SUPER CHARGE

let’s build your digital edge

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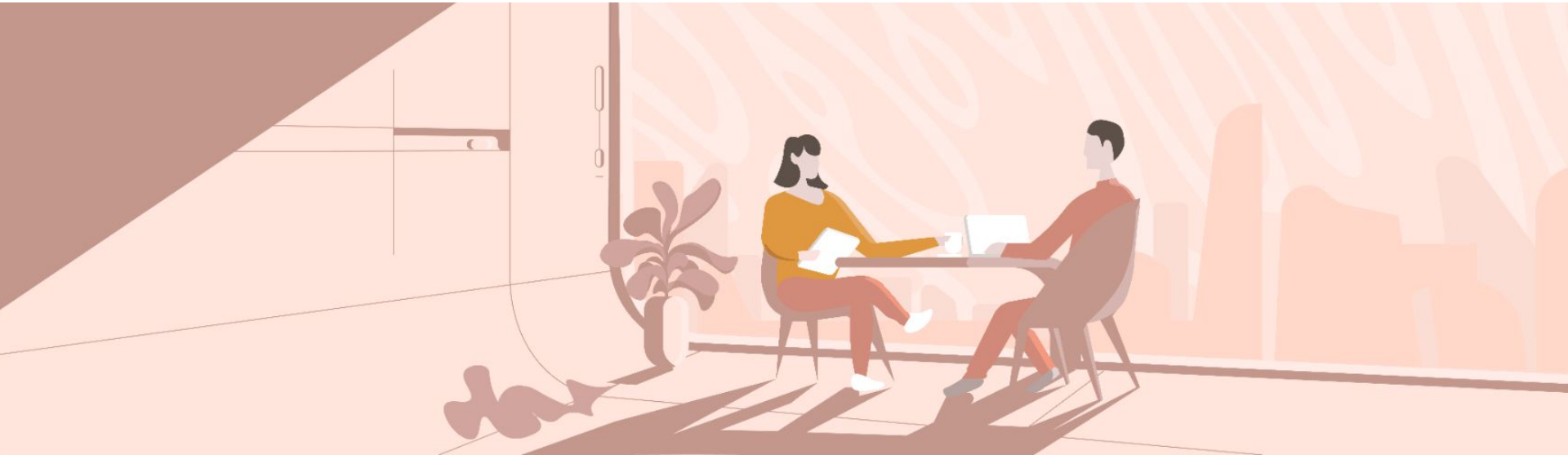
01

