

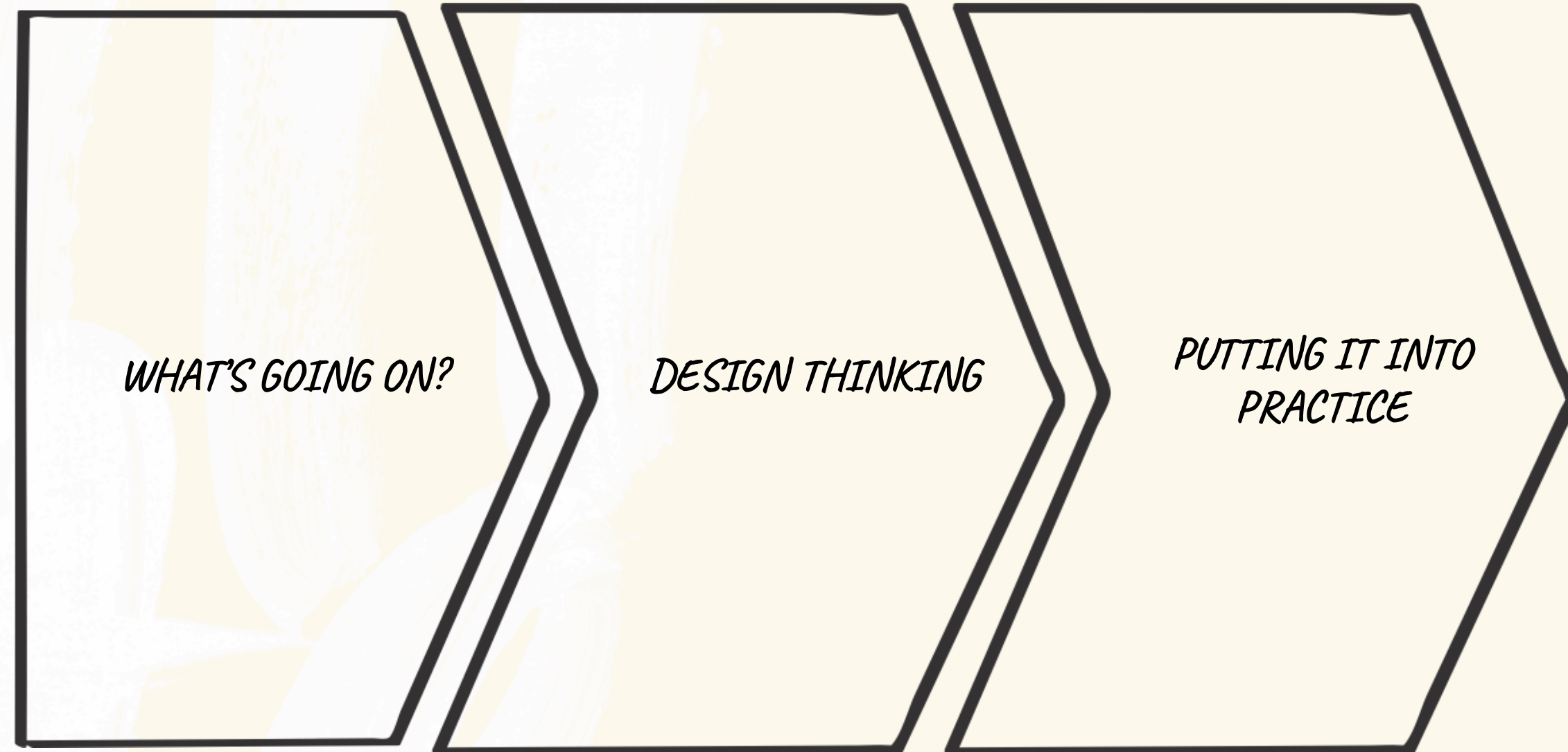


CREATE
FUTURE

The feeling's mutual

Creating campaigns and products that members love.

Today



Financial services,
FinTech & Mutuals

What is it and how it
can it help?

Running design Sprints

Who are CreateFuture?



We use design thinking to help adventurous brands imagine, explore & create their future.

Brand & Marketing Strategy

Who you are,
and how to engage
your audiences.

London Review
OF BOOKS

 **Expedia**

BrytEnergy

BBC

Product & Innovation Design

Prototyping
new products
and customer experiences.




PRUDENTIAL

KPMG

HYMANS#
ROBERTSON

Team Enablement

Enabling teams
to work closer, faster
and to deliver better results.

