

CDISCOUNT - DESIGN SPRINT TO SCALE



➤ CONTEXT AND ISSUES

Cdiscount is an internet distribution brand of products and services.

After two successful Design Sprint experiences at Cdiscount. The General Management asks to experiment Design Sprint in the different directions of Cdiscount.

Cdiscount's ambition is twofold

- Integrate sprint design to scale
- Become perfectly autonomous in their achievements

➤ RESULTS

Efficient approach

Company-wide deployment

Acceleration of project definitions



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➤ OUR SUPPORT

The Bordeaux teams have devised a tailor-made integration program on the scale of sprint design aimed at fully empowering Cdiscount's teams. This program is based on the feedback of more than 30 design sprints carried out for numerous clients for more than 3 years.

Five strong biases structure the proposal:

- Two-headed supervision of the program and strong sponsorship
- Security to deliver product concepts (MVP Sprints)
- A progressive automation of the Cdiscount teams
- Validation at each key stage
- A "Learning By Doing" training for UX Cdiscount teams.

➤ TESTIMONIAL

The Director Business Development Project testifies :

"The Design Sprint we organized not only allowed us to validate our concept with customers/prospects but also acted as a tremendous project gas pedal. In classic framing mode, to reach this level of framing and maturity would have taken us several months of work."