about Supercharge



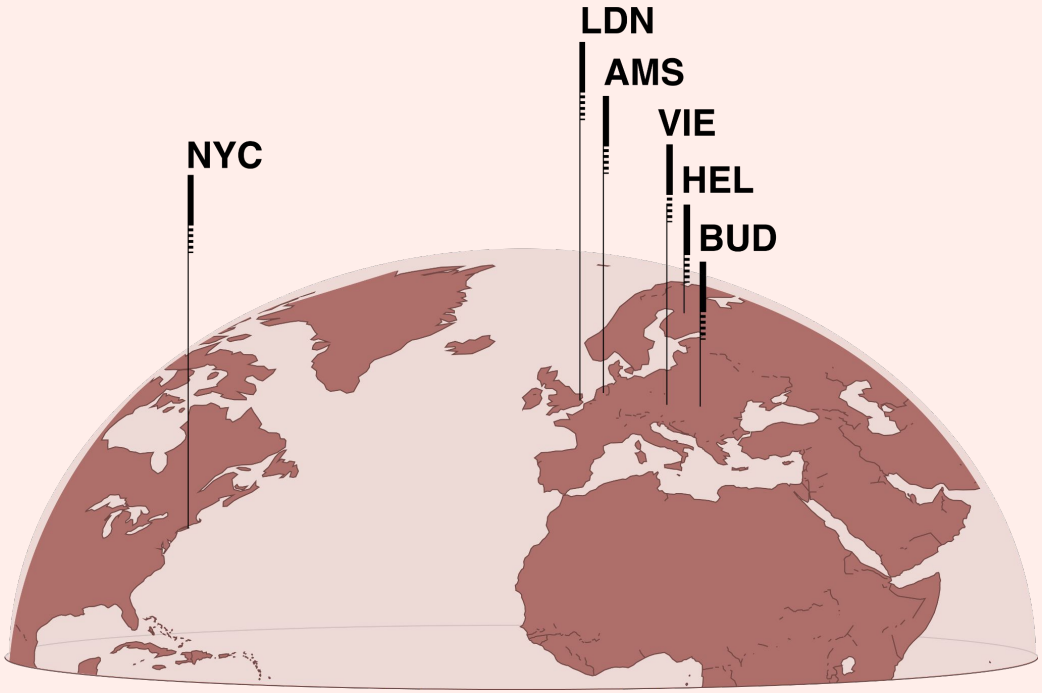
we are Supercharge

14 years

230+ experts

150+ launches

20M lives impacted



selected awards

GOLD AWARD 2023

reddot winner 2020

BIMA Awards

we
build futures
across industries

E-Commerce	Insurance	Health	Energy	Finance
Kodak alaris	MetLife	Pfizer	BritNed	Santander
Delivery Hero	CAMBRIDGE MOBILE TELEMATICS	Roche	ZENOBE ENERGY	otpbank
Loop	VIG VIENNA INSURANCE GROUP	EGIS	MOL	sweep bank
trax	NN	Hand·in·Scan Hand Hygiene Matters	NWG living water	KBC

swift business impact through competence & efficiency

Strategy

We translate your bold vision into a pragmatic product and tech strategy to de-risk innovation and maximize ROI for both your users and your business.

• digital strategy • product discovery • tech strategy • data & AI strategy

Product Design

We leverage behavioural science to craft simple and enchanting journeys to empower users. Our designers work in perfect sync with engineering to ensure feasibility.

• UX design • user testing • branding • product growth

Software Engineering

Our top-tier engineering team realizes your product with clockwork precision. Scalability and robustness meets with speed and agility for unparalleled efficiency.

• mobile apps • web applications • IoT applications • backend microservices

Data and AI Engineering

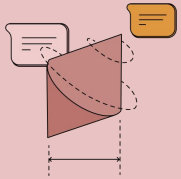
We rapidly turn raw data into business results. Our experts go beyond traditional data processing with advanced AI to build your next edge.

• generative AI & LLMs • Machine Learning • automation • BI Apps • Product Analytics

Managed Services

We support you throughout the entire product lifecycle, ensuring robust performance and customer experience 24/7.

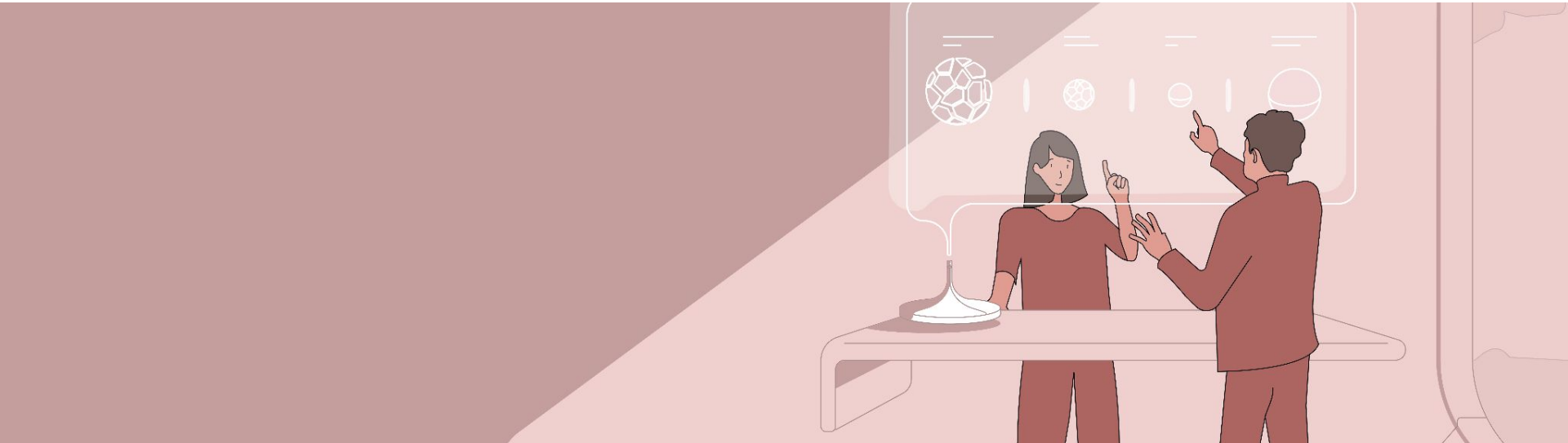
• L1, L2, L3 support • product maintenance • cloud infrastructure & cost optimisation • devops



what does this mean for you?

