


# p̄haraonico

Program iDeate

(includes program eXplore and iDeate)

Description & Outline





# Summary



8  
weeks\*

ip


- Iterate the prototype testing to learn and develop
- Decide on perseverance or pivot based on outcome
- Reflect back on the entire non-linear process to tune future prototype development
- Fine-tune prototype development through process iteration
- Continuously reflect back on the process to optimise outcome
- Offer a feasible, viable and desirable prototype for productisation and future commercialisation

*\*) Program durations are indicative only. Durations depend on project scope and participants. [Contact us](#) to discuss your specific needs.*



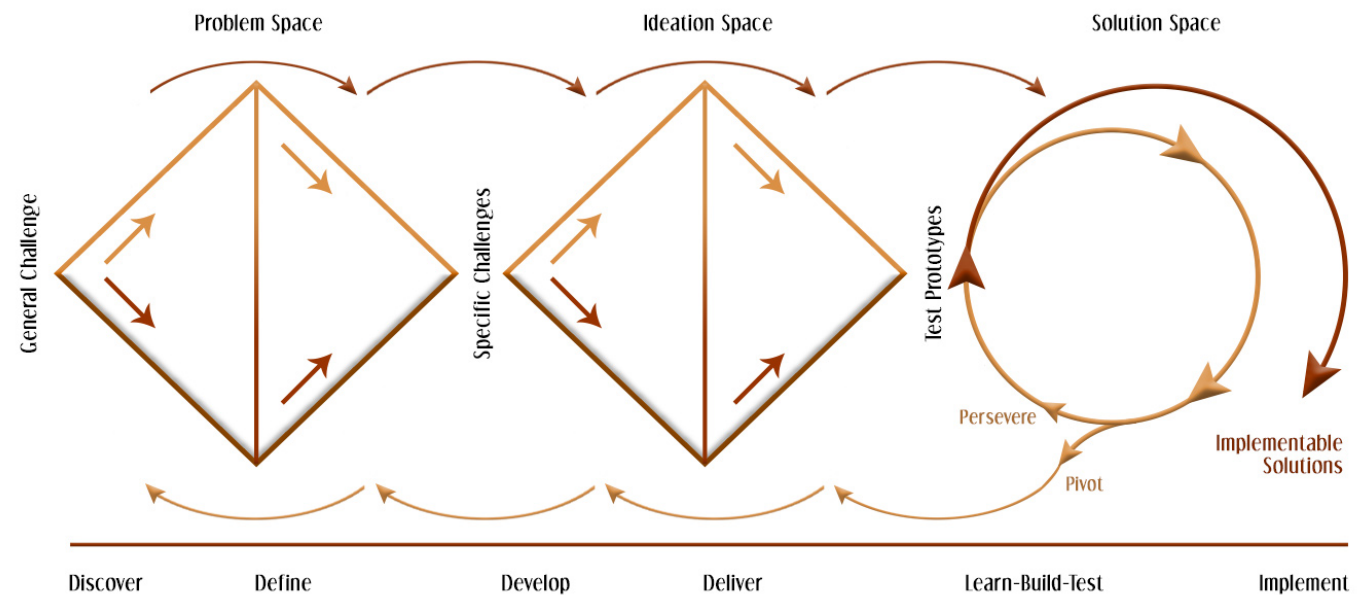


# Outline

- Prototype assessment review
  - Reflection on the design process
  - Build, test & learn (LEAN Start-up)
  - Iteration (perseverance and pivot)
  - Productisation stage
- 

# Program Description

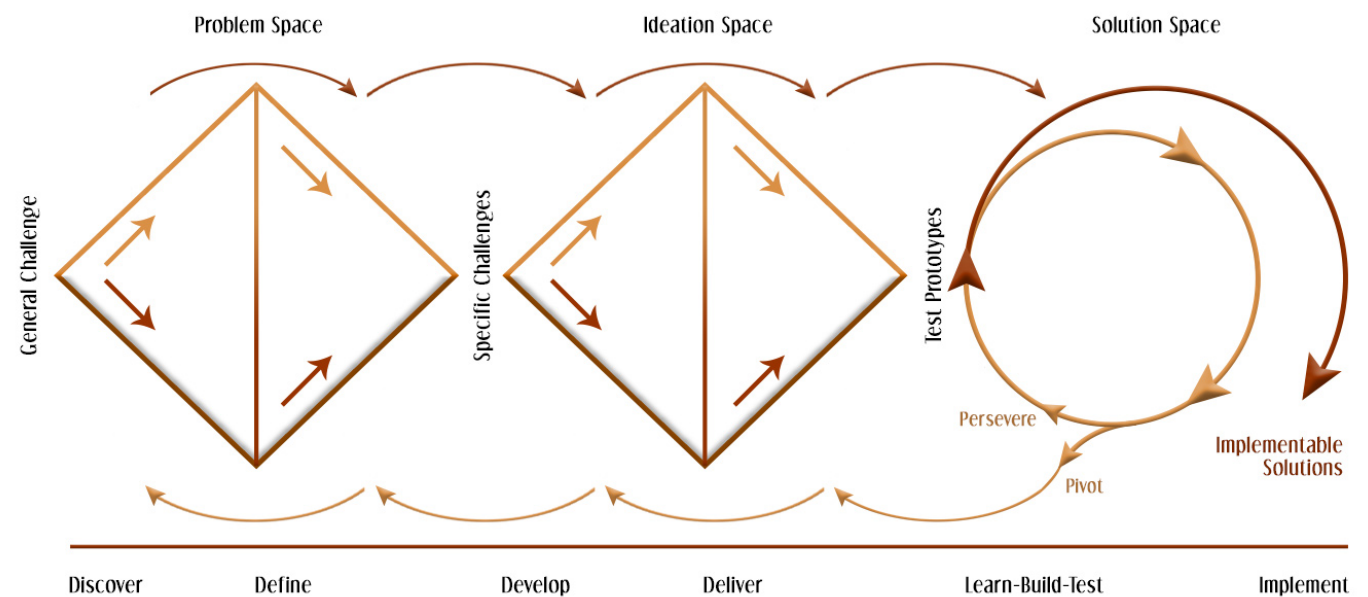
Program **deLiver** is a turnkey project of the design thinking journey. The objectives of this program is to build on the previous two programs and continuously iterate towards a solution. The program aims to incrementally enhance a prototype standing based on the outcome of previous field tests.



It should be noted here that Program **deLiver** is a cycle of 'moments of truth' of all the work done previously. The outcome of field tests can be encouraging to 'persevere' or not so encouraging requiring a 'pivot', a re-think of the proposed prototype.

# Program Description

This iterative process is inherently non-linear. This means that pivoting back is part of its strength to ensure that the offered solution addresses the core problem at hand. Pivoting back as far as the discovering phase may even occur, thereby exposing the need for more or different types of research. Materialising a prototype is key for continuous field testing to ensure the offered solution is targeted at the core of the problem at hand. Once a prototype is demonstrating sufficient positive results in the field test, its next phase is to be 'productised' for commercialisation purposes.





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