

SUPERVENTIONS

GET YOUR BUSINESS INTO HUMAN-CENTRED SHAPE

A SUPERHUMAN product

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ABOUT SUPERHUMAN

Superhuman Ltd is a consultancy specialising in human-centred business: we design businesses that are aligned to the needs of real customers, giving them the best chances of commercial success.

Our unique toolkit has been honed over 20 years working on digital products and services. These tools help you structure your business from many angles:

- > Understanding the commercial and technological landscape
- > Focussing and prioritising ideas and features
- > Establishing foundations to guide decision making

The toolkit is fully modular, enabling us to apply only the tools that will bring the most value to each of our client businesses. We don't believe in wasting your time or ours.

Our documentation is lean and fit for purpose too: we strive to make everything as simple as possible - but no simpler.

WHY SUPERVENTIONS?

Superventions are a range of pre-packaged consulting engagements specifically aimed at startups.

Your runway is limited and you need to make sure your product is right. And making a great product isn't just about bringing your ideas to life - it's about what customers find valuable.

We map your ideas and your product against market trends and customer needs, identifying win-win areas where both customers and commercials benefit, giving your product the best chance of success.

Superventions are available at three levels, all of which leverage the basic Superhuman Toolkit. Add-on modules are available to ensure you get the outcome you need.

WHO'S IT FOR?

SUPERVENTIONS FOR THE DIFFERENT STAGES OF YOUR BUSINESS

EARLY STAGE

You've got an idea. Maybe you've got some technology too. You're onto something but the path is still somewhat hazy. We can help you sharpen your focus and clarify your proposition.

Practical outcomes

- > Clear boundaries for an MVP
- > Understanding of your customers, their needs and a framework for customer messaging
- > Substantive brief for UX and development teams
- > Stronger pitch for investors

GOING TO MARKET

The core of your proposition is defined and you've got a runway. Now you need to make sure the product that launches is the one that will win you the most customers and the best growth. We help you evaluate where you are and ensure your priorities and experience are set to deliver what your customers need.

Practical outcomes

- > Clear understanding of how the product meets the needs of your market (or doesn't)
- > (Re-)prioritised framework for delivering the best product/ market fit
- > Tools to prioritise planned and new features and functionality

PIVOTING

Your product is in market but it hasn't quite worked out as planned. You need to re-think where you're going, and you need to do it quickly.

Practical outcomes

- > Revised outlook on the problem space and proposition
- > Understanding of how existing assets (intellectual, technical and otherwise) can be redeployed to create more value
- > Plan for re-development

PREPARING TO SCALE

Your MVP has got some traction and it's time to scale. This is a great time to assess your product and experience against the competition - making adjustments will never be easier than it is now, and small changes can bring big rewards.

Practical outcomes

- > Realistic look at how you measure up and where your opportunities are to 'leapfrog' the rest of the market
- > Strong framework for making decisions and prioritising new & planned features & functionality
- > Ability to measure success against real customer needs

HOW IT WORKS

IT'S ALL ABOUT COLLABORATION

WORKING SESSIONS

1

We believe that collaboration is the key to moving quickly toward workable, sustainable solutions. Each Supervention includes at least two half-day working sessions.

In the first session, we get to know you, your product, your vision and where you are in your process. Based on this, we will recommend and agree the tools we'll apply to your Supervention. And we'll get started working with them right away.

In the second and third sessions (available in the M / L packages), we introduce further tools that build on the work we've done to date.

In the final session, we review the tools and frameworks we've drafted and work with you to create a plan for moving forward to deliver on your vision.

2

HOMEWORK

Collaboration doesn't end when we leave the room. We need your knowledge and expertise to provide input for our tools and analyses. At the end of each working session, we will agree Homework to take us forward - you provide input and we provide insight, analysis and structure.

We can't deliver without you - this homework is every bit as critical as being present in the working sessions.

Our homework will be to frame your inputs in our tools, analysing and identifying gaps and opportunities as we go. Each Supervention includes enough time for us to get through a fixed number of tools.

Each Supervention also includes check-in time for us to review your inputs and give feedback or guidance where it's needed.

DELIVERY

3

At the conclusion of our final session, we'll hand over all the completed tools to you, along with any other notes, photos or other materials we produced or captured during our time together.

All documents will be handed over in PDF and Omnigraffle and will be suitable for printing and hanging on the wall for reference.

4

ONGOING SUPPORT (OPTIONAL)

Some of our clients elect to continue working with us on a retainer basis. Tasks involved in this might include periodic strategic or planning check-ins, help with organisation planning or screening and hiring staff, or more hands-on design leadership. These agreements can be discussed at the conclusion of our Supervention.

