

Hello, and welcome!



**Today,
we'll cover...**



1

UNDERSTANDING MVP

2

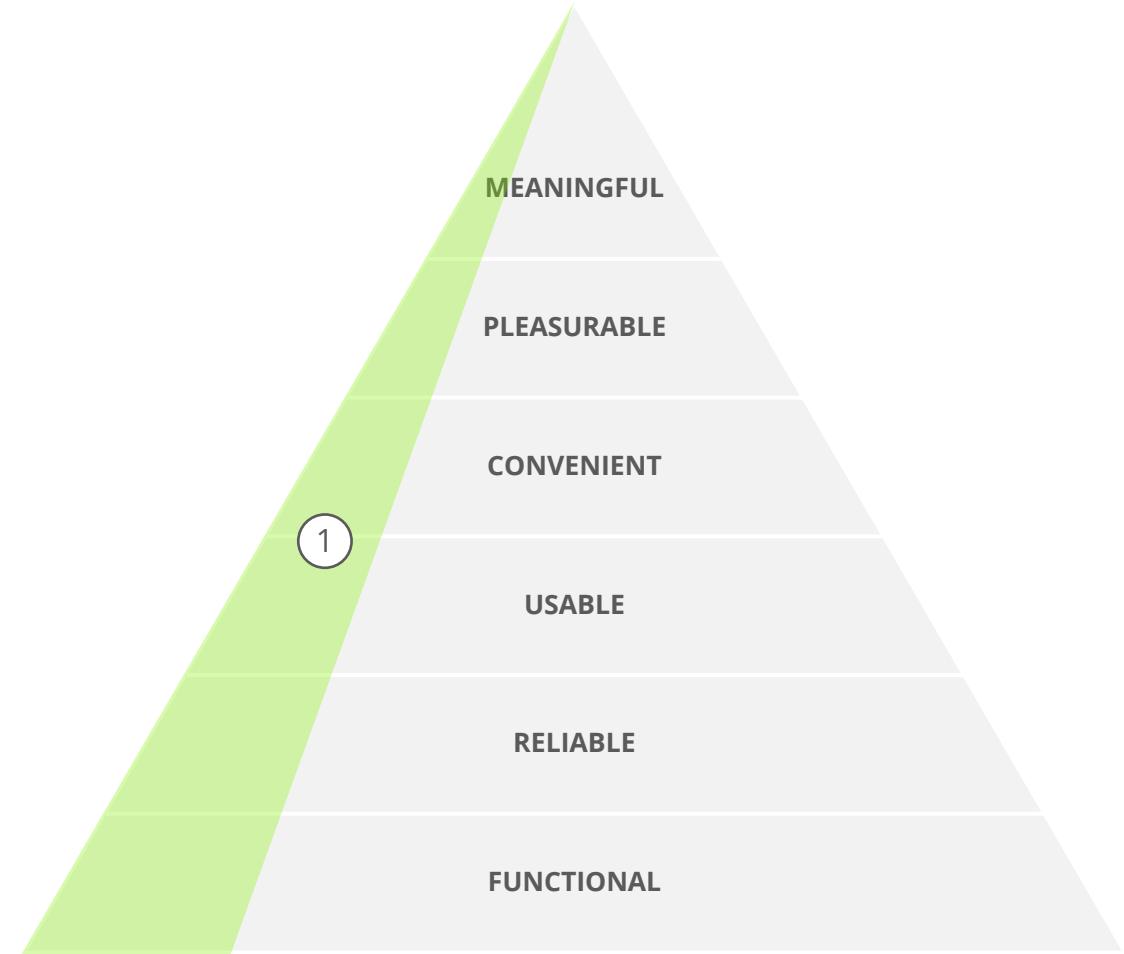
GETTING THE SERVICE LIVE