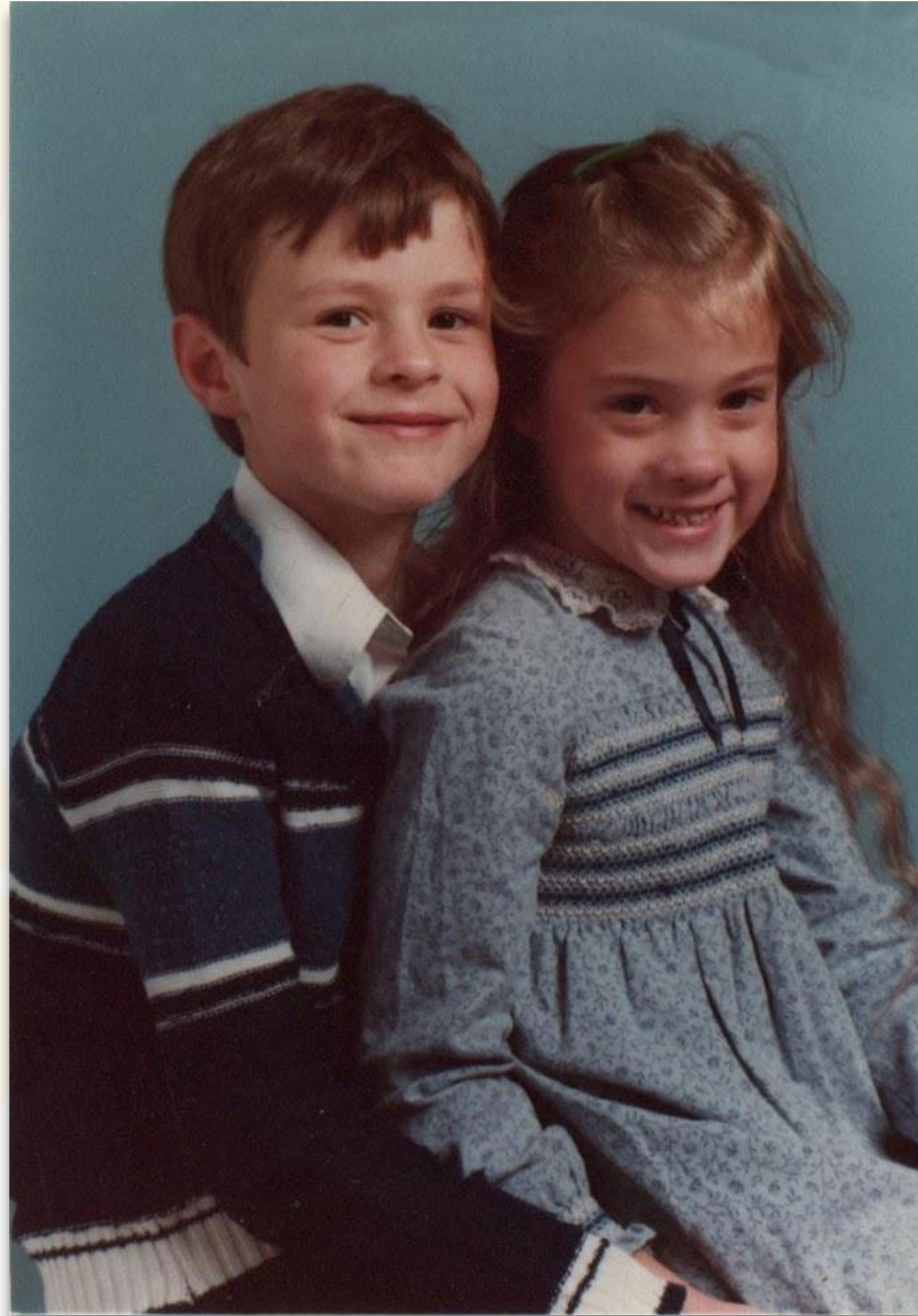

adidas

REDINGTON 

zoetis


SCUF GAMING®

CREATE
FUTURE



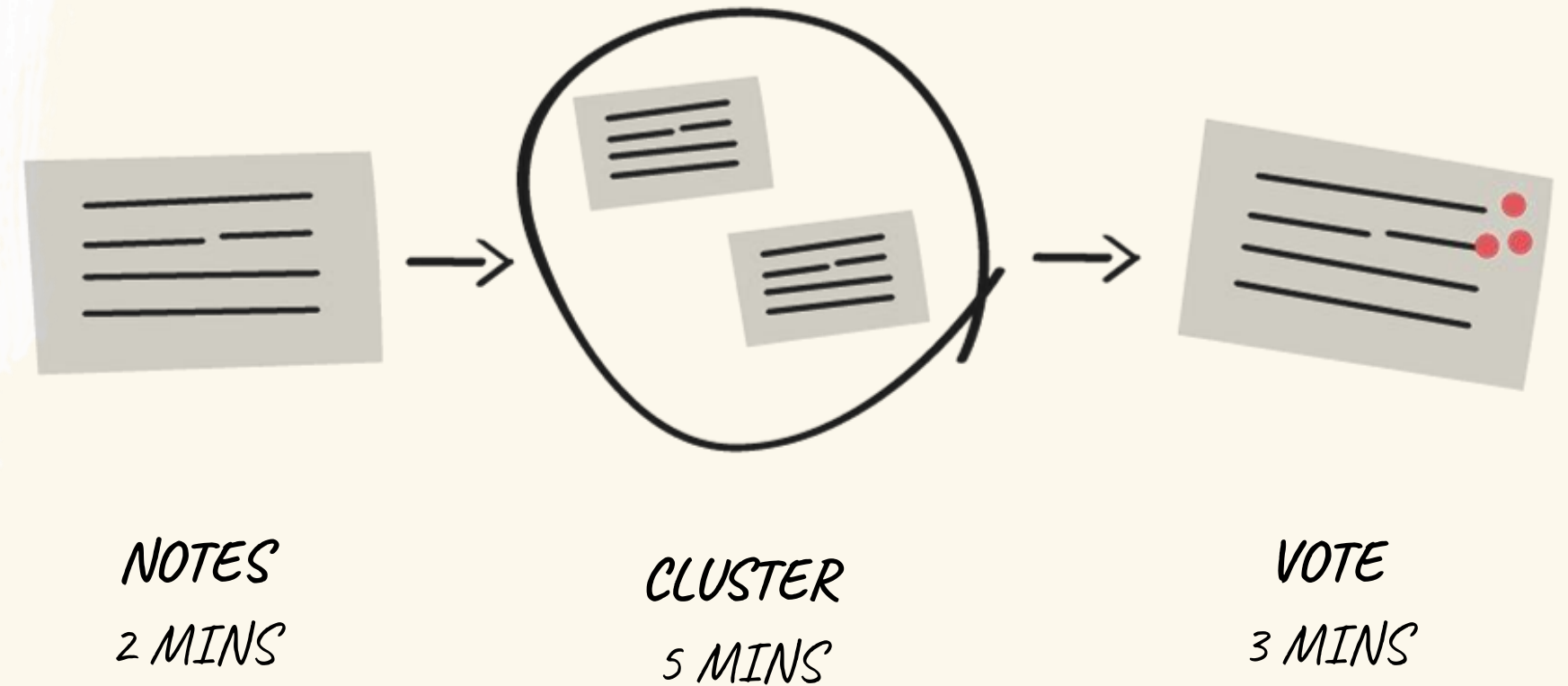


What's
going on?

10
mins

Note, cluster & vote

Q: What's keeping you up at night?



Some hot topics



Differentiation

**Demonstrating
effectiveness**

Technology

Hot topics

Differentiation

**Demonstrating
effectiveness**

Technology

Hot topics

Differentiation

**Demonstrating
effectiveness**

Technology

+65





What is Design Thinking?



Design thinking is a process for creative problem solving. **Design thinking** has a human-centered