- we’re here to help you take **ownership** of your product
- utilise our **experience** and **expertise**
- **kick start** and **accelerate** your mobile journey
- tap into our **thought leadership**

02a
design methodology



Our approach to the challenge

rapid product innovation

You have digital challenges which we are very familiar with: How do you build new products from a working legacy to create new, better and more powerful experiences?

Our design principles

Design needs to be ready for a blended reality

Users are passing the barrier between physical and digital and exist in a blended reality. Since they do not use solutions in a contextual vacuum, product experience needs to fit into the consumers' everyday life. To craft the most user-friendly products our team practices a holistic mix of Service Design (the physical side) and UX design (the digital side), creating frictionless journeys that enrich life.

Design needs to be accessible:

At Supercharge we design products for a wide range of audiences, thus we have learned the importance of inclusive design and consider how our products will be experienced and used by people with disabilities of all types, including those which are situational, temporary and permanent.

Design needs to be strategic

Good design is not a gesture towards customers - there is a reason a business wants to create value. A sustainable product needs to drive the business forward and provide tangible results. Besides understanding customers, we take equal care in understanding the business priorities of our partner - this will be our first step as well when we start our work with you.

Design needs to be Viable

Design is a balancing act between users, organisational needs, and technical possibilities. Supercharge has all the inhouse expertise to enable our design team to successfully align all the three critical aspects in constant sync with our clients.

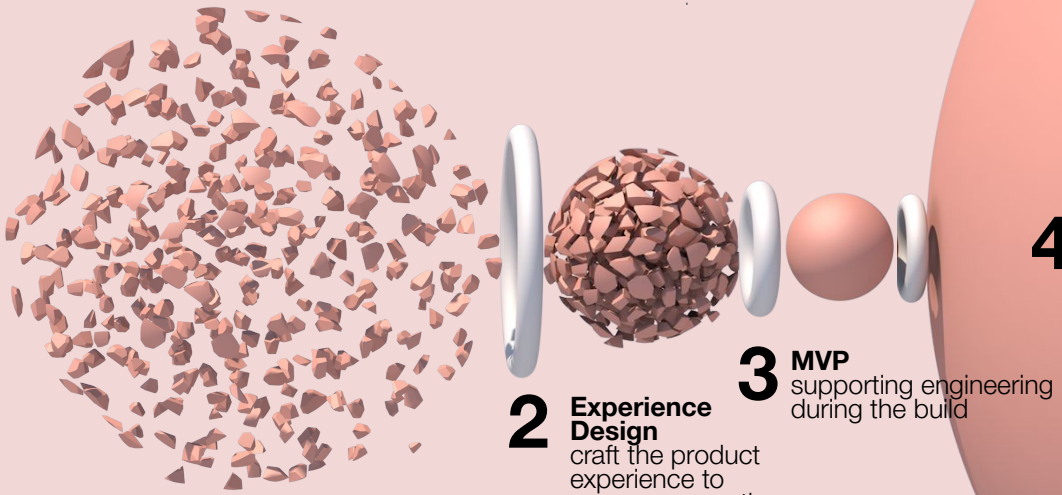
Design needs to be integrated with engineering

Technology is just as much a constraint as it is an enabler. One of our key values is that we integrate product design with technical planning: designers must work shoulder to shoulder with engineers to take advantage of technical possibilities, ensure end-to-end hardware and software feasibility and keep inline with budget and timeline goals.

Design needs to be integrated with research

Research aims at better understanding reality both inside and outside the head of customers; only with this understanding at hand can a designer craft solutions that are viable, create real value and are truly user friendly.

We turn digital **product innovation** into a **scientific process** with our Future Fit Framework.



