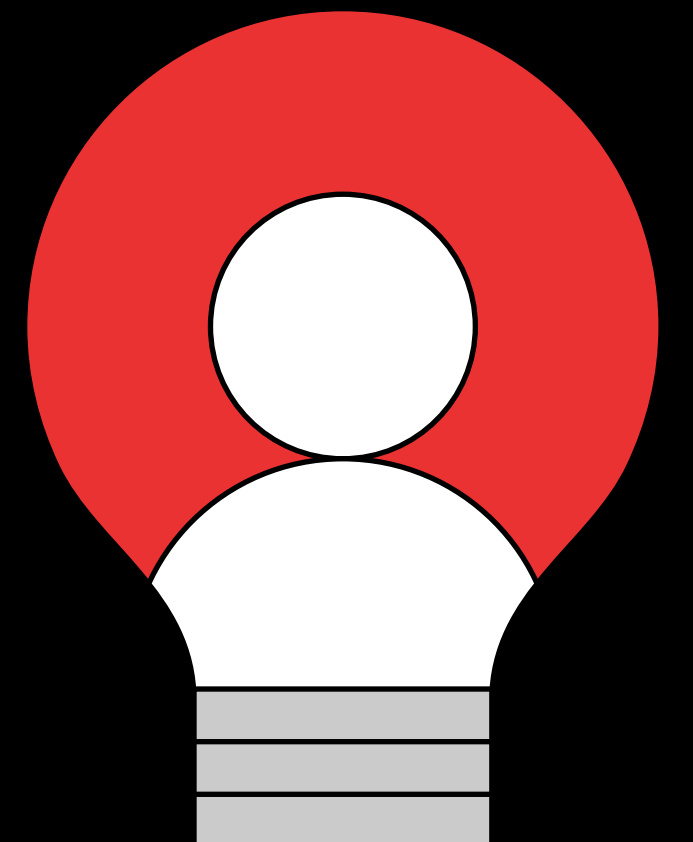
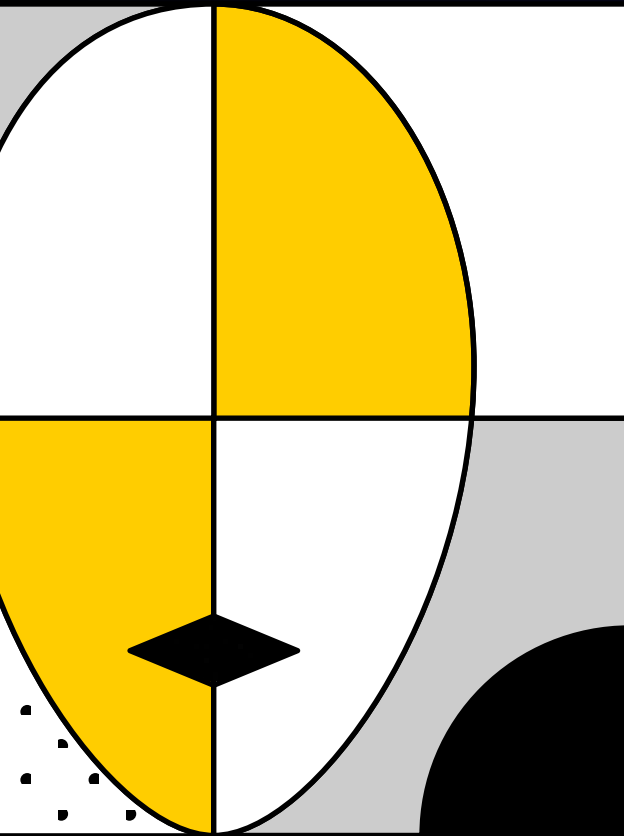


Introducing

Makeit.

— by Designit

Get everyone on board - your team, your users and our squad - for a 4-hour jam to tackle a real-life problem, creating a prototype that can be tested with your customers right away.



At Designit, we're always exploring new ways to develop our craft and helping others do that too.

This means that from time to time, we put down our tools to create something real together.

Something like ***Makeit.***

Create a testable prototype

Validate a hypothesis

Improve team cohesion

Makeit is a rapid blazingly fast prototyping session.

WHAT IS MAKEIT?

Makeit is venture from Designit Australia where we invite organisations, teams and even their customers into our studio to deep-dive and explore a challenge or opportunity that they're facing, with the aim to come away with a product concept that's testable with customers.

In Makeit, our goal is not perfection, rather experimentation and exploring beyond what is typical for organisations in their day to day.

- Where:**
- Surry Hills, Sydney
 - Melbourne CBD
 - Your workplace

When: 1pm → 5pm, Friday, 1st March, 2024

Prefer a different date? Let us know what works best for you.



How it works

Call it a hackathon, mini-design sprint, strategy sprint. The main thing is that we get in a room together, whiteboard, discuss, sketch and breakout your problem with the goal of creating something that is testable with users within four hours.

These sessions follow a standard format, however we do tailor each session to suit the area we are facing.

1. Submit idea

Have some pressing customer feedback or opportunities that you haven't addressed? Let's jump on a call to explore whether they're suitable.