core. It encourages organizations to focus on the people they're creating for, which leads to better products, services, and internal processes.



3 essential pillars of design thinking

Empathy

Understanding the needs of those you're designing for

Ideation

Generating a lot of ideas. Brainstorming is one technique, but there are many others

Experimentation

Testing those ideas with prototyping

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GV Sprints

We make things

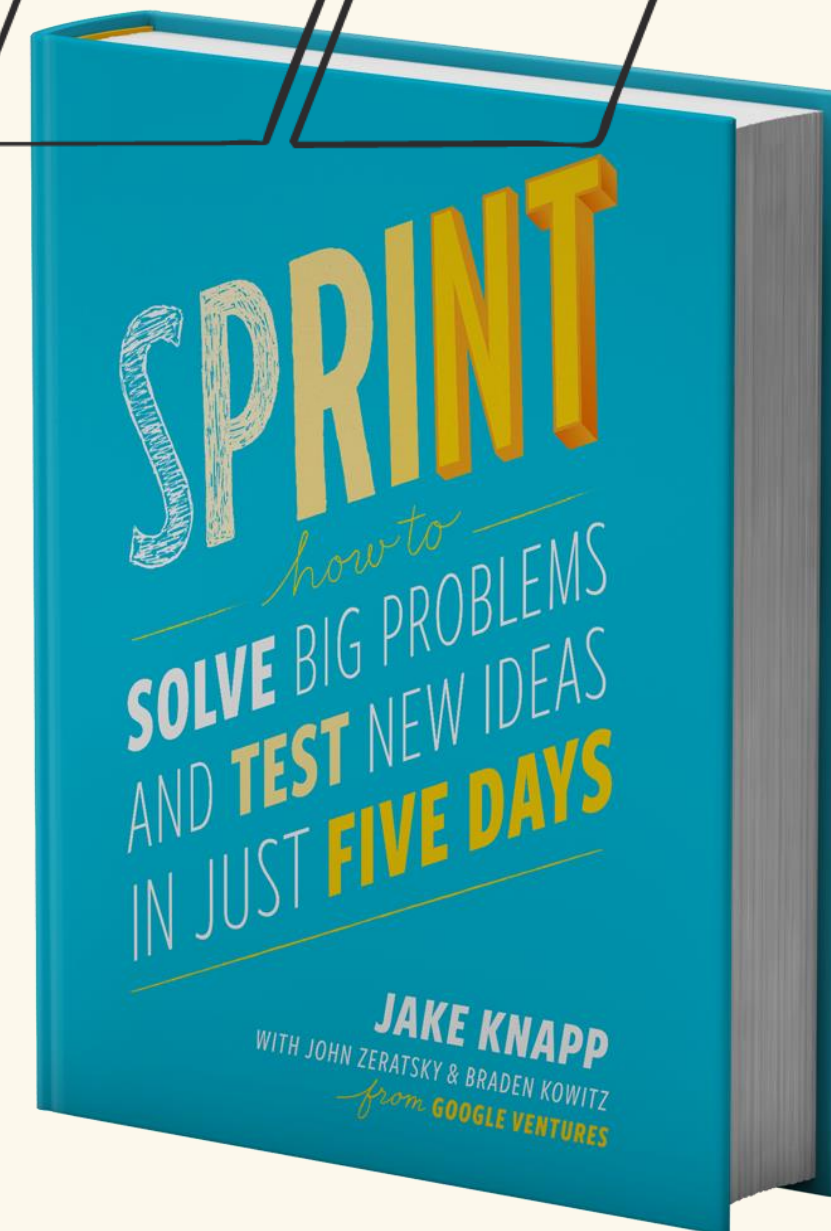
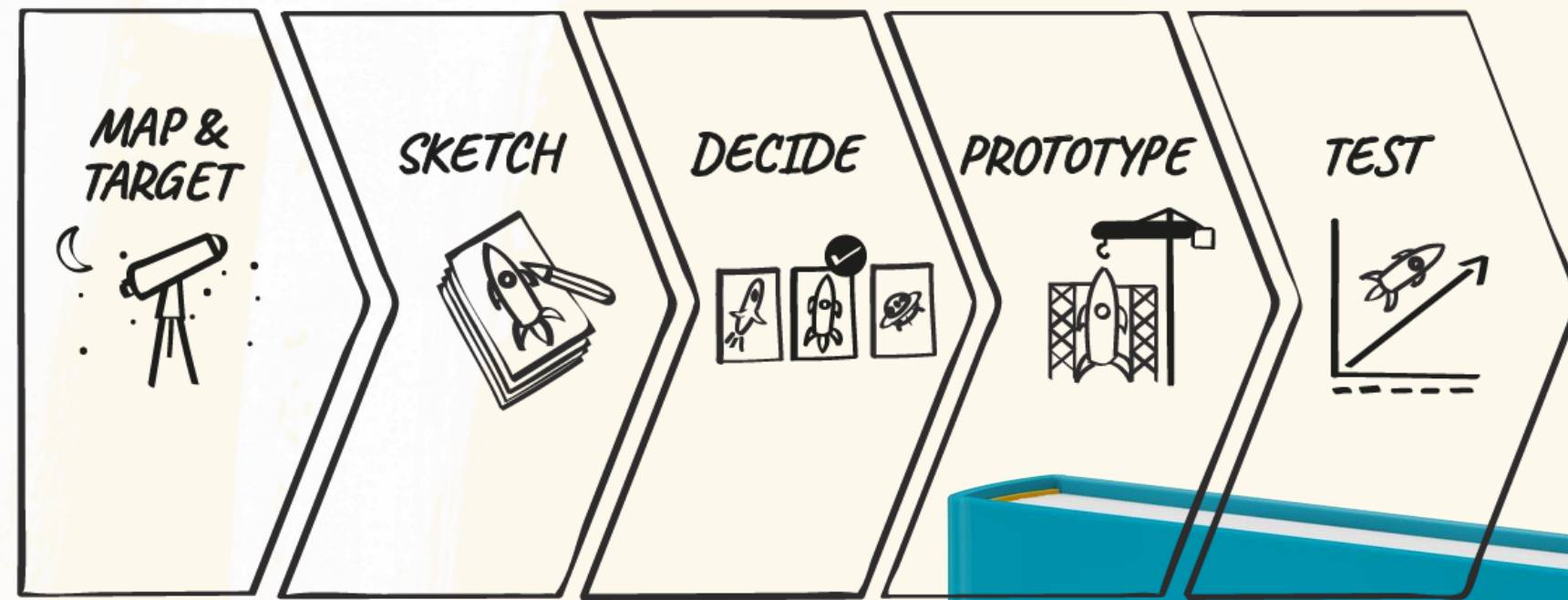
Fast, fun & collaborative