1 Product Discovery
discover business needs and turn bold vision into practical strategy

2 Experience Design
craft the product experience to ensure a smooth journey

3 MVP
supporting engineering during the build

4 Scaling up
helping you to scale with design sprints & data-driven insights

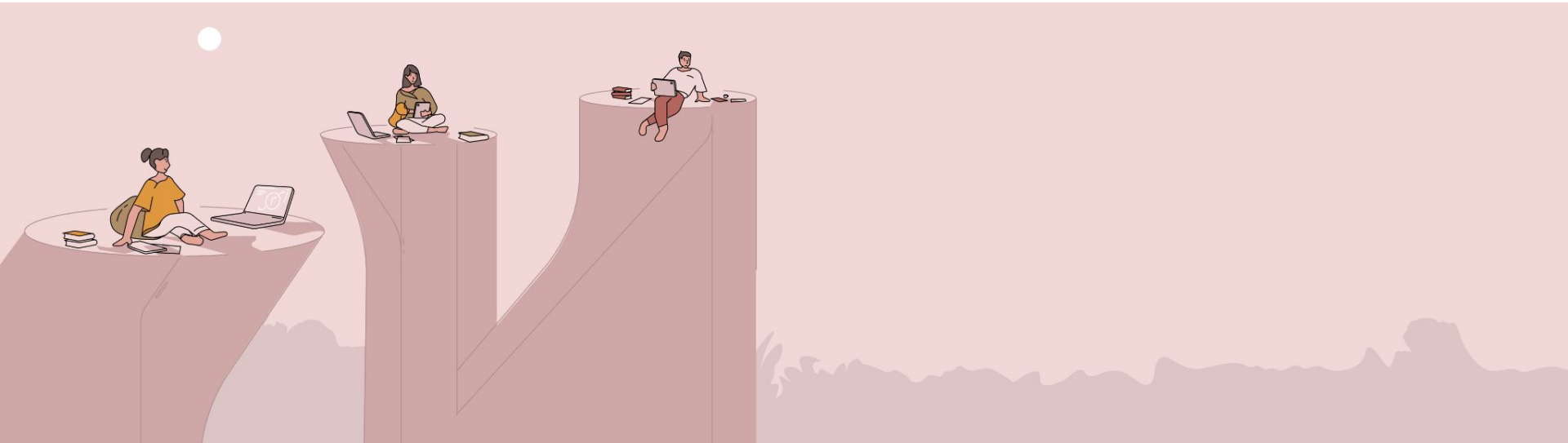
benefits of our Future Fit Framework

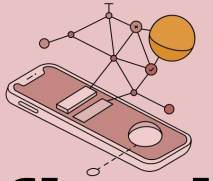
- **business viability**
  during discovery, we make sure we define the right business goals and design with those in mind

- **tech becomes an enabler during design**
  our designers only create things which can be implemented. We are pragmatic innovators, meaning we focus on viability just as much as usability.

- **KPIs are at the core**
  shape this customer experience with a proactive, strategic approach. Our expertise is connecting the dots between business outcome and user needs.

02b
à la carte design





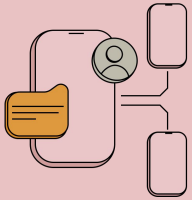
flexible options for mutual design delivery

In this section, we outline **three different models** of how we can work together.

Whether the deliverable will be conducted by Supercharge or by you, the efforts will still involve both sides in a collaborative way.

Supercharge work will be done with the same collaboration and reviews as we would do with a full design approach. In the case of you doing work, Supercharge can still support.

We've delivered successful engagements within each of these structures - we can collaboratively **align on the desired approach** and fine tune as needed.



interactive prototype

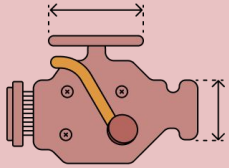
an engaging prototype thats brings the main use cases of the product to life

We believe that the best way to innovate is to deliberately mix the strategic with the very practical. Most product concepts sound abstract until they exist only on paper but just a few taps into a prototype and they turn into a believable experience. Creating prototypes is all about making ideas tangible, and what is tangible also becomes testable - a foundational idea of design thinking. No matter if your goal is validate your concept with users, to better convince stakeholders, or to further your team's thinking process - creating a prototype is an immensely helpful tool.

we build the prototype that serves your needs the best:

- **low-fidelity prototype:** showcasing the key aspects of the product in the form of a clickable prototype, not aiming to look fully realistic as the goal is to make the idea come alive

- **high-fidelity prototype:** its aim is to create the illusion of a real product, including final product grade visuals, branding and more elaborate interaction design



product concept validation

in-depth interviews utilising an interactive prototype to solicit feedbacks

Running concept validations before you commit to build a product is probably the best investment an innovator can make. It will help you fine tune your offering to better resonate with your target users and achieve a better product-market fit before you spend on implementing anything. The best way to get feedback is to stage the experience of the new product - we will prepare a realistic, interactive prototype to do just that.

