions facilitate a sense of shared ownership across teams and disciplines.

OPTIMIZE FOR EVOLUTION

Innovation happens over time, as teams learn from their users. New insights will emerge as adjacent devices, products, behaviors and expectations influence the experience. Establish a product roadmap and longitudinal approaches to monitor and adapt products to stay ahead of the curve.
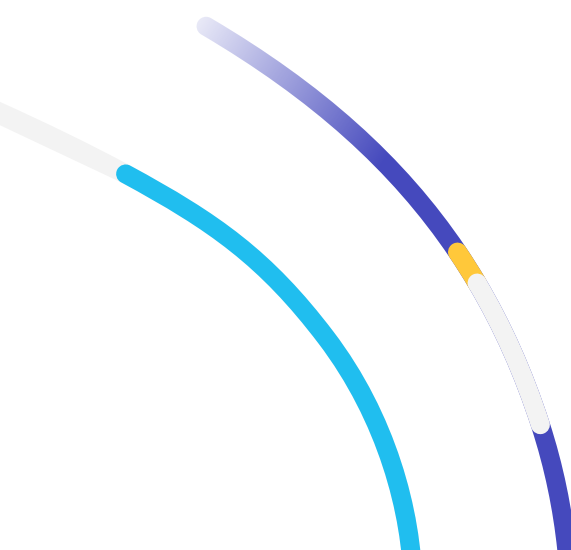
Maintainting Continuity and Cooperation

One of the world's largest payment technology companies had distributed teams spread across the globe. Through focused collaboration, they were designing and supporting a diverse portfolio of services and solutions. To capitalize on an exploding mobile payment opportunity, the company needed to quickly transform its products and services for new contexts. Existing user experiences within the product were inconsistent, and teams were duplicating efforts with each new product launch.

Punchcut provided design acceleration teams to engage global stakeholders to discern their goals and abilities, and to quickly design a flagship mobile payment experience. In addition, the team establishes a global design system toolkit that would ensure consistency with the brand while leaving room for real–time learning and innovation. Through training and evangelism, we empowered and assisted the company as it created new unified teams, methods and experiences across their entire ecosystem.

Aligning and coordinating product priorities and design efforts across global teams ensured consistency in the brand and cooperation between teams, while building the best-in-class product.

Design Acceleration focuses on future areas of digital transformation.

As a design methodology, it enables companies to quickly embrace new technologies and leverage them to transform customer experiences.
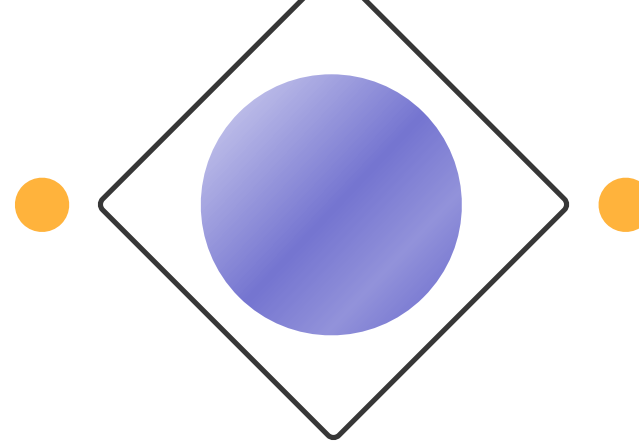
THE FOCUS

Digital Innovation Areas

Design Acceleration helps companies anticipate the ever changing preferences of their customers. As a design framework, it enables companies to quickly embrace new digital technologies and leverage them to transform customer experiences. The resulting products are in line with customer expectations, and are more likely to result in stronger customer relationships and brand preference. In addition, companies that engage Design Acceleration are more likely to capture market change and turn it into momentum for the business.

With the rise of artificial intelligence, we've entered a new era of digital progress and growing human awareness, calling for more mindful, conscious forms of design innovation. The evolving human and machine relationship is a driving force of disruption and opportunity. All businesses must embrace new AI technologies to transform their products or services in four areas – to be more intelligent, immersive, systemic and ethical.

These four areas of digital transformation are essential to future business success. Companies that master these areas are better able to deliver products that attract and immerse users, set new innovation standards across competitive landscapes, and create value in terms of adoption, market leadership and growth.