Because the alternatives are boring, slow and narrow minded.



Move fast

Developed by the team at Google Ventures, Sprints compress the initial creative process. Enable free thinking and deeper collaboration.



Some recent challenges

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“How can we make people care about a problem that’s 20 years away - the impending Pensions car-crash.”

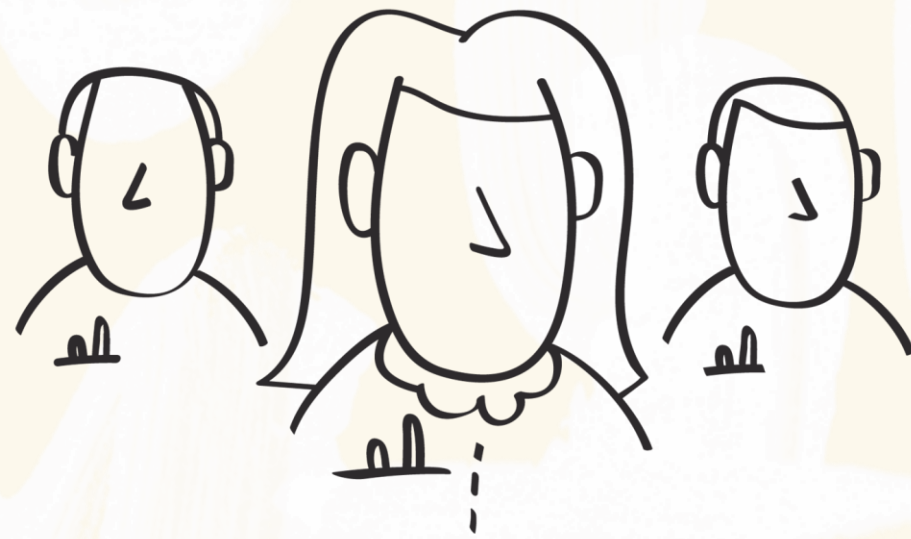


“How can we design a new digital journey that builds and sustains hype around our new shoe releases”

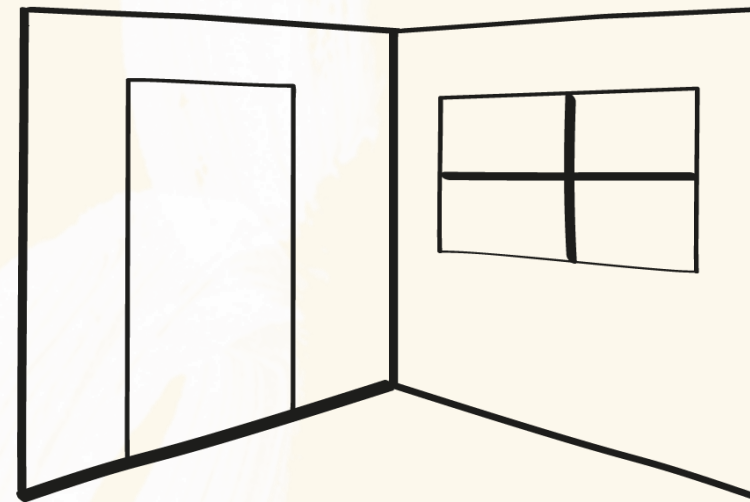


“Can we conceive and launch a new loans product in 3 months?”