the goal of this qualitative research:
test the product concept at the end of the design phase to get customer feedbacks and pinpoint areas that can hinder the product's adoption.

recommended methodology
1 hour in-depth interviews using an interactive prototype to demonstrate the product concept

recommended nr. of participants
8 people, ideally existing users

Product Design & Service Design

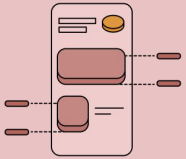
Getting the evidence you need to design your service

We believe in evidence based design, and this evidence needs to come from target users: we ensure with multi-stage user research (depending on the project) that our product concept matches with customer needs and the interaction design provides a user-friendly experience. We move with rapid iterations in close collaboration with your experts and decision makers. Constant syncing with our Solution Architects ensures that our plans stay within the realm of feasibility - from technical, budget and timeline perspective.

the goal of this qualitative research:
a clearly laid out structure of the whole product with all the logical details worked out.

recommended methodology
Multiple in-depth interviews using an interactive prototype to demonstrate the product concept

recommended nr. of participants
tbc, ideally existing users



customer and market research

in-depth interviews conducted during discovery to identify customer needs and identify any incorrect assumptions

Building on too many assumptions is always dangerous and often innovators are far from their target customers - mentally or even physically speaking. The fastest thing to break a new product is the lack of foundational customer needs or its inability to conveniently fit into the fabric of a user's everyday life. The best way to avoid this is to dive into the psyche of the future users before the details of the solution take form. We help you do just that with our exploratory user research.

the goal of this qualitative research:
build up the required empathy and understanding towards target users, mapping out their needs, expectations and current product usage. All of this insight informs the following product deep-dive and helps to optimise the value creation engine.

recommended breakdown
8 interviews (1 hour each) and 3 competitors

Artistic Design & User Interface Design

Using a strong visual identity to generate more engagement

Our UI designers take the wireframes and the visual direction and create the final, development ready screen designs. This is when all the little details are added - illustrations, animations - which make the final experience delightful. Our UI designers aren't just visual experts; they have in-depth understanding of platform specific guidelines and craft the screens with a systematic approach. By creating and then utilising UI libraries for each of our projects they don't just ensure that the designs are consistent (which improves usability significantly) but it also helps developers to work efficiently when implementing the applications.

the goal of this qualitative research:
To create clickable prototypes that result from this phase are perfect tools for our Product Strategists to run usability tests with customers and fine tune interaction details based on the observations and feedback gathered.

03
our technical approach

this is how we engineer software

Balancing lean and robust

We always design a software architecture that is “just right” for your goals.

Practical, outcome focused agile

We use rituals to structure the work, but we stay flexible in picking the right process for every project.

High code-quality without compromising development speed

Powerful mix of automated checks and peer reviews to produce simple, clean and reusable code.

Software that works in reality

We integrate as soon as possible to enable early end-to-end testing and iterations.

Double layered Quality Assurance

We test the software with automated tests and manual QA as well, following documented test scenarios

