

# OUR 6 STEP APPROACH.

Aiimi has a tried and tested approach to defining requirements and user journeys, providing a better understanding of the different use cases and scope from the business. Our high-level approach follows a six-step process to ensure we build an understanding of your business, your requirements and how an Insight Engine can add business value, help to mitigate risk and drive cost savings.



STEP 1

## USE CASE DEFINITION

Designed to capture a detailed view of the business requirements anchored to the business outcome and need



STEP 2

## DATA DISCOVERY

A process which enables us to build an understanding of the underlying data structures and integration points



STEP 3

## BUSINESS CASE EVALUATION

Understanding the value of delivering each of the use cases, the efficiencies achieved and insights gained



STEP 4

## DESIGN DASH

Workshops to map the user journeys and define the user experience for each of the use cases for prototype development



STEP 5

## PROTOTYPE DESIGN

Creation of a prototype to demonstrate how the Aiimi Insight Engine can deliver the business outcomes



STEP 6

## PLAYBACK

Meeting to playback the user stories and developed prototype demonstration to key stakeholders

# USE CASE DEFINITION.

DESIGNED TO CAPTURE A DETAILED VIEW OF THE BUSINESS REQUIREMENTS ANCHORED TO THE BUSINESS OUTCOME AND NEED.

## HOW WE DO IT

A meeting or remote workshop to review and validate the requirements we have captured during our previous conversations with you. And an opportunity to broaden the scope with any additional requirements. This will be a high-level preparation session for the following workshops.

## OUTPUTS

- Definitive list of use cases with descriptions of their purpose and potential business benefit.
- An agreed attendee list for the workshops, and onboarding comms sent via email.
- Provision (from you) of any documentation that your Compliance, IT Security or Legal teams require us to complete

## OUTCOMES

Definition and agreement of the high-level scope including a shortlist of use cases that can be taken forward and further refined in the Design Dash.

There are opportunities to add to the scope throughout the process, this stage is designed to ensure we have the correct base level understanding and can structure the correct exercises in the subsequent workshops to capture a complete view.



## USE CASE DEFINITION

DATA DISCOVERY

BUSINESS CASE EVALUATION

DESIGN DASH

PROTOTYPE DESIGN

PLAYBACK

# DATA DISCOVERY.

A PROCESS WHICH ENABLES US TO BUILD AN UNDERSTANDING OF THE UNDERLYING DATA LANDSCAPE, SOURCE SYSTEMS AND INTEGRATION POINTS.

## HOW WE DO IT

We will analyse the known source systems and carry out a workshop to understand the high-level personal data landscape and systems.

Workshop will include a set of preprepared interview questions building on existing information shared.

Screen sharing / knowledge sharing sessions with solution/data architects to identify the relevant data objects and system owners.

A number of days may be spent analysing documentation and / or reviewing data in-situ.

\* Documentation around source system landscape, data architecture, schemas, data dictionaries and any other relevant technical/design documentation can accelerate this activity

## OUTPUTS

- High-level landscape blueprint with a view to understand the key systems that store PII data
- High-level data inventory capturing the source system, data objects of interest, format, frequency and ownership

USE CASE DEFINITION

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## OUTCOMES

A defined list of source systems and data objects required for Aiimi Insight Engine to be able to focus its crawling, indexing and enrichment capability.

This exercise will allow us to understand the complexity of the systems involved and provide a more accurate estimate of the work involved in implementing the Aiimi Insight Engine solution.

# BUSINESS CASE EVALUATION.

USE CASE DEFINITION

DATA DISCOVERY

**BUSINESS CASE EVALUATION**

DESIGN DASH

PROTOTYPE DESIGN

PLAYBACK

**UNDERSTANDING THE VALUE OF DELIVERING EACH OF THE USE CASES, THE EFFICIENCIES ACHIEVED, AND INSIGHTS GAINED.**

## HOW WE DO IT

A workshop centred around discovery of the success criteria and business value for each use case (for example, revenue generating, time savings, cost saving, risk mitigation etc.)

A prioritization exercise will also discover those criteria that are most important to the business. This will be weighted against each use case.

## OUTPUTS

- Catalogue of success descriptions, metrics and business value for each use case. This will enable an informed decision on which use case to proceed with.
- Agreed set of success descriptions for the high-level use cases for Aimi Insight Engine.
- Agreement on the metrics associated with the business case value of the use case.

## OUTCOMES

A common understanding of the business scenario, the business value, scope, what good looks like and the priority of each use case.

This will enable a decision on the use case that is most suitable to take forward to the Design Dash.

# DESIGN DASH.

WORKSHOPS TO MAP THE USER JOURNEYS AND DEFINE THE USER EXPERIENCE FOR EACH OF THE USE CASES FOR PROTOTYPE DEVELOPMENT.

## HOW WE DO IT

A meeting or remote workshop with the agreed stakeholders of the use cases.

The Design Dash is a set of structured exercises which will build a common understanding each use case's business objectives, user challenges and user needs.

## OUTPUTS

- Categoricalised 'How Might We's' (essentially high-level requirements)
- Ideation and early concept sketches
- The workshop outputs will be compiled and distributed to stakeholders in a playback deck. This can be further socialised with colleagues and stakeholders outside of the Design Dash to ensure we are capturing all requirements.

## OUTCOMES

A common understanding of the business objectives and requirements for each of the use cases. Built on the user challenges and user needs this will give context to how the solution could be delivered and enable us to design the technical requirements to support the application.

USE CASE DEFINITION

DATA DISCOVERY

BUSINESS CASE EVALUATION

DESIGN DASH

PROTOTYPE DESIGN

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# PROTOTYPE DESIGN.

USE CASE DEFINITION

DATA DISCOVERY

BUSINESS CASE EVALUATION

DESIGN DASH

▶ PROTOTYPE DESIGN

PLAYBACK

CREATION OF A CLICKABLE MOCK-UP TO DEMONSTRATE HOW AIIMI INSIGHT ENGINE SHOULD FUNCTION TO DELIVER THE BUSINESS OUTCOMES.

TIME TO REVIEW AND FEEDBACK AS THE PROTOTYPE COMES TOGETHER

## HOW WE DO IT

The Aiimi design team will take the learnings from the Use Case Definition, Design Dash and the User Stories to create a clickable prototype that demonstrates functionality against each of the business requirements to deliver the desired business outcomes.

## OUTPUTS

- A hi-fi clickable prototype that demonstrates how Aiimi Insight Engine solution could meet the requirements of the identified use cases and requirements.

*Note: A hi-fi clickable prototype is a front-end only representation of the product, it is focused on wireframing the UI and there is no communication with any backend system.*

## OUTCOMES

The prototype can be thought of as a visual and engaging representation of your requirements. It's purpose is to communicate and demonstrate the requirements that have been uncovered in the previous phases, and provide an opportunity for further feedback.

# PLAYBACK.

USE CASE DEFINITION

DATA DISCOVERY

BUSINESS CASE EVALUATION

DESIGN DASH

PROTOTYPE DESIGN

▶ **PLAYBACK**

**MEETING TO PLAYBACK  
THE USER STORIES AND  
DEVELOPED PROTOTYPE  
DEMONSTRATION TO  
KEY STAKEHOLDERS.**

## HOW WE DO IT

A meeting or remote session to present the prototype, and confirm the user stories identified.

## OUTPUTS

- Documented user stories to review
- Handover of the Prototype for further use
- An opportunity to provide feedback on the user stories and prototype for any iterative improvements

## OUTCOMES

Following this session you will have a set of use cases, user stories and identified business value that can be delivered by implementing the Aiimi Insight Engine.