You will need



A Team



A room



A week

Monday

Map

Set shared goals

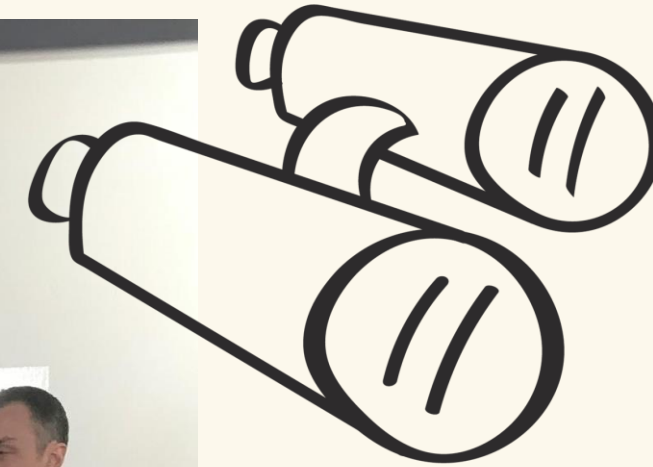
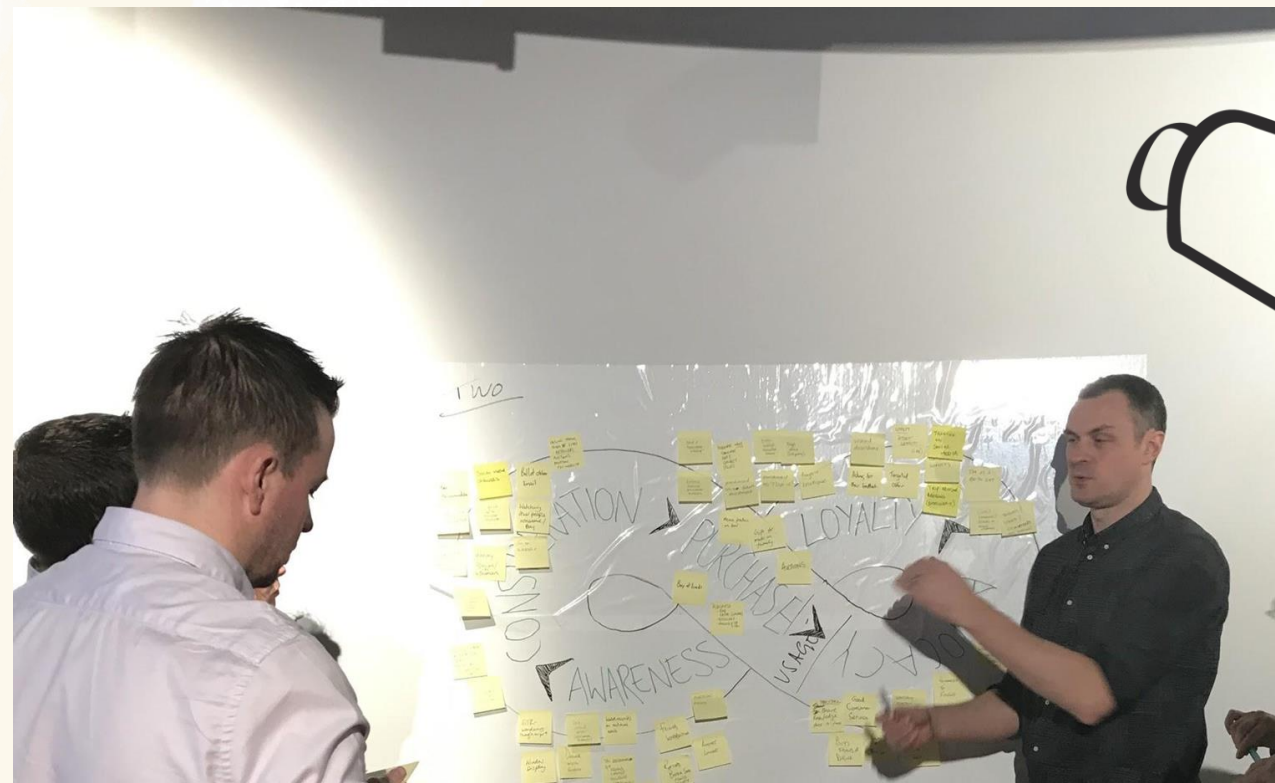
List the potential blockers