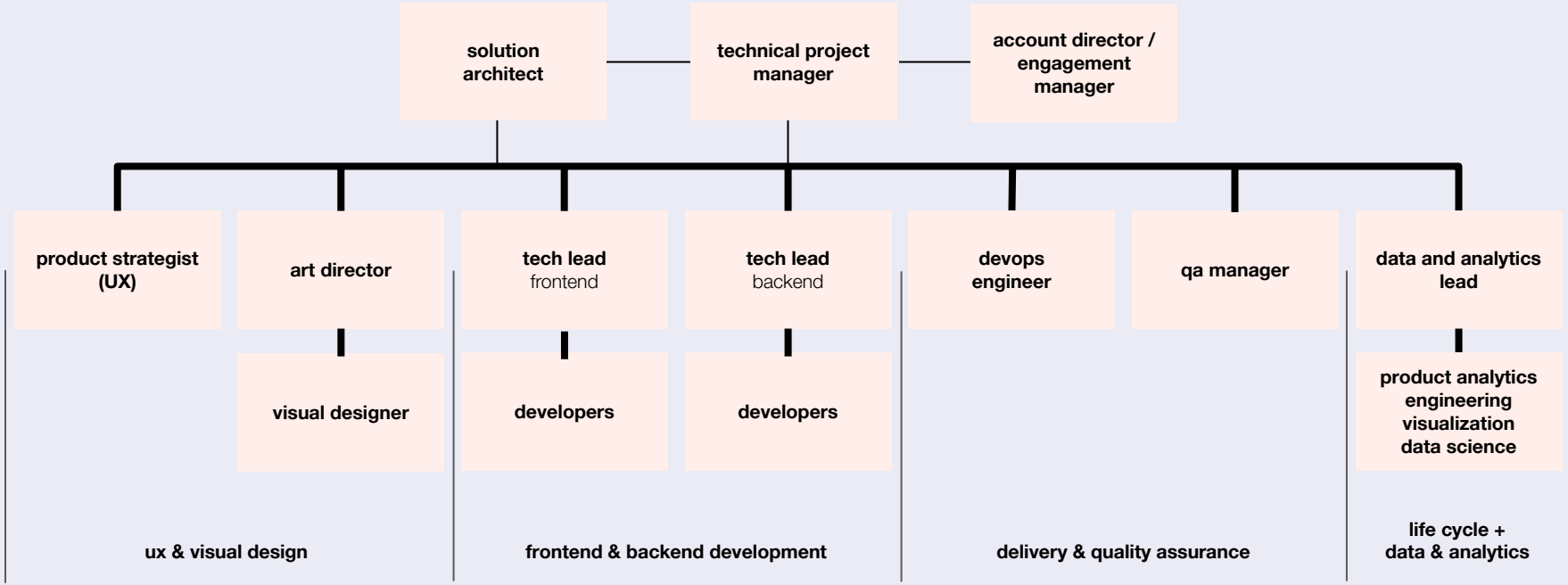
Secure by design

We don’t reinforce our work after its done, we build it for security from the ground up.

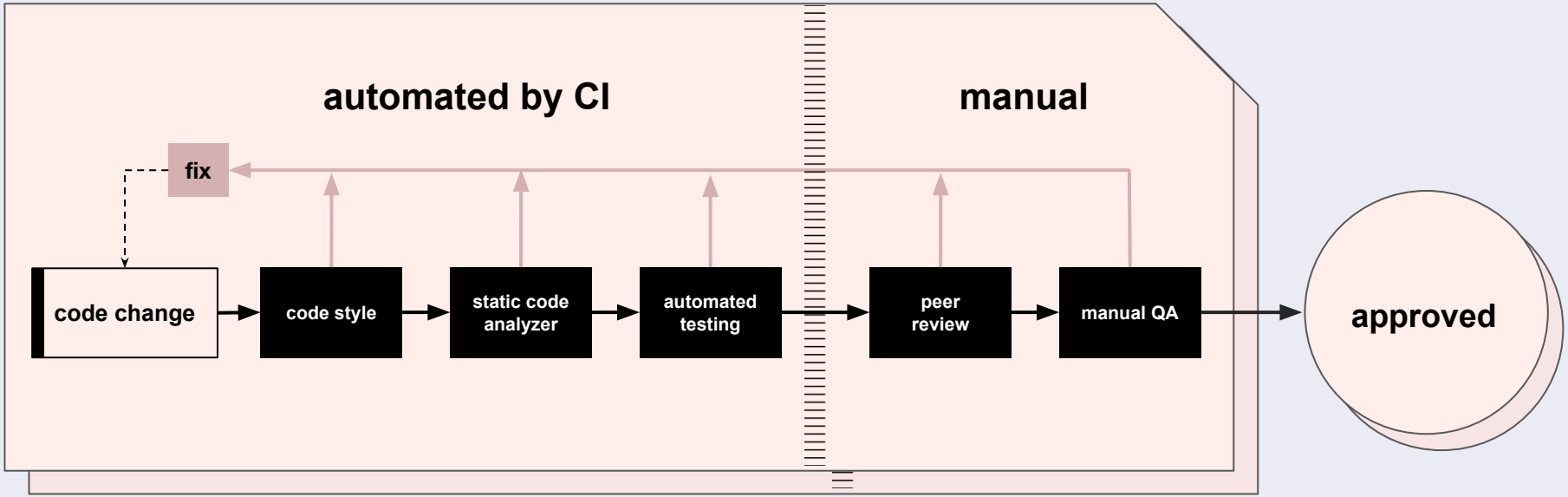
team setup

We work in **close-knit, multifunctional teams** to make sure your product innovation will be a success.

This is an exemplary team setup if all experts would work on the project from our team.



