"We were not able to structure our approach to improve the workflow"
Warren, Branch Manager

"It seems we all had a different interpretation of how it should work"
Carl, System Architect

"We could not find a common language among the different departments to discuss this change"
Emma, Financial Manager

"We were in doubt about the best way to present this new way of working to our users"
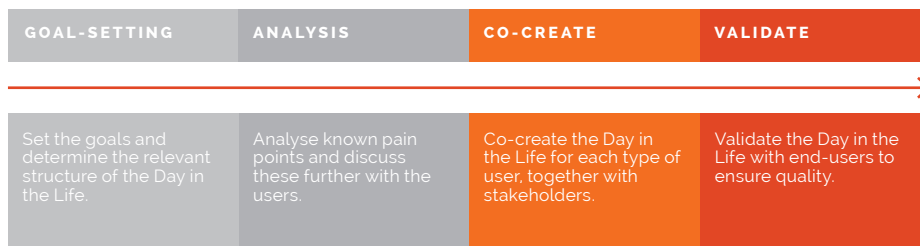Lauren, IT manager

SOUNDS FAMILIAR?

SIMPLY McCOY | Simply Design

WE CAN
HELP YOU

Day in the Life

Our design consultants describe the ideal way to use your (re)designed applications from the user's perspective. As such, a Day in the Life is created that shows actions and moments of truths for a user in an envisioned future situation. This Day in the Life will illustrate design opportunities for your application(s). The structure and information of a Day in the Life depends on the business needs.

Way of working

GOAL-SETTING	ANALYSIS	CO-CREATE	VALIDATE
Set the goals and determine the relevant structure of the Day in the Life.	Analyse known pain points and discuss these further with the users.	Co-create the Day in the Life for each type of user, together with stakeholders.	Validate the Day in the Life with end-users to ensure quality.

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 – 3 weeks

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 tube line maps, flowcharts, user journey maps or storyboards. The most suiting visualization will be chosen based on the project goals. An example of a flowchart can be seen below, describing a newly designed experience for the task of ordering a pizza online.

Flowchart Online Pizza Ordering
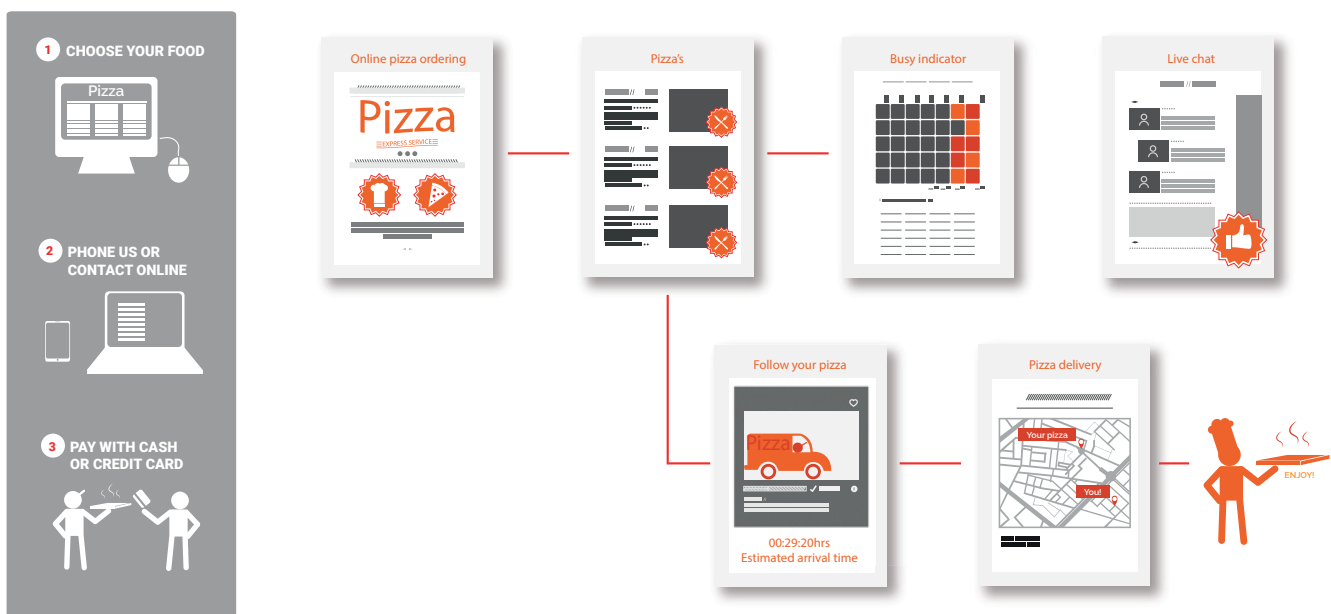
The result

- ■ Envisioned way of working for your application(s).
- ■ Insight in how your system and business processes can interact to enable your users.
- ■ Starting point to define a design roadmap.

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** 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.**