Map the customer's journey

Speak to experts

Explore interesting opportunities

Pick a target

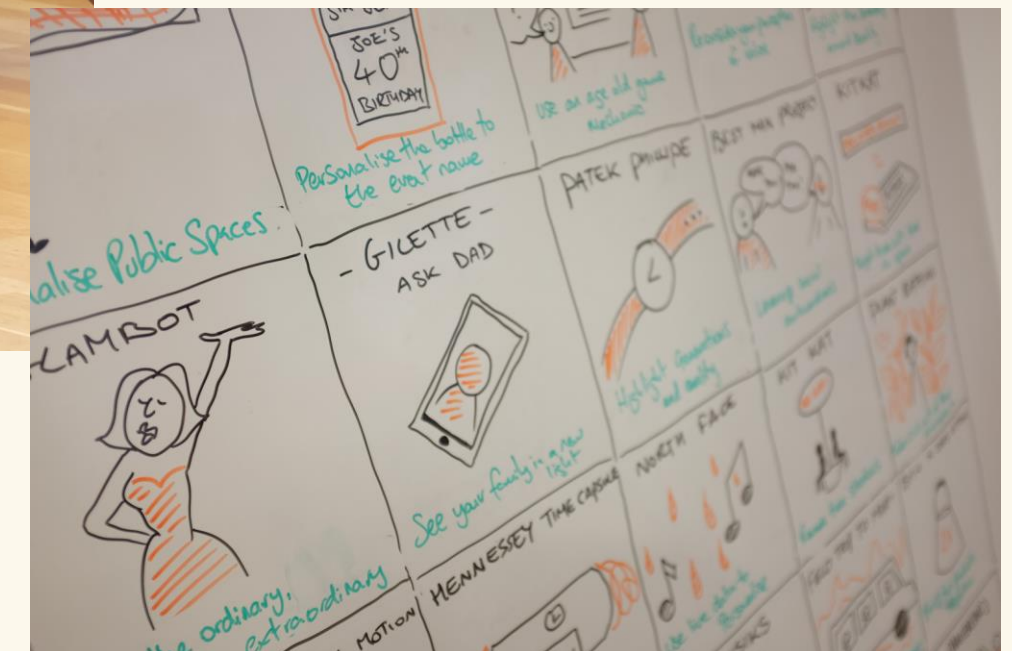
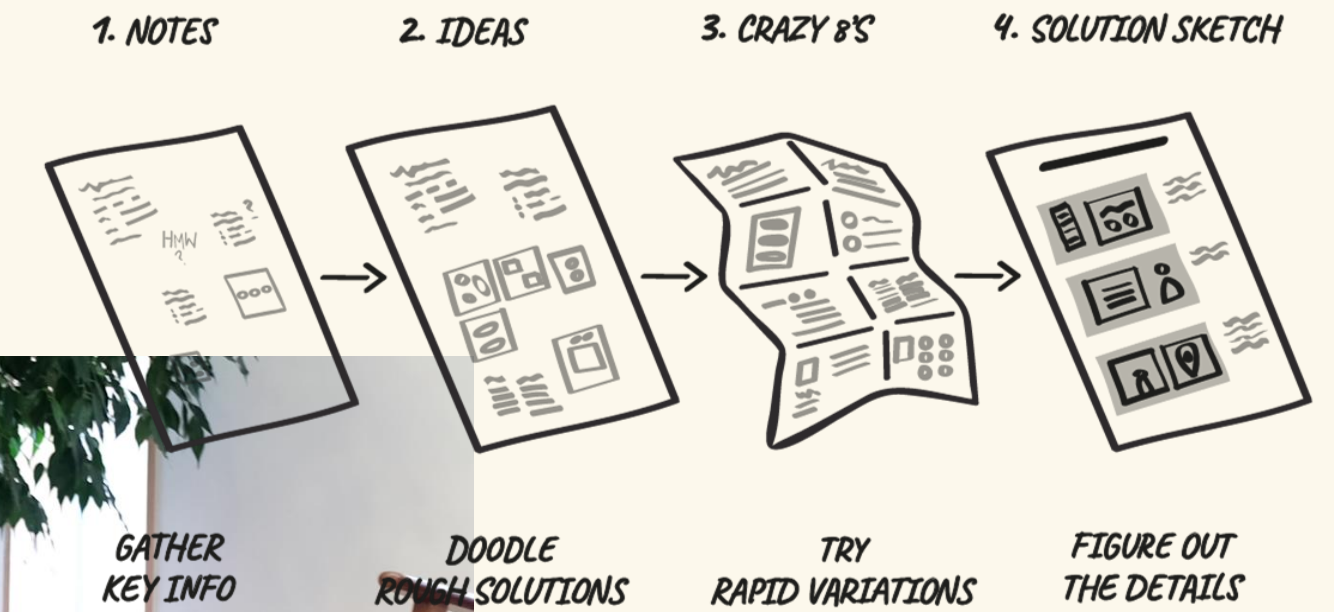
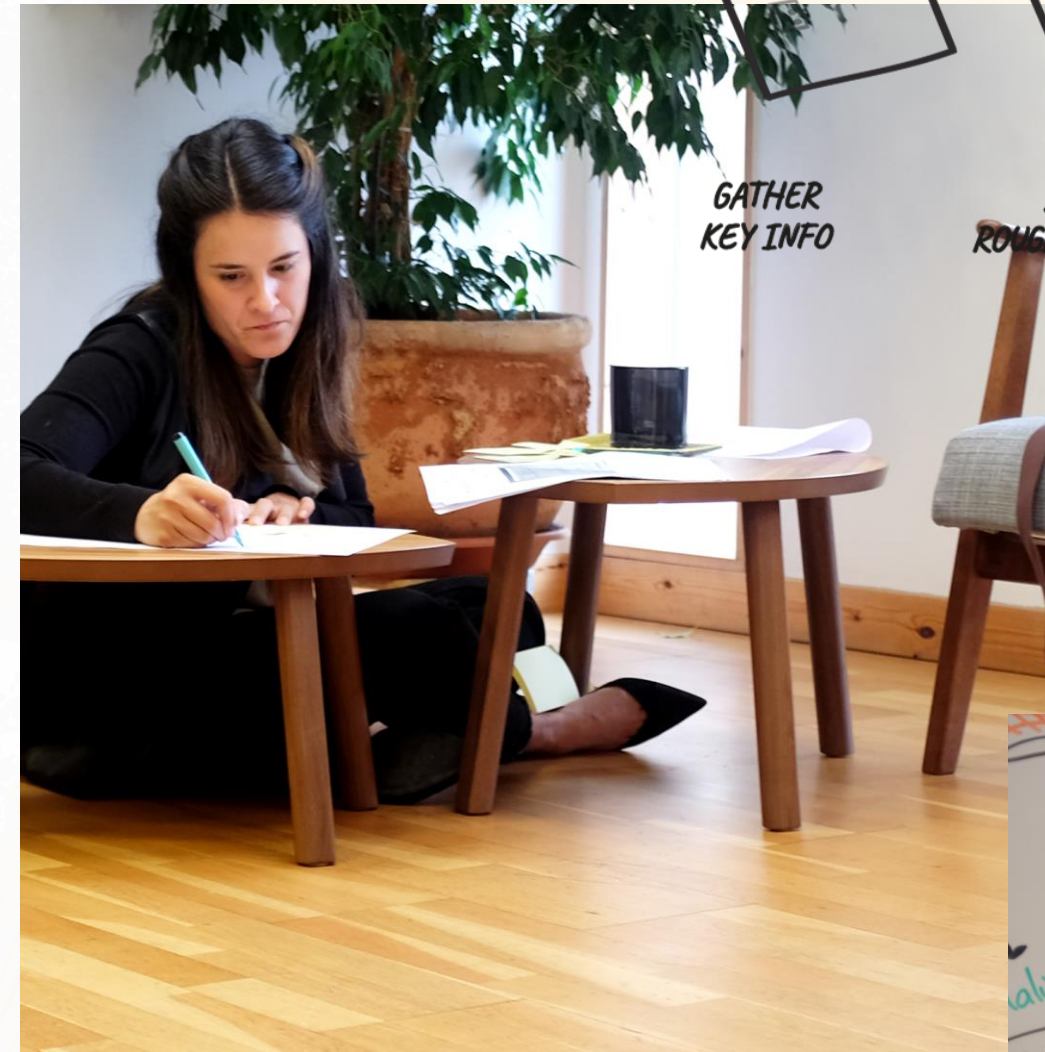


