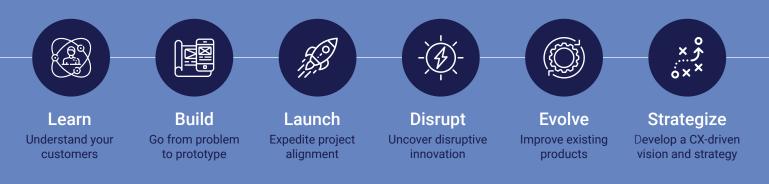


Uncover Insights Accelerate Innovation

Solve your most pressing business challenges in your very own Focus Lab

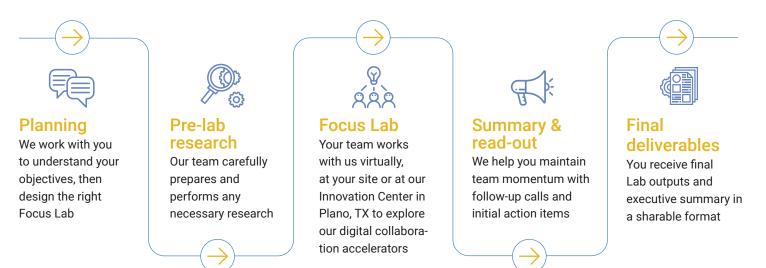
Great minds come together during a Focus Lab with NTT DATA to quickly turn insights into actions that will transform your business. By combining proven design thinking methodologies with industry expertise, we help build in-demand solutions, develop critical customer experience (CX) strategies and solve business challenges.

Objectives for a Focus Lab



Begin your Focus Lab journey

Our subject matter experts partner with you every step of the way, working with you to understand your objectives and identify opportunities that lead to practical, tangible results. Here's how it works:



From problem to prototype: Five steps to tangible outcomes

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Empathize Gain a deeper understanding of your stakeholders, customers and users, including any issues.

Define

Interpret insights to create an aligned point of view that reframes the problem statement to ensure it's focused on your users' actual needs.

Ideate

Discover themes and opportunities that open the door to more refined ideas and possible solutions with the end user in mind.

Prototype Create representations of solutions to the problem, considering which to accept, reject or re-evaluate.

Test

Test your prototype and ideas to gain feedback while continuing to empathize with the user.

Client success stories: How Focus Labs have helped teams accelerate solutions



Richer insights

Timeline: 1.5 days

Challenge: The chief medical officer needed a way to quickly synthesize data to drive more strategic and timely action.

Outcome: Through a Focus Lab, the team created six prototypes of executive dashboards.



New market opportunities

Timeline: 3 days

Challenge: A company in the IoT space needed to create a smarter and safer home/life for customers with existing or new products.

Outcome: With a fresh perspective on target audiences, the team created a new business model and roadmap of products.



Strategic alignment and direction

Timeline: 3 days

Challenge: A manufacturer wanted to create a unified strategy and a streamlined mechanism to more efficiently leverage data across the business.

Outcome: The team

achieved strategic alignment across functional groups, prototyped a new data-driven employee journey and crafted a highlevel roadmap.

Bringing teams together in different ways



Innovation Studio in Plano, Texas

Client site or other NTT DATA site



Virtually

Let's Collaborate

At NTT DATA, we believe delivering engaging, individualized experiences that merge the physical and digital is key to building customer advocacy and a competitive advantage. We're ready to collaborate with you.

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