2. Prepare

Once a Makeit session is locked in, it's time to prepare your team together and customers to make sure we have the right people in the room for the session.

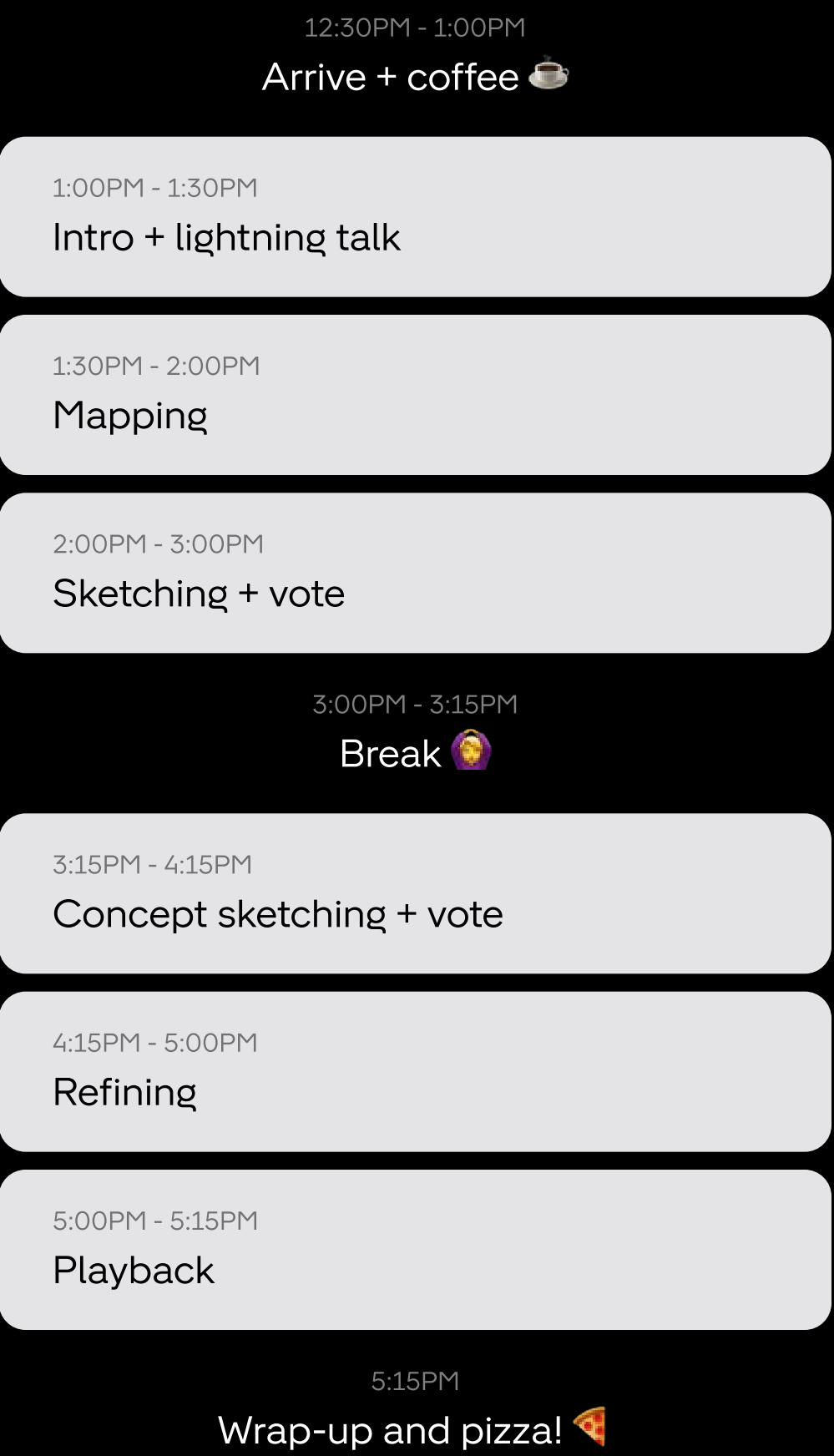
3. Let's Makeit!

Come to our studio in Surry Hills, Sydney or Melbourne CBD for a 4-hour session. Alternatively, we can also run these sessions from your workplace.