Tuesday

Sketch

Lightning demos

4-step sketch



*“But I’m not
creative!”*

(Yes, you are)

Wednesday

Decide

Review & Vote

Storyboard

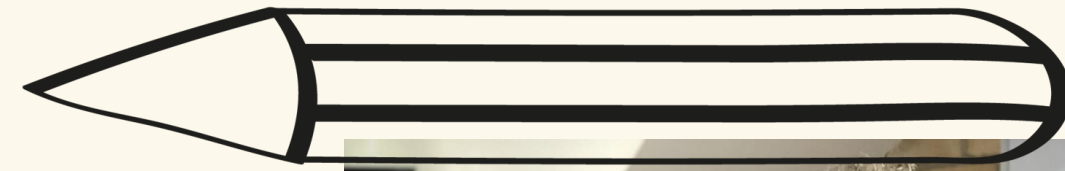


Thursday

Prototype

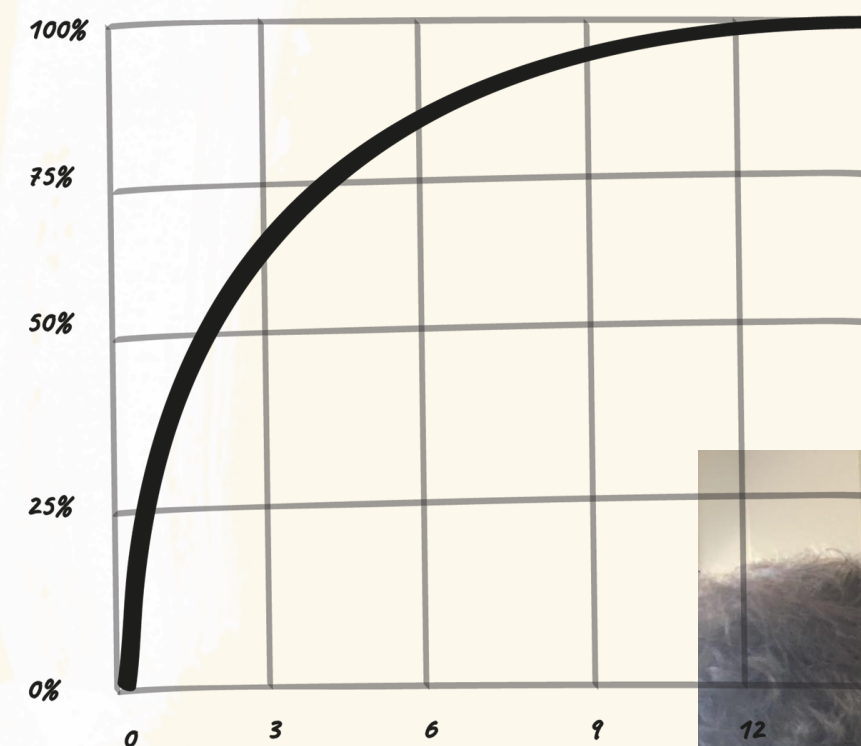
Building a prototype gives us the opportunity to truly test our idea.

However, you must remember you are not creating a finished product - it just needs to *appear* to be real.



Friday Test

Testing with real users gives us fast feedback. The Neilson Group reckons that 5 users is enough to cover 80% of usability issues.



