AGG
Consulting

A Case Study:
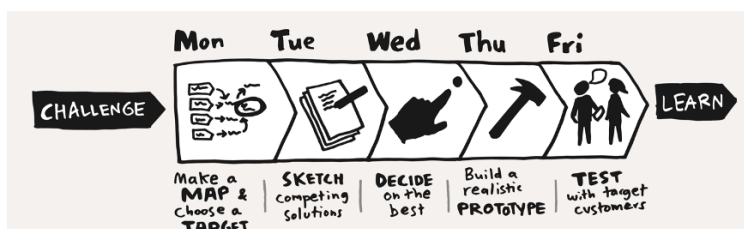# 5-Day Design Sprint with KAISER+PATH

At a glance

Kaiser+Path, a Pacific Northwest-based architectural firm is changing the housing equation. Accessing, affording, and assembling homes has reached a new era. **I facilitated a 5-day Design Sprint with this firm to test assumptions and unearth solutions that will expedite an upcoming launch of their modular product.**

RETURN ON INVESTMENT

$950,000

Sprint Costs:

- Design Sprint Facilitation Fee

- Team Member Hours Spent on Sprint

Savings Realized from Sprint Insights:

+ Sales Material Development

+ Website Functionality Development

+ Architectural Prototype Construction

LISTEN. INVENT. PRIOTIZE. PLAN.

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Consulting

Strategy & Project Management
Based in Reality

CHALLENGE ⌄

In addition to designing and manufacturing one-of-a-kind modular housing solutions, this architectural firm is tackling laborious procedural challenges that housing developers encounter every day.
The intent of this 5-day sprint was to test how the company's approach to addressing these procedural challenges affects sales.

DESIGN SPRINT PROCESS ⌄

The Design Sprint was developed by Jake Knapp, Google Ventures
www.thesprintbook.com/the-design-sprint

Over the course of five days: The client chose the challenge they most urgently needed to address. They narrowed in on a solution. They built a prototype. They tested with *real* customers. In 5 days.

CLIENT BENEFITS ⌄

1

UNOBSTRUCTED FOCUS

"The format and facilitation of the Design Sprint encouraged us to disengage from everything else in the office and focus only on the challenge at hand, with the intent and expectation to rapidly develop testable solutions."

2

ANSWERS

"Our team set out to get answers related to the sales process. We did, without a doubt. In addition, we got customer feedback about our product and service offerings, our messaging, and our partnership model. The discoveries were priceless."

3

MOVEMENT

"Without a doubt we as a team, and a company, are moving faster because of the Design Sprint. We saved months of website and product development time. *And* the Design Sprint process taught us how to make everyday decisions faster."