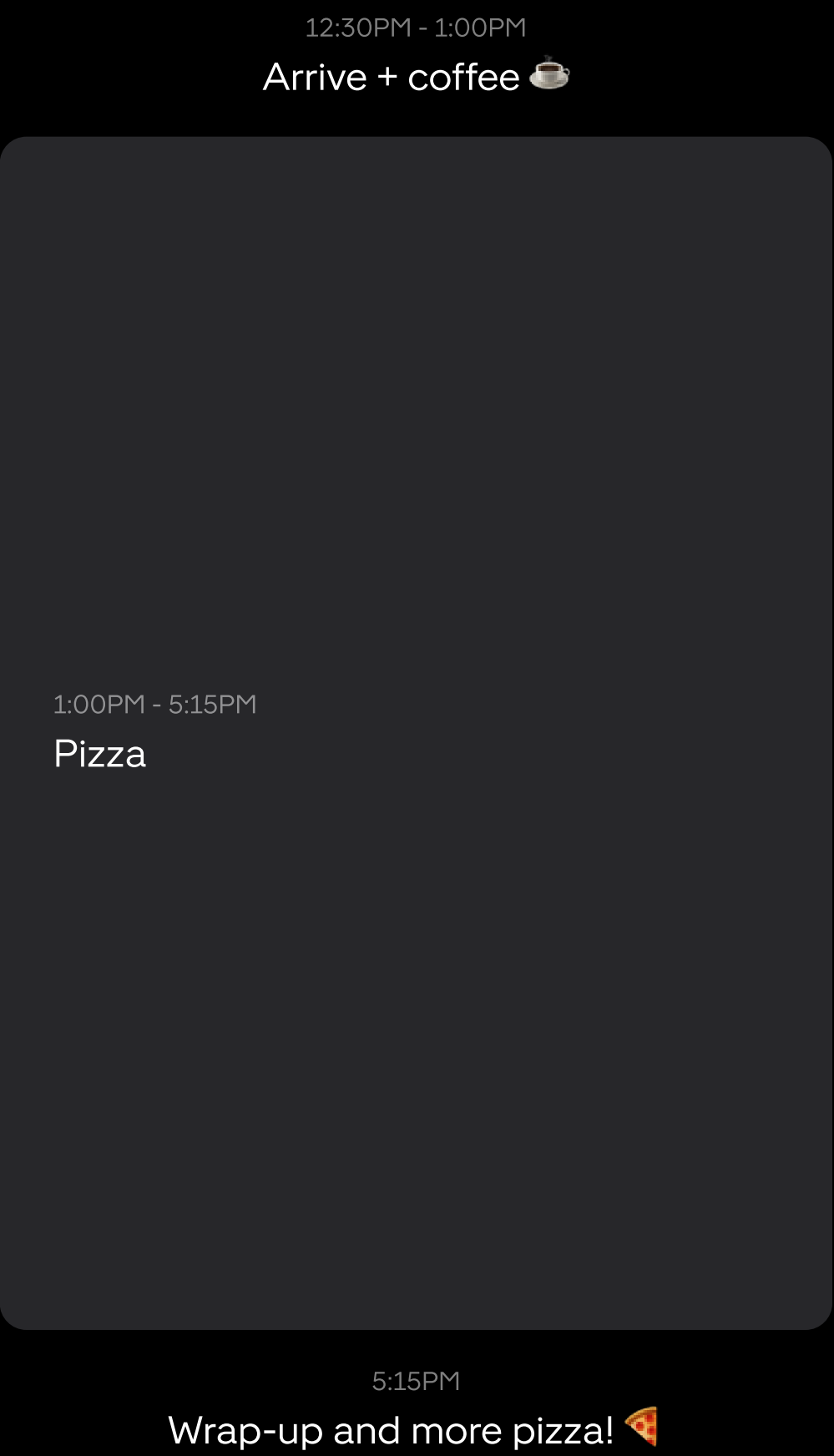
4. Eat

A design session isn't complete without a post design meal. Let's eat.

EXAMPLE SESSION A



EXAMPLE SESSION B



Details and common questions

Who should we invite to the session?

We suggest including a cross-functional team of subject matter experts, builders, executives, and wildcards. Those closest to the problem often benefit from learning from others who have fresh eyes.

What is a prototype?

A prototype can mean many things. For Makeit, a prototype is something we create for the sole purpose of testing an idea's viability with users. Because Makeit is fast, we aim for lean conceptual prototypes that target and answer critical questions.

The prototypes could take the form of low-fi concept cards, customer service scripts, journey maps, maquettes, or value proposition statements.

What is the best type of challenge to bring to Makeit?

We believe in the versatility of the Makeit format for tackling diverse problem areas. However, here is some guiding feedback.

What is a critical challenge that's facing a specific product in your organisation?

What is so difficult about solving this challenge?

By the way, if you're new to Designit, we're a team of strategy, design, and technology enthusiasts who co-create, prototype, and bring visions to life.

Aarhus · Bangkok · Bengaluru · Copenhagen · London · Madrid
Melbourne · Munich · New York · Oslo · San Francisco · Seattle
Singapore · Stockholm · Sydney · Tel Aviv

We are 700 people across 15 locations.

☕ Let's get coffee?

👋 G'day mate



From enterprises to startups, we work with the world's most successful organisations and help their products and services evolve.

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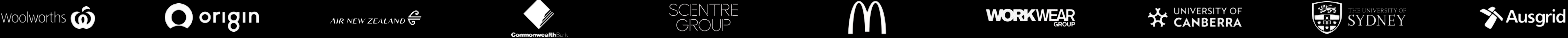
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— Mary Brakus
Head of Product @ Museum of Tarts

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Christie Bartoletti
Lead Strategic Designer @ Black Forest Group



Piqued your interest?
Let's jump on a call and explore
what we can do.

Reach out:
joff.outlaw@designit.com
andrew.barrie@designit.com

Designit acknowledges the Traditional Custodians
of the lands on which we work and pay our
respects to their Elders past, present and
emerging.



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