WHAT YOU GET

THE BIGGEST POSSIBLE BOOST FOR YOUR BUDGET

WEEK 1

WEEK 2

WEEK 3

WEEK 4

2 tools

S

£3,000*
\$4,500

INITIAL WORKING SESSION

- > Get to know you
- > Select the tools for your engagement
- > Dig into the tools

HOMEWORK & CHECK-IN

FINAL WORKING SESSION

- > Review, discuss & amend the tools
- > Collaboratively create multi-tiered plan for moving forward
- > Handover & conclusion

4 tools

M

£6,000*
\$9,000

INITIAL WORKING SESSION

- > Get to know you
- > Select the tools for your engagement
- > Dig into the initial tools

HOMEWORK & CHECK-IN

WORKING SESSION 2

- > Review work from previous week & homework
- > Introduce second round of tools & dig in

HOMEWORK & CHECK-IN

FINAL WORKING SESSION

- > Review, discuss & amend the tools
- > Collaboratively create multi-tiered plan for moving forward
- > Handover & conclusion

6 tools

L

£9,000*
\$12,000

INITIAL WORKING SESSION

- > Get to know you
- > Select the tools for your engagement
- > Dig into the initial tools

HOMEWORK & CHECK-IN

WORKING SESSION 2

- > Review work from previous week & homework
- > Introduce second round of tools & dig in

HOMEWORK & CHECK-IN

WORKING SESSION 3

- > Review work from previous week & homework
- > Introduce third round of tools & dig in

HOMEWORK & CHECK-IN

FINAL WORKING SESSION

- > Review, discuss & amend the tools
- > Collaboratively create multi-tiered plan for moving forward
- > Handover & conclusion

* all prices ex VAT

THE SUPERVENTIONS TOOLKIT

TOOLS TO SUIT YOUR JOURNEY

FRAME IT UP

Opportunity Canvas
DNA
Customer Typology

MAP IT OUT

Experience Map
Task Analysis

PLOT A COURSE

Strategic Roadmap
Swim Lanes & Tasks

TAKE STOCK (OPTIONAL)

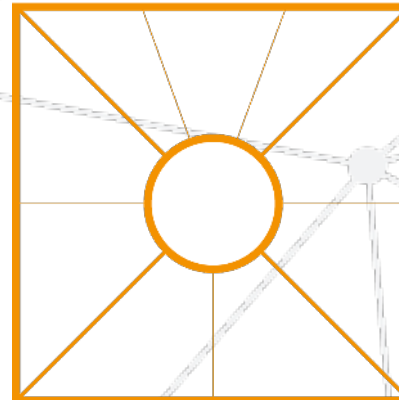
Heuristic Evaluation
Competitive Evaluation
Experience SWOT

FRAME IT UP

UNDERSTAND THE LANDSCAPE AND YOUR BUSINESS' PLACE WITHIN IT

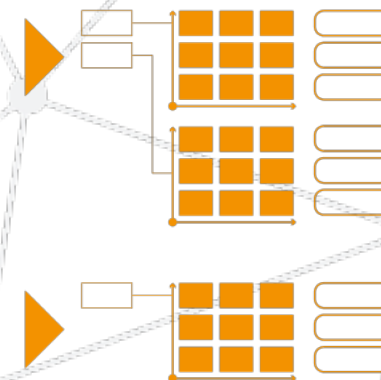
OPPORTUNITY CANVAS

Frames a problem space in terms that help evaluate its suitability as the focus for a proposition or product. Captures trends, competitors and adjacencies, unique advantages and risks, customer value, assumptions and more.



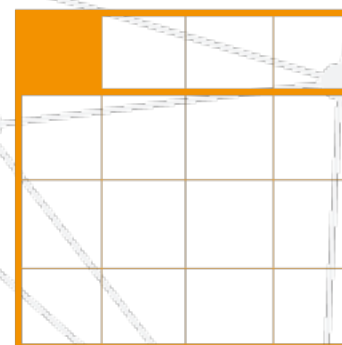
CUSTOMER TYPOLOGY

Identifies key customer types, their core motivations and the proposition statements that address them. Provides a basis for user testing and research, interaction models, branding and communications and more.



DNA

Captures the core values of a business and translates these into customer value statements, cultural principles, product standards, interaction principles and more. Provides a basis for brand development and overall decision making - like biological DNA, it defines how every aspect of your business will develop.

