## Integrating Human-Centered Design to Unlock a Step-Change in Value Creation

Strategy& helps companies turn ideas into transformational digital businesses. At the heart of our unique approach is the application of Human-Centered Design by multi-disciplinary teams that integrate across strategy, design, technology and analytics. As applied by Strategy&, Human-Centered Design lets businesses rapidly build digital products and services that meet a user's ever-evolving needs. As well as applying insights to pursue disruptive strategies and business models, this user-centric push can shape a company's innovation and marketing capability agenda.

Traditional strategy is often linear, slow and product-driven, rather than user-focused and agile, Disruptive strategies which results in companies playing defense against & business models disruption vs. being the disruptor themselves. Insights Iterate Multidisciplinary reams, agile development; rapid pro **Visualize** Executives must VISUALIZE the To effectively engage with the end opportunities presented by the user, today's executives must constantly deepen their customer changing digital landscape by insight and UNDERSTAND what looking 3 years out but building for today. prototyping Putting the customer at the center with Human-Centered Design Realize Executives can REALIZE faster progress and greater impact through a more iterative approach, advancing from minimum viable product to the ultimate vision through multiple, shorter cycle releases. Delivering disruption; minimum viable product; building to scale Iterate Marketing capabilities Innovation



