

Design sprint and prototype

Prove it before you build it.

Every business has an AI idea it can't settle round a table: too many opinions, no evidence, and the worry of an expensive mistake. This settles it. Six weeks, with a three-to-five-day design sprint in the middle, ending in a working version tested by the people who'd use it.

You leave with a working prototype of your best idea, honest reactions from the people who'd use it, and my recommendation: build it, change it or park it. If the answer is park it, six weeks beats a year building the wrong thing.

The six weeks

- 1 Research.** Interviews and a short survey with the people who know the problem.
- 2 Briefing.** What you already know plus the new research, pulled into one short briefing. AI speeds this part up.
- 3 The sprint.** Map the problem, generate ideas fast with AI, decide on one and build a first version. AI shortens what's usually five days to as few as three.
- 4 Prototype.** Refined into something people can click through: a mock-up, or a working app built quickly with AI tools. Real enough to test, not built to ship.
- 5 Testing.** Structured sessions with real customers or staff, run by me, recording honest reactions.
- 6 Recommendation.** What we learned, the idea as it stands, and what to do next.

Throughout. Your team works alongside me, not watching. I show them the AI tools as we go, so the ability stays when I leave.

What I need from you

- The owner or MD at the key decisions
- The core team for the whole sprint, three days or five. It doesn't work part-time
- Customers or staff willing to test
- Somewhere to use AI tools (I'll advise if you're starting from scratch)

What this isn't. A finished product, or anything ready to launch. It proves what's worth building, so you only build it once.

From £25,000

Fixed price

The price depends mainly on how much research comes before the sprint. It's agreed and fixed before you commit.

Arrange a call
info@parkercole.ai