Case study.

Design-driven technology product innovation for Quitch.

Desired outcomes

- Customer experience
- New Value Creation
- Service innovation

Tools used

- Journey Map: Used to understand the current user flow interactions of both customers and back-end service delivery staff.
- Value-effort matrix: Prioritises user experience and user interface opportunities for solution design.
- Rapid prototyping and user testing: Used for continuous feedback towards hi-fi prototype interface development.
- Lean Kanban project management: Enables continuous work flow.

"I want to be able to see which individuals are underperforming, and reach out to them."

—Interviewed teacher

Huddle helped Quitch design a future product interface for its education-technology platform and integrate human-centred design into its business for design-led growth.

Brief/Challenge

Quitch engaged Huddle to understand the diversity and quality of its customer's learning needs to build a learning app for global scalability. The aim was to empower the Quitch team to design a new future product interface that will improve how people engage with and learn knowledge.

Our approach

We collaborated with the Quitch team over three months to run two design sprints—a design research sprint and an ideation sprint. The project included co-locating for agile work methods, observational research, collaborating with product engineers on product design, co-creation workshops (ideation) with customers and, finally, low-medium-high fidelity wireframe production through design and user testing.

Outcome

The final outputs of the project were Design Principles for design-led product development and business strategy; Annotated High-fidelity Wireframes to provide a future product interface and experience design process; and Strategic Recommendations to provide focus and clarity for implementation. We uncovered three key outcomes for Quitch:

1. **Solution for improving user experience**
   We identified a large gap between brand promise and user experience and created a future user interface based on usability, fun and visual analytics.

2. **Strategic design focus**
   The diversity across education sectors required prioritisation: and our product strategy provided focus for global scalability.

3. **Creating new pages and features**
   By identifying how and why people learn, we created new features and pages in the app, such as a revision page to gamify study.

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Quitch