

"We thought we were constantly available for questions, but forgot about the time difference with our customers in Asia"

Bart, Helpdesk manager

"We made a beautiful app, but did not realize that the users were about to switch from laptop to tablet, with a different resolution than we expected"

Harry, UI5 developer

"We never realized no one had been tasked with the ownership of the messaging function of the app"

Janet, Product owner

"We were not aware of the exact workflow of this department, therefore our newly introduced methods were very difficult to implement"

Rick, Operations Excellence manager

# SOUNDS FAMILIAR?



# WE CAN HELP YOU

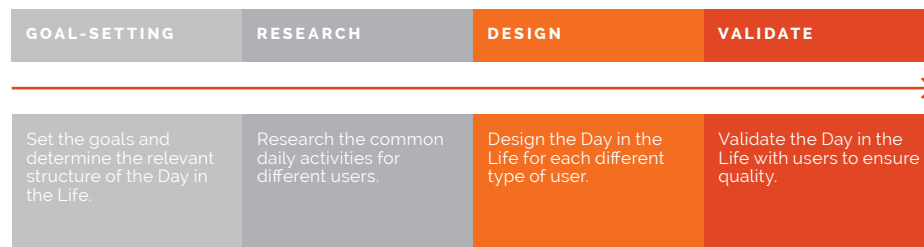


## Day in the Life

Our design consultants take a close look at the way your employees work in the present situation and how they interact with your applications and other parties. This is translated into a 'Day in the Life' that shows actions, thoughts and feelings of a user over time. The visual is used to highlight needs, pain points and delights in the current situation.

Depending on the business needs, the Day in the Life can also focus on other important aspects of a business process.

## Way of working



### Prerequisites

To be able to successfully conduct the Day in the Life, we ask for a clear scope, access to users & stakeholders and availability of current business processes.

### Effort estimation

~ 1 week – 1 month

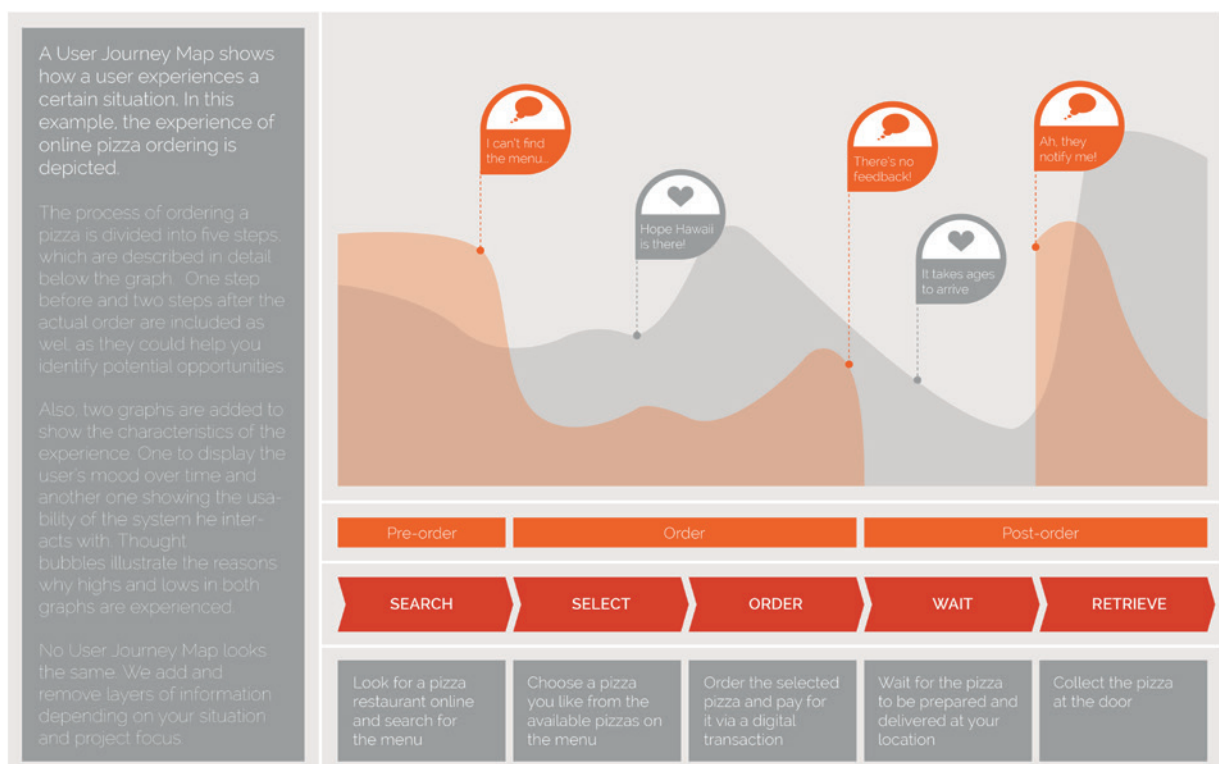
This effort estimation may vary based on prerequisites, size of the project and user group.



## Visualizations

The Day in the Life can be visualized in different ways, such as storyboards, user journey maps or diagrams. The most suitable visualization will be chosen based on to the type of project and highlights that need to be presented. An example of a user journey map can be seen below, describing the task of ordering a pizza online.

### User Journey Map Online Pizza Ordering



## The result

- Overview of the current way of working, all involved parties and used devices.
- Baseline measurement of the User Experience of your applications and business processes.
- Better understanding of delights and pain points experienced by different types of users.
- Support in prioritizing design opportunities and building a business case.
- Identification of practical problems that occur in the field, irrespective of theoretical processes.



## Simply Design. Real Simple Clear Companions

McCoy & Partners Design consultants share several years of user-centered Research and Design experience. We believe that executing a business process should be as easy as online pizza ordering.

'User centric', one of the pillars of Simply McCoy. To put the money where our mouth is, we offer a wide range in design consultancy services. Services not only borrowed from popular toolkits such as Design Thinking. Our work is also based on the more traditional psychology and design related methodologies. Either way, the methods we use approach problems from a user's point of view, to make sure that the things we do truly help the way your users work. To be able to practice what we preach, we put together a team of consultants who all hold a degree in a design specialism. A team that firmly believes in real, simple and clear design that is established together. Companions, you could say. **We're Simply Design.**

### Our offer

- User Experience Research and Design
- Creative Business consultancy
- Design Thinking services
- Design Strategy creation and implementation
- Design coaching and management

Please contact [jan.laros@mccoy-partners.com](mailto:jan.laros@mccoy-partners.com) for questions or information.

### About McCoy & Partners

McCoy's consultants and IT specialists are on a mission. To simplify IT. Convinced that IT should reinforce and speed up business. Nothing more, nothing less. While trying to fulfill all users' wishes IT has automated, acquired systems and tied one to the other. IT landscapes have become so complex that managing them has become virtually impossible and the standard systems can hardly be called standard anymore. IT seems to have become something that holds business back rather than being an accelerator. Time for a change. Time to make things simpler. than being an accelerator. Time for a change. Time to make things simpler. **Simply McCoy.**