

BlueCallom

Case Study

Innovating User Experience with BlueCallom Software

Location

Remote

Sector

Software Industry

Project Objectives

A small software business specializing in a B2B SaaS solution sought to differentiate its platform from competitors by innovating the user experience (UX) and user interface (UI) aspects of the product. The company did not have an in-house UI designer or specialist.

Company Goals

- Product differentiation
- Business model innovation
- Idea validation
- Virtual team collaboration
- Innovation culture building

BlueCallom's Approach

Sparking Innovation Opportunity Identification

The small technology company was looking for an innovation opportunity within the user experience and user interface space. As a first step, the company integrated their customers' perspective into the ideation process through BlueCallom's Innovation Opportunity Discovery method.

BlueCallom guided the team to interview customers to capture rational feedback and emotional feedback and document all qualitative data on the team's first BlueCallom canvas.

Conclusion: findings from this phase in the innovation process included feedback from the market describing the complaints with different UI aspects prevalent in B2B software products.

Assembling a Diverse Team

1 week

As the second step, the company followed BlueCallom's team-building process and assembled an innovation team, including contributors with diverse backgrounds. The team included both internal employees of the company and external expert voices to supplement the team with new knowledge areas and experience. Defining a diverse core team is a focus for BlueCallom users since cross-functional teams are more effective at producing innovations. The team considered:

- Recruitment Process
- Team Onboarding
- Team Composition
- Experience Variety

Analyzing Customer Needs and Dreams

1 week

The innovation team conducted a Needs and Dreams analysis with their existing customer base and the same individuals with whom they had previously explored the innovation opportunity. The innovation team asked customers about their ideal solutions in the future, existing workarounds, and current limitations they face.

Conclusion: with this input, the team was able to narrow down their innovation opportunity to a more specific vision of what a dream solution for their customer's problem would look like.

Collaborating in Neuro Ideation Sessions

3 weeks

Following BlueCallom's neuroscience-based ideation technique, the team explored their initial innovation opportunity. The team took the following steps to ideation:

- A brain warmup with traditional brainstorming
- Post-brainstorming idea capturing
- Analogous experience search, which describes a thinking process where teammates connect past unrelated experiences to compose new ideas
- CallomBurst, where the brain constructs concepts for the future
- Post-CallomBurst, concept reflection
- Solution Summit, where the highlights are summed up and presented
- Vision Compilation, where the hundreds of idea pieces are brought in order and put on a timeline

Conclusion: based on the multiple ideation sessions, the innovation team developed a radically new UI vision involving multi-dimensional interactive, gamification elements.

Business Model Innovation

2 weeks

To support the innovation, the team worked together to ensure that all aspects of the business model would be working in harmony.

Conclusion: the team developed a solution where the business model would be a hybrid of standard B2B software offerings plus hardware offerings.

Idea Validation

1 week

To validate the idea, the team pitched their innovative concept to the same customers consulted in previous steps, and received market feedback before having to dedicate a budget to bring the idea to life, saving time and money.

Results

1,512

Idea contributions from
13 team members

7 Weeks

Time-to-Innovate (TTI)

9 Weeks

Time-to-Approval (TTA)

2.75 years

Return on Investment
(ROI)

12 Ideas of Ideas

Innovation Confluence

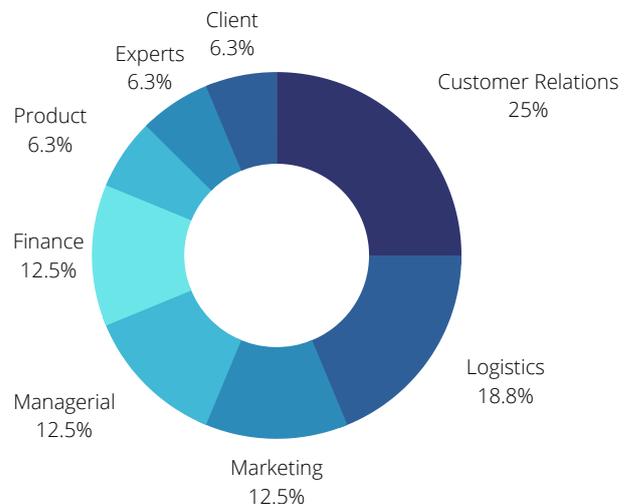
22%

of total innovation
budget used

5 Stars

Idea Validation by
audience

Team Diversity



BlueCallom

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