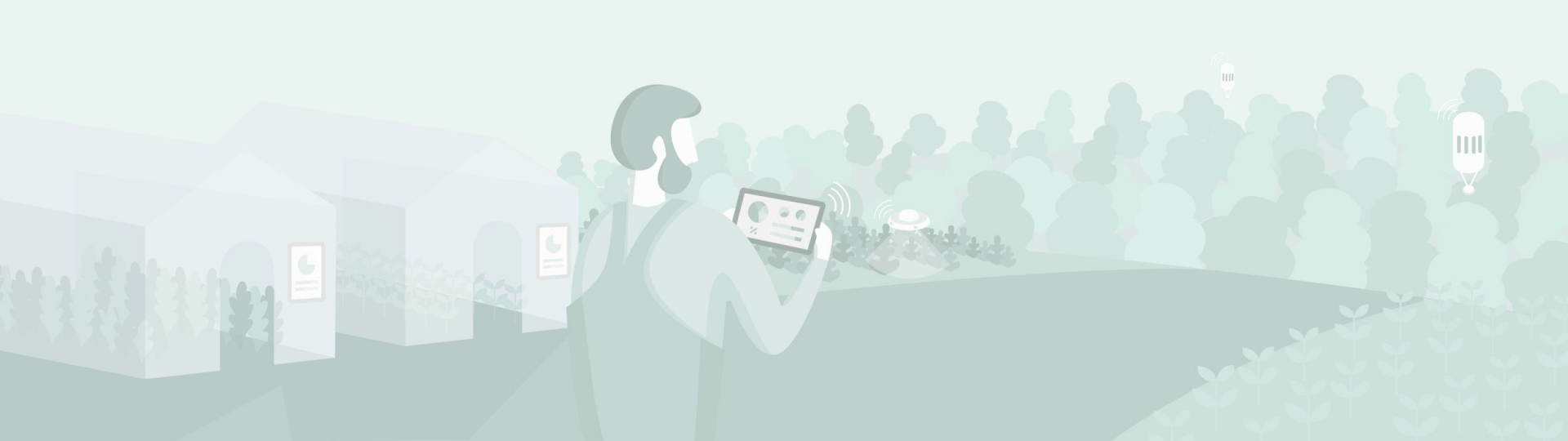
efficient quality assurance at every step



benefits to this approach

- a high quality, **future-proof codebase** to ensure less maintenance over the long-term
- **quick updates** without compromising stability especially given the large number of market-specific customisations required
- **easier changes** to existing or additional features due to our modular architecture both on frontend and backend
- **low number of bugs** and **shorter UAT** periods thanks to the high code quality & thorough testing
- all the above adds up to **decreased opex costs**

