

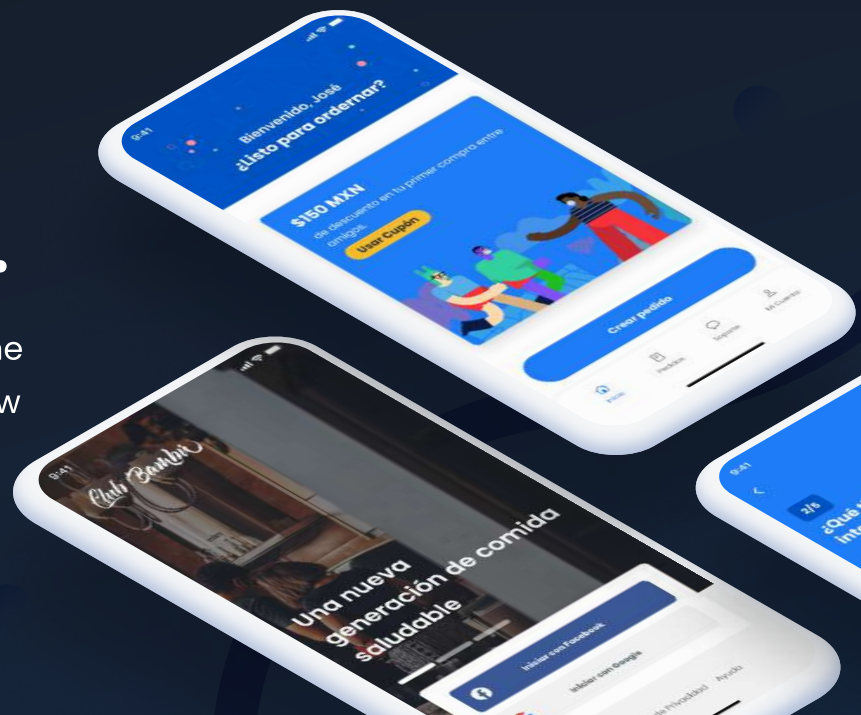
Case study Raizen labs

Bambú Market.

RAIZEN

Bambú Market.

How Bambú Market used RAIZEN and the