



APPROACH

Quick win first.

My approach to this challenge was two-fold. I wanted to find a way to **quickly show off the team's capacity for innovative design work**, while also looking for **opportunities for longer-term impact**.

The chance for a quick win soon manifested itself. Daimler, one of the company's biggest clients, was on the verge of cancelling, and needed to be convinced that Saba cared about their users' experience.

My team and I rapidly pulled together a **modern, mobile-first conceptual prototype** that helped Saba's executives convince the client that Saba was **truly committed to customer-centric innovation**.

The Daimler account (over \$1M ARR) was saved, and talk about the part the UX team played in this outcome started resonating across the organization.



COLLABORATION

Sprint to alignment.

The team's contribution to saving the Daimler account helped me make the case with my leadership for **introducing design thinking methods** to Saba.

The need to deliver on the product vision shared with Daimler provided a perfect opportunity for this. I invited a cross-functional team of product managers and engineering leads to spend a week in Ottawa kicking off this project with a Google Ventures-style design sprint. We brought in a professional sprint facilitator, with whom I worked closely to adapt the GV sprint format to the project context.

The design sprint experience was an eye-opener for the attendees, who quickly **appreciated the alignment and collaborative spirit it created amongst the team**. "This was awesome" and "We need to run a sprint at the beginning of every project" were the most common pieces of feedback.