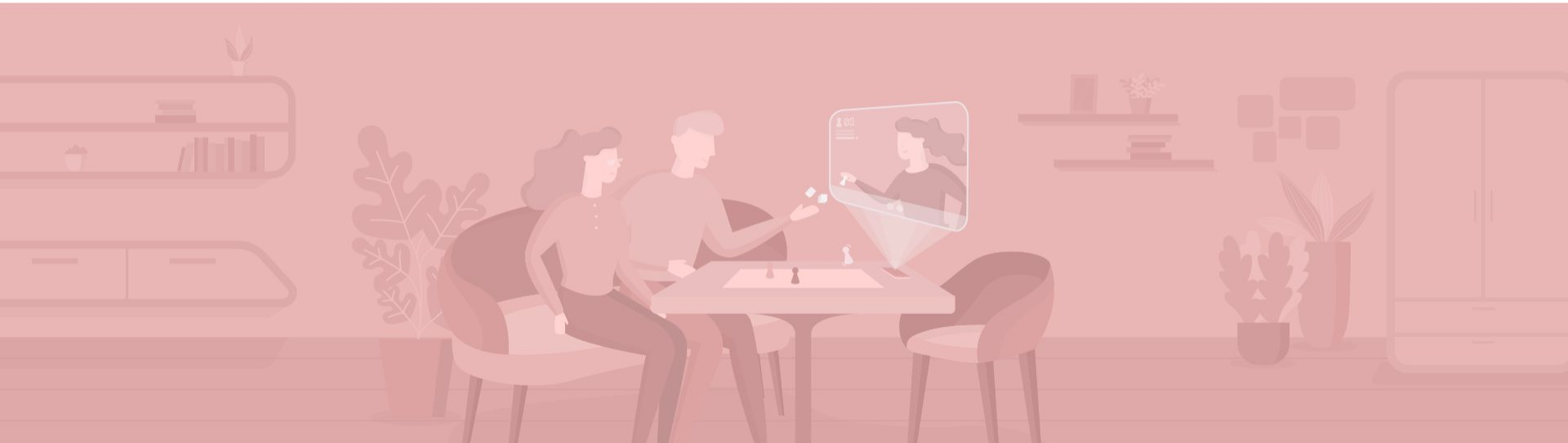
04
ongoing support



ongoing support models

- support
  - L1 - 24/7 support
  - L2 - 24/7 support
- ongoing development/maintenance
  - end to end partner
  - team augmentation

05
references



Transport for London

agile development for London's integrated transport authority

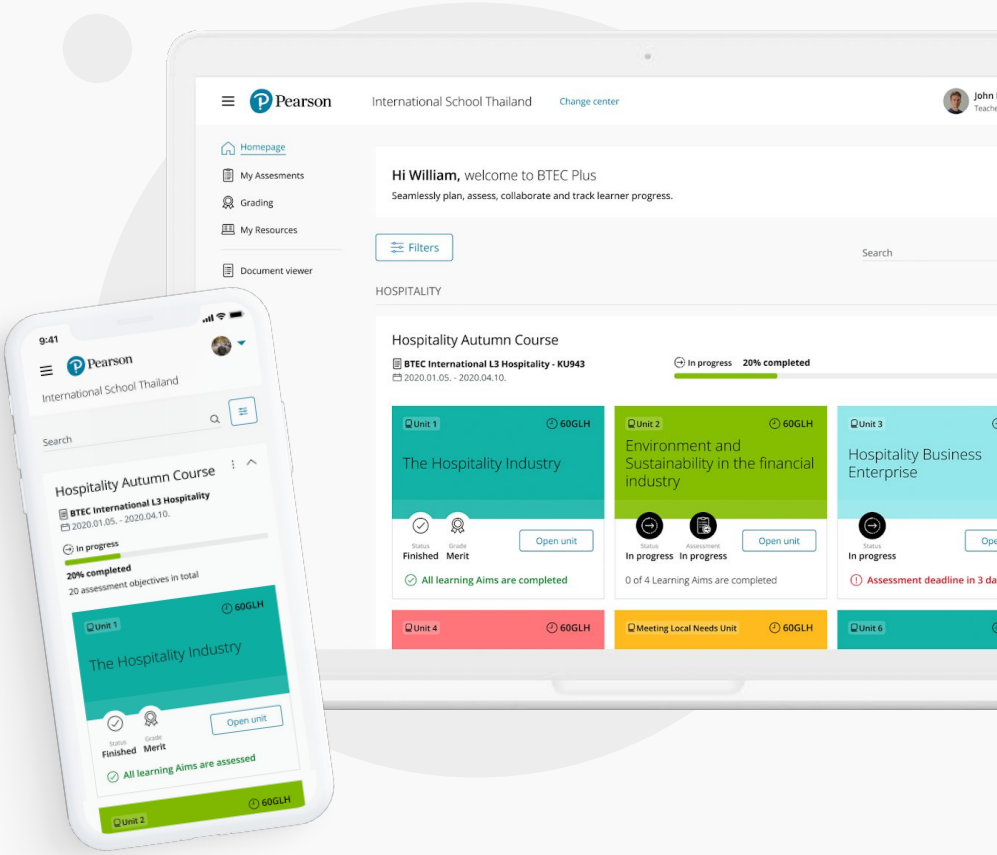
We work with TfL as part of an agile software development programme, providing **native iOS & Android innovative mobile services** .We are successfully delivering highly important and publicly visible software and systems, in a consistent manner. The project scope is confidential as the product is not live yet.

Pearson

a global education platform

We work with Pearson to create a transformative product for education centres around the world. Built from the ground up in collaboration with Pearson's education experts and education centres delivering the programmes, it will help thousands of people attain vocational skills previously inaccessible to them.

- **Onsite user interviews** in Thailand and Dubai to learn the education centres' requirements
- **Full service design of the end-to-end platform** crafting the vision for the product
- Integrations with new technologies to Pearson such as **SSO** and **plagiarism checkers**.
- **Consulting on wider programme changes** to revamp the entire assessments and quality assurance processes



SUPER
CHARGE