NUMBER OF TEST USERS

SOURCE: NIELSON NORMAN GROUP





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Creating a Better Future

Hymans Robertson 'Better Futures' Campaign Strategy,
Design and Production

A high-profile campaign for the client, with the goal of raising awareness around the impending pensions-shortfall crisis.

A GV Sprint identified a creative solution: explain the problem to those that it would impact: kids.

We prototyped and tested a video in 2 days, developing and proving the concept, allowing us to move into production with confidence.

Brand & Marketing Strategy | Product Innovation & Design | Team Enablement

CREATE
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Building hype for the hottest sneaker releases

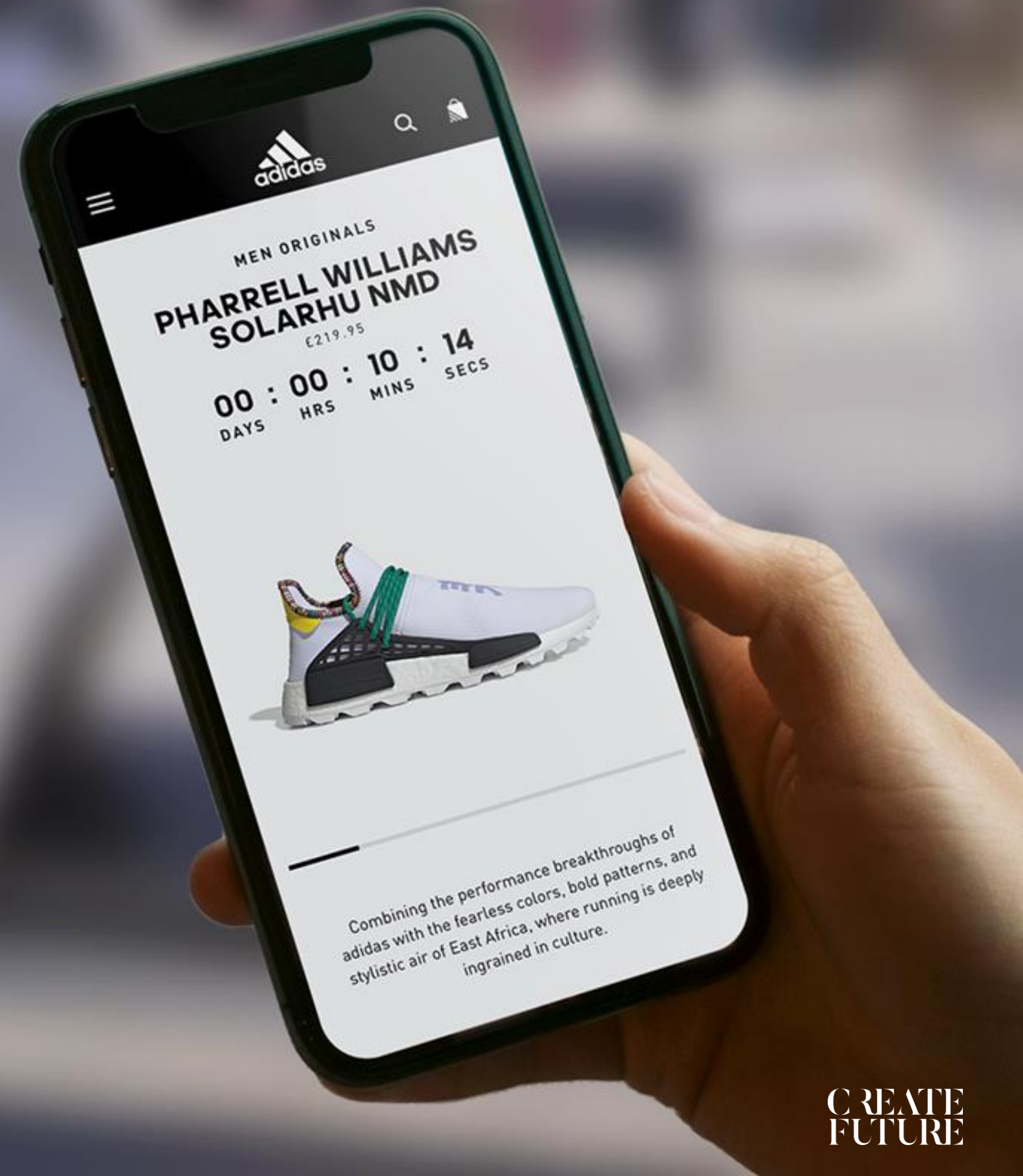
Product Release Calendar – GV Design Sprint

Knowing what shoes are dropping this month is pretty important to a sneakerhead. We were challenged with helping adidas to create the perfect experience for them.

The hybrid team designed and tested a prototype within a week.

Time: 3 weeks around a 5-day Sprint

Place: London, UK





PowerPoint to Product in 3 months.

“I can’t believe what we’ve achieved in week”

Our client arrived at our studio with an idea and a PowerPoint slide.

A week later he left with a prototype. Three months later he secured £20m in funding to make his idea a reality.

We're making Sprints work, ensuring they deliver real insight and clear direction to give clients like Proactis the confidence to try something new, and take their businesses forward.



Next steps

Don't take it further

Report back your findings
and professional opinions

Needs more thought

Reframe the questions
and run another GV
sprint

Take this idea forward

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Why we love sprints

Big questions first

Answers 'will this work' before spending time and money in production

They are democratic

Everyone's involved and invested, and it balances out the HIPPO's

Efficient & fun

Getting everyone in the same room, focused on the same task, is productive & rewarding

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In conclusion...



Q&A



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