

## Landen Consulting Case Study: User Experience Design, Application Design, Rapid Prototyping

### *The Challenge:*

The client, a company providing risk-analysis software & services, was developing a new product that would assist corporate IT managers and Finance analysts in performing risk/return analyses and portfolio management on their company's existing & future information technology investments. This new software product represented a major new initiative for the client, in which they were shifting from a consulting-based business model to a product-based model, and the client requested assistance in converting their service-based methodology into a repeatable process, and then transforming that process into a full-featured, robust, scalable, and saleable software product.

The challenge: Help the client “product-ize” and transform their services into a software product – analyze client's existing methodology; standardize and automate the methodology via creating a software specification; design the user interactions, workflows, and interfaces; design the system architecture and data architecture; build-out the system; and create prototypes/demos to keep the management team and investors apprised of development progress.

### *The Solution:*

To begin, our consultants conducted a series of discovery sessions with the client's senior management team to define & document the primary objectives, goals, and success factors for the new product – the outcome of this effort was used to set the direction for the software development process, and the client also used this information for their marketing and business development efforts. We then conducted a series of workshops with the client's chief scientist, senior business analysts, and chief operating officer, to define and document the key methodologies that needed to be standardized and encapsulated in the new software system.

Our consultants created a preliminary high-level functional specification which defined the key features and functionality of the new system. This specification document was used to confirm the proposed methodology/ risk analysis approach – in addition, the specification helped position future marketing efforts and investor conversations.

We then assembled & staffed a software development team to help move the project to the next phase, and conducted a rigorous round of design sessions with the chief scientist, business analysts, and account managers to examine every aspect of their existing service methodology. We then engaged additional scientists & engineers to assist in translating the client's methodology into mathematical algorithms which could be replicated within system-code. Our consultants then developed the system workflows and use-cases, helped determine the optimal foundation/platform, and developed the data architecture.

Throughout the design & build process, our interface designers performed iterative interaction and interface design, and regularly provided updated prototypes & demos which:

- Allowed the senior management team to confirm the evolving direction of the system.
- Provided collateral material and demonstrated progress to key investors.
- Demonstrated proof-of-concept and helped introduce the product to our client's early-adopter customers.

### *For More Information:*

For more information on the services available from Landen Consulting, call us at 847.604.8697, or visit us at [www.landenconsulting.com](http://www.landenconsulting.com).