

Idee-X: Design Thinking

description_

Do you need a clear roadmap to realize your ideas? Do you want to meet stakeholders and users on common ground? Would combining your company's strategy with user needs be outstanding? Also, did you know all this can easily come true thanks to adesso's expert team, interactive workshops, and detailed research?

adesso's micro consultancy service, Idee-X, is specifically customized to meet your needs, providing data to help understand your users, address pain points, and offer benchmarks on industry standards.

Our teams combine adesso's expertise, best practice solutions, and stakeholder collaboration. We are proudly part of award-winning projects across various industries, from banking and insurance to e-commerce and FMCG, focusing on seamless, customer-centric solutions and industry-focused UX strategies with a competitive edge in the market.

Service Metrics

Effort : 80-120 Person/Day

Duration : 4-8 Weeks

Team structure : 1 UX Researcher | 1 UX Designer | 1 / 2 Domain Coachs

Tooling



Figma



FigJam



Miro



UserZoom

motivations_

- ▶ Understanding user behavior and creating applicable solutions tailored to their needs to achieve a user-centric design.
- ▶ Using research insights and testing data to make informed design choices and validate ideas.
- ▶ Fostering a common understanding among stakeholders to align goals and create achievable roadmaps.
- ▶ Encouraging continuous improvement by prototyping, testing, and refining ideas.
- ▶ Providing flexibility with mix-and-match service options to meet unique client needs.
- ▶ Driving measurable results by focusing on ideas and solutions that maximize value for the business.

deliverables_

- ▶ User profile insights
- ▶ Strategic benchmarking analysis
- ▶ Collaborative workshops
- ▶ UX flows and prototypes
- ▶ Testing results
- ▶ Prioritization framework
- ▶ Detailed report and roadmap

references_

- ▶ ipragaz
- ▶ Borusan
- ▶ PepsiCo
- ▶ adesso SE
- ▶ PMI
- ▶ Pluxee
- ▶ Ray Sigorta

contacts_



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