3

**MAKING SERVICE DESIGN A
TEAM SPORT**

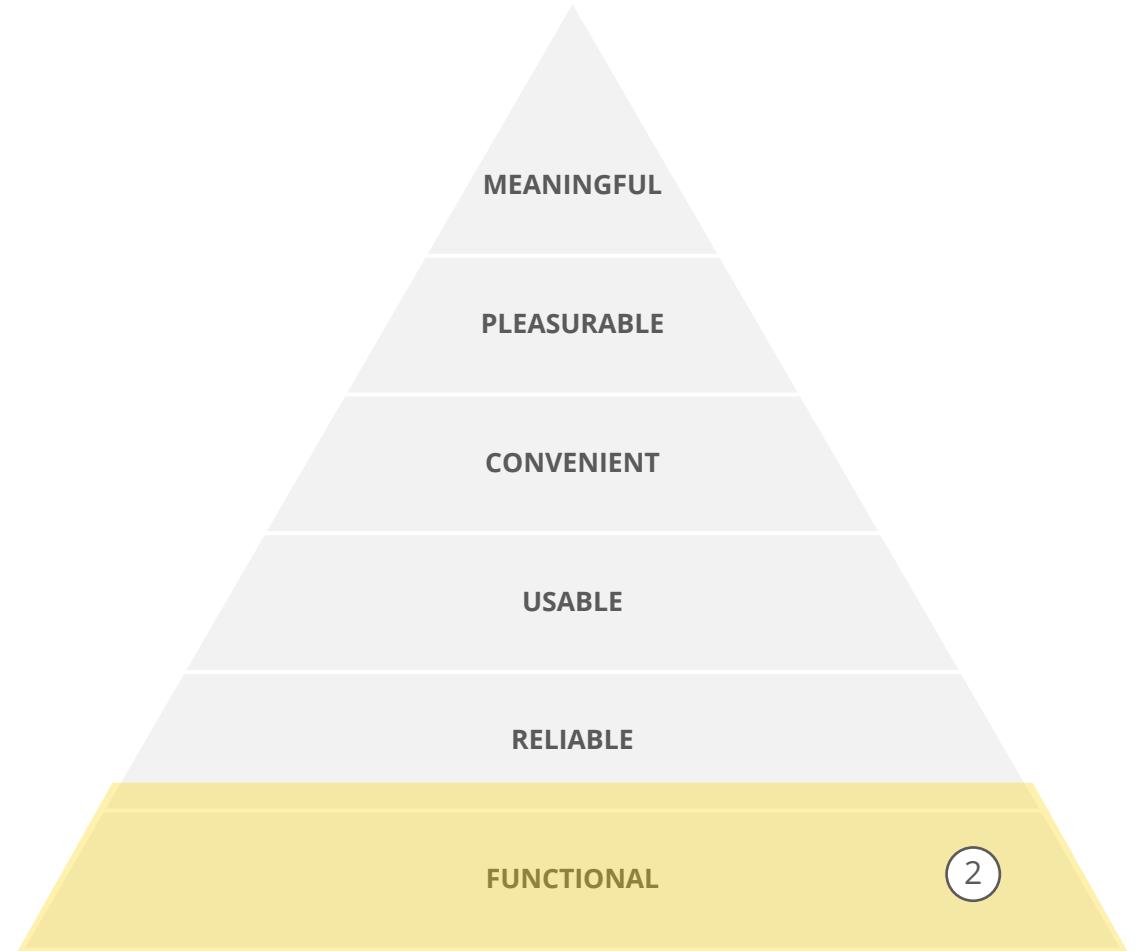
I. What really is “MVP”?
How do we deliver it?

