

Case study

Amadeus Design Sprint

AMADEUS



UX design sprint accelerates digital product development

When Amadeus was looking to rapidly take a new business concept to market, we created and facilitated a design sprint to get them off to a flying start.

Amadeus is the leading IT solution supplier to the global travel industry, and has engaged with System Concepts on numerous UX research and accessibility initiatives.

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Isabelle Villevieille, Manager - User Experience Research, Amadeus



Challenge

Isabelle Villevieille, Manager - User Experience Research at Amadeus, is part of the team that operates as an internal consultancy across the business. She was asked to help explore the viability of new ideas focused on leisure customers – and speed of progress was paramount.

As Isabelle observes, in large organisations, making complex decisions quickly is no small task. The process was to involve an extensive group of people, including several digital product designers, so this time investment further raised the stakes of the project: it was vital to deliver results. Isabelle enlisted System Concepts to create and facilitate the design sprint, which was held at the Amadeus R&D centre in Nice, France.

Definition : Design Sprint

The design sprint is a time-constrained process for answering critical business questions through design, prototyping, and testing ideas with customers.

It has been described as a 'greatest hits' of business strategy, innovation, behaviour science, design thinking and more, packaged into a battle-tested process that any team can use.

What we did

We created and facilitated a four day design sprint, leading to rapid production of a product prototype for the fifth stage – user testing.

The design sprint ran as follows:

Day 1: Map



On the first day we laid the foundations for the entire design sprint exercise, mapping out the challenge and what we aimed to achieve. Participants shared updates and user insights from different areas of the business, then we used various ideation techniques to tease out key opportunities and challenges. Assumptions and goals were established, along with journey mapping to identify focus areas.

Day 2: Sketch

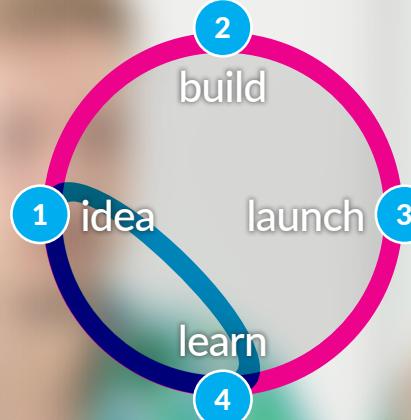


The second day was all about inspiring participants, and focusing on solutions. We started with lightning demos, and reviewed the previous day's ideation work to spark creativity. Core design principles were considered, and we used sketching techniques and ideation development to flesh-out potential approaches.

Day 3: Decide



With lots of alternative solutions on the table, day three was about agreeing and committing to the best way forward. We created a gallery of all the sketch work, then reviewed options and voted for our favourites. Then we created a storyboard and discussed customer scenarios, before creating the prototype plan.



A design sprint enables you to get from an initial business idea, to testing it with users, in a matter of days.

Day 4: Prototype



After kicking-off day four with a storyboard review, we worked on the prototype screen designs. This work culminated in a screen demo and roadmap presentation, which was attended by selected senior managers. This ensured that they understood the urgency of the project, and secured important support. Finally, we began preparatory work for the user testing that would follow.

Day 5: User testing



Due to the need on this project to recruit participants from across Europe, it was not feasible to run the user testing on the fifth day, as would happen in a classic design sprint. In this instance we had a short gap to allow for recruitment, before we continued with the user testing exercise.



Benefits

“The value of the design sprint is that it’s pragmatic and gives you the freedom to try out something really new, and to find out whether it will work,” says Isabelle.

She is particularly positive about the value of the ideation techniques used in the design sprint, saying, “When you ask people to be disruptive, very often they are not. But if you introduce them to unexpected approaches like the Crazy 8s and How Might We exercises, then you generate really new ideas.”

The design sprint is a fun but undeniably intense few days, and one of the key challenges in running it is to keep the participants engaged and productive

throughout. “The attention was really there, and that was thanks to the good facilitation by System Concepts,” confirms Isabelle. She continues, “The quality of System Concepts’ work is always excellent. They are very organised, very structured, very clear – and very flexible. And their reporting is always very high quality and objective”

Asked how she felt at the conclusion of the design sprint, she says, “In the end I was so happy and felt that the outcome was so good. It was really thanks to the quality of the participants, their engagement in the process, the way System Concepts managed to bring them to that point, and obviously the process itself.”

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your business, just get in touch.

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