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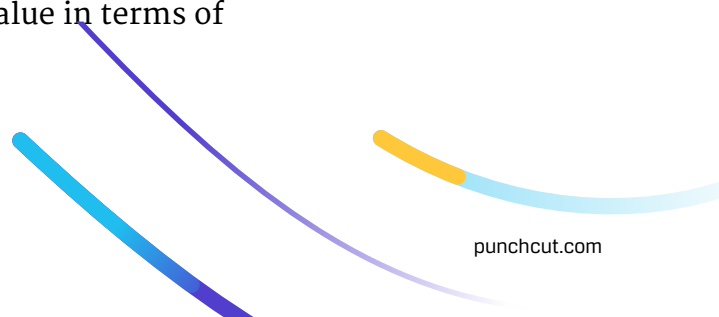
COGNITIVE INTELLIGENCE

AI enables more intelligent, predictive and autonomous experiences, which are fueled by data. It can inform product operations and delivery for the greatest efficiency. Design Acceleration leverages AI to transform data and intelligence into better customer experiences.

SYSTEMIC BEHAVIOR

Intelligent systems are weaving into the fabric of daily life. Companies must now transform products to services, and services to systems. Design Acceleration helps companies apply systemic thinking to achieve optimal flexibility while maintaining equilibrium across independent systems.

SENSORY IMMERSION

AI is enabling new immersive interface modalities like voice, haptics, virtual, and augmented reality. The result is seamless, multi-sensory product experiences. Products become more compelling to users, and more differentiated in the market as they become increasingly seamless, immersive and multi-sensory.

HUMAN ETHICS

AI driven experiences must be designed to put people first and enhance humanity. The best products guard against bad data, systemic human prejudice, and avoid unconscious AI bias. Design Acceleration guides the practice of ethical design to ensure that decisions made by systems are inclusive, positive and empowering for every user.

Design Acceleration drives future business success.

With Design Acceleration companies gain transformative design inspiration, process and actionable solutions that generate new growth.

Activating **Design Acceleration**

Use the following questions to gauge your organization's readiness to innovate with Design Acceleration.

FUEL INSIGHTS

1. How much do we understand the driving motivations of our customers?

2. Where does friction occur inside and outside our organization?

3. What does success look like? What metrics can we identify, track and measure against?

ACHIEVE VELOCITY

1. Which teams will bring insight and strategic thinking to our process?

2. What role does prototyping and simulation have in the company?

3. What would an optimized organization look like? What wasteful steps or deliverables are slowing us down?

OVERCOME INERTIA

1. Who will be our design champions within the organization?

2. What limitations might contributors have on their scope of thinking? What messages could we share to open up their mindset?

3. What is the role of delight in our process? …company culture? …end result?

STREAMLINE DYNAMICS

1. What platforms are in place to enable sharing of systems and patterns?

2. What internal evangelism sessions would prove useful? Which emergent topics would serve as valuable training for teams?

3. What performance metrics can you monitor and measure over time?

Building Resilience
with Design Acceleration

At each sea change moment, the future can be unclear but the imperatives are evident. Change is likely to be the only constant factor as business accelerates to meet rapidly changing customer expectations and market evolution. By embracing Design Acceleration as a mindset and method, companies can bring inspiration, structure and actionable solutions that drive new growth.

History has shown that it is the most resilient companies that not only survive but ultimately thrive in a changing world. And now more than ever, businesses depend on how well they collectively adapt and lean into this moment.

Design Acceleration is a key to resilience. Design must not be a thinking exercise, but an exercise that inspires and informs action. Together, businesses must embrace this moment of change and strive to build stronger companies, a stronger workforce, and stronger communities. Our Design Acceleration method captures the energy and power of change and applies it to the products and business processes that will dominate in the future.

About **Punchcut**

ENGAGING DESIGN ACCELERATION

Punchcut is a digital design and innovation company that empowers companies to boldly embrace change and rapidly transform products and organizations for a digital future. We provide Design Acceleration services that spark future vision, energize product design and fuel team growth for businesses and products.

For over 18 years, we've consulted and led companies through the pivotal points of business transformation in response to major technology shifts and evolving human behaviors. Over the years, we've seen how design acceleration can guide companies through change. Each of our clients is unique in its mission and position on the change curve. But all share a set of common challenges which benefit from the core elements of Design Acceleration.

We offer the following ways to engage:

ACCELERATION CONSULTING

Expert advisory sessions that spark ideas and jumpstart the innovation process.

ACCELERATION PROJECTS

Focused projects to optimize product experiences and businesses for the future.

ACCELERATION TEAMS

Specialized team support to augment and scale internal design team capacity.

ACCELERATION TRAINING

Professional training and resources to accelerate design skills and leadership.

PUNCHCUT

Punchcut is a digital product design and innovation company that specializes in future experience transformation. We provide design acceleration services to spark future vision, power product design and fuel team growth for our partners.

To start a conversation about accelerating your innovation, contact innovation@punchcut.com