MVP is the
core features
done well



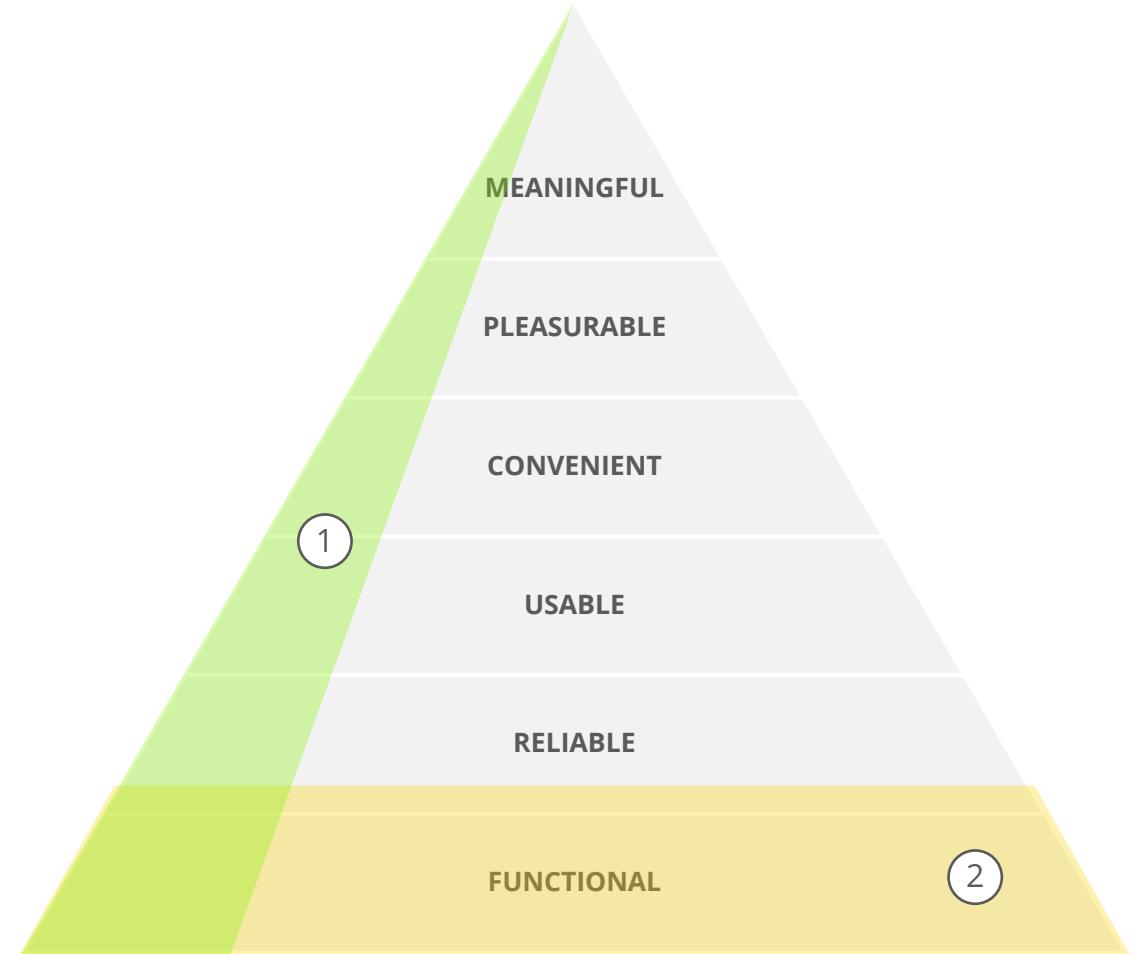
① **MVP:**
CORE FEATURES DONE WELL

**Not lots of
features done
poorly**



② **WHAT OFTEN HAPPENS:**
LOTS OF FEATURES DONE POORLY

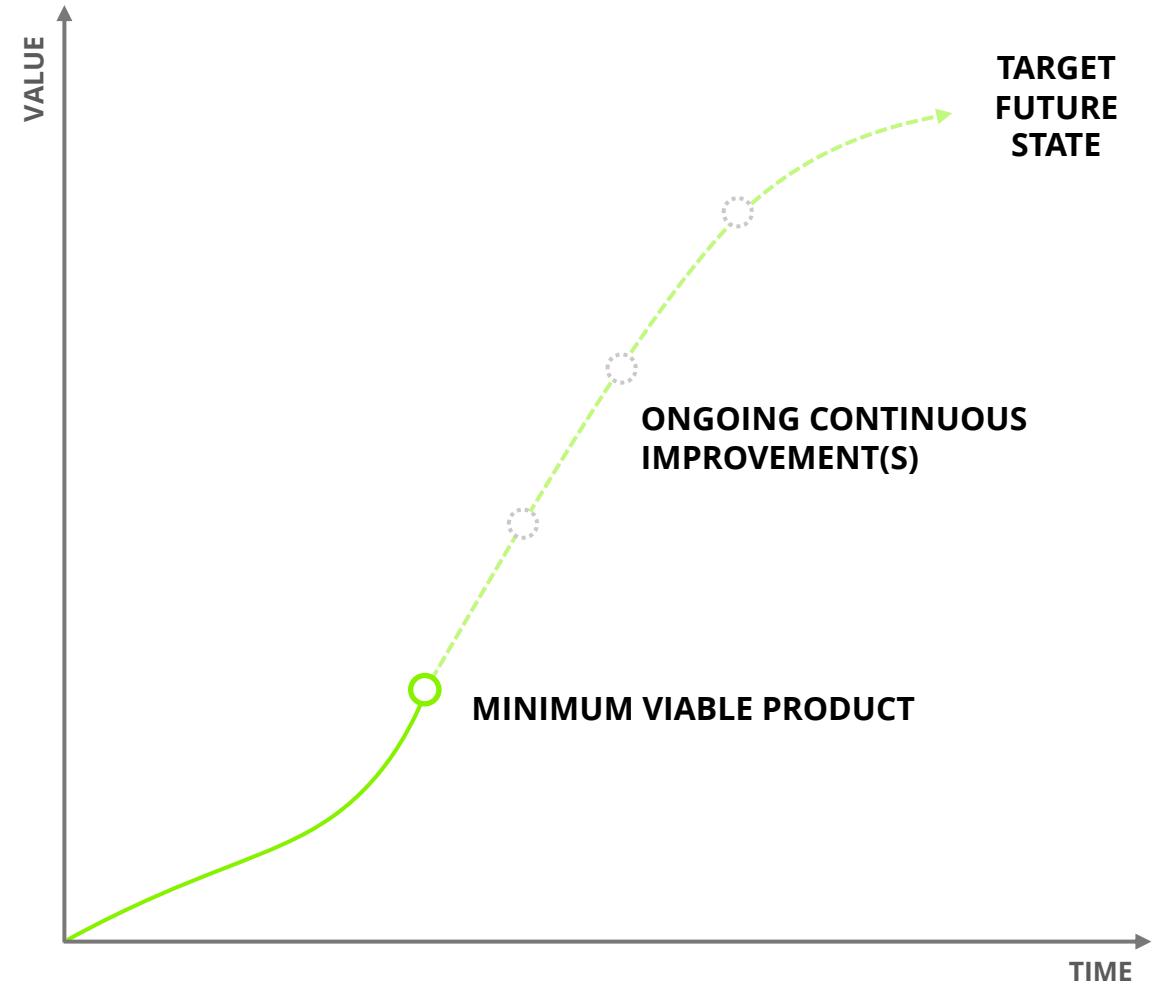
MVP is the
core features
done well, not
lots of features
done poorly



① **MVP:**
CORE FEATURES DONE WELL

② **WHAT OFTEN HAPPENS:**
LOTS OF FEATURES DONE POORLY

**MVP is only
the start of
the journey**



Getting to MVP



Understand and test with users

It enables you to design the right thing and de-risk delivery



Think creatively and look at other organisations

To give you a different perspective and enable you to be innovative and push boundaries



Prioritise the core features

So you can deliver value quickly, but maintain quality and build a platform for ongoing transformation

II. Why is it important to get a service live,
as soon as possible? How do we do this?

How do we reduce risk?



Prototype your ideas
AND TEST REGULARLY WITH USERS



Co-design where possible
IT HELPS IDENTIFY CHALLENGES EARLY



Don't be afraid to “discover”
BUT IT NEEDS TO BE TIME-BOXED



Deliver regularly
SO YOU CAN KEEP LEARNING FROM
REAL USERS, IN REAL SITUATIONS

Importance of continuous improvement



A dedicated “CI”
function



Ongoing user
research coupled
with analytics



Strong governance

III. How do we make service design a multidisciplinary team sport, and why is this important?

A team-led approach enables us to...



Engage users and
stakeholders



Design the right
thing



Successfully land
the change

Everyone plays an important role in the design process



SERVICE DESIGN IS A TEAM SPORT

We're all trying to achieve the same outcome, even though we bring different perspectives



**Team work,
makes the
dream work**

1

MVP (NOT S* VP)**

2

CONTINUOUS IMPROVEMENT

3

ONGOING TRANSFORMATION



Thank you

Carol Yung

Experience Design Manager

Email: cyyung@deloitte.co.uk

Twitter: @caroyung

Instagram: @carolyung

Samier Abousaada

Senior Manager

Email: sabousaada@deloitte.co.uk

Twitter: @samierabousaada

Instagram: @samierabousaada