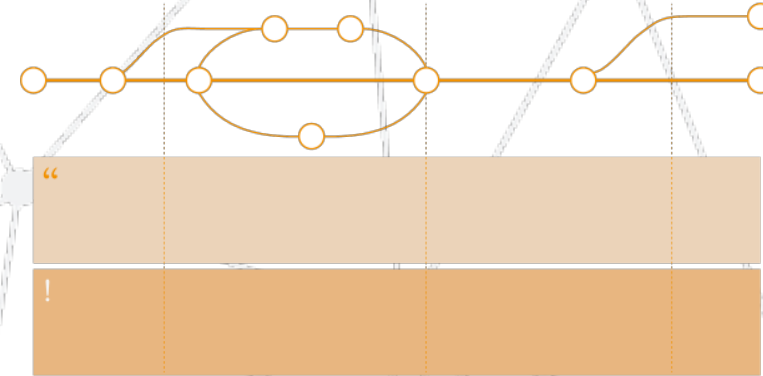


MAP IT OUT

UNDERSTAND THE PRIORITIES - FROM THE CUSTOMER'S POINT OF VIEW

EXPERIENCE MAP

Shows the big-picture view of how the customer experiences the product before, during and after engaging with it. Includes adjacent activities and external points of impact. Captures needs, special considerations and barriers. Provides a powerful overview of the customer's perspective as well as a basis for experience design. Uncovers commercial opportunities by identifying external partnership opportunities that can enhance the product and drive additional revenue



TASK ANALYSIS

A more detailed view of specific tasks or activities users will engage with as they use the product. Captures the user's perspective of priorities, value and equivalence - which is usually different to the technical complexity or software-development view. This makes an excellent basis for testing and planning as well as UX design.



PLOT A COURSE

PRIORITISE FEATURES AND PLAN ACTIVITIES

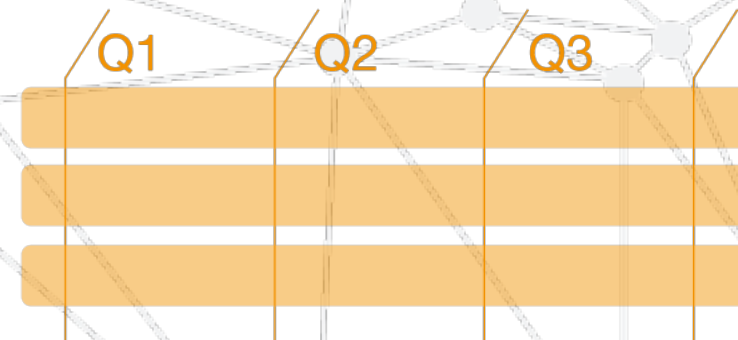
STRATEGIC ROADMAP

A customer-centric tool for prioritising features and functionality. Provides a basis for sprint planning and helps identify opportunities to 'leapfrog' the competition by making good decisions early on.

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	”	”	”
1			
2			
3			

SWIM LANES & TASKS

Captures the next steps and activities required to carry on with design, development and strategy to deliver the vision captured within the other tools. This will be collaboratively created on a white board and delivered as a photo of that board together with a hierarchical list of activities and tasks.



TAKE STOCK

ADD-ON MODULES TO EVALUATE WHAT YOU'VE BUILT AND IDENTIFY OPPORTUNITIES

HEURISTIC / COMPETITIVE EVALUATION

Rates a product against an agreed-upon set of heuristics (based on customer insights, user typology or other user-centred criteria), identifying strengths, gaps and opportunities. Can be expanded into a competitive evaluation.

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EXPERIENCE SWOT

Based on a heuristic evaluation or other available data sources, this identifies strengths, weaknesses, opportunities and threats from a customer-centric perspective, providing ideas to feed into the Strategic Roadmap or other planning tools.

READY TO GET STARTED?

GET IN TOUCH TO SCHEDULE YOUR INITIAL SESSION

ABOUT LOUISA

Louisa is a design, strategy and innovation leader. Over the past 20 years, she has been part of the development of many technologies that are now considered commonplace. As design director during the first dotcom boom, Louisa led the design of some of the first digital consumer projects for banks, healthcare companies and government services. She was executive director for BBC future platforms when iPlayer was released. As global head of strategy for international design agency Fjord (now part of Accenture), she was responsible for trends and thought leadership, as well as working on award-winning projects such as Bonnier Media's News Plus, which reinvented the newspaper for the touch-screen era. She founded Superhuman in 2013 to focus on the human aspects of the digital future, and works with clients large and small to align business planning and technology with the needs of real people.

Louisa is also a highly regarded speaker on topics such as the future of technology, technology and society, strategic and product development and planning, personal identity in the digital age, big data, screen-less interfaces (the IoT), AI and design education.

GET IN TOUCH

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