

SPARK  
Together We Ignite  
Time Remaining  
00:11:16

“ A brand is no longer what we tell the consumer it is - it is what consumers tell each other it is. ”

— SCOTT COOK

# The Design Sprint for Microsoft

Case Studies of Company

Total number of teams **64**

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**97** Insights in the specific problem area selected, averaging **2.2** insights per team

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More than **1500** probable ideas using Idea sprints and Innovation probes

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**21** shortlisted ideas, averaging **3.4** shortlisted ideas per team

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**64** working prototypes and concept sketches

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**69%** of the teams have mentioned specific insights gathered during the Discover phase

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**91%** of the teams have effectively used HMW statement to frame the problem statement using the insights.

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**80%** of the teams have framed the HMW statements from the stakeholders' perspective and used the insights gathered during the Discover phase.

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**47%** of the teams have articulated the specific actions they would take to analyze further and implement the prototype.

**99%**  
satisfaction  
levels



# About QGLUE

QGLUE uses design-led practices to help businesses build services that people love and impact the world around us. Using a human centered approach, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable. We facilitate innovation that makes the world better designed and people happier.

QGLUE undertakes Design Coaching, Innovation on Demand, Briefings for Senior Management and Culture Change Workshops to equip businesses to become design-led.

# LET'S CONNECT!

Website: [www.q-glue.com](http://www.q-glue.com)

Email: [customer\\_relations@q-glue.com](mailto:customer_relations@q-glue.com)

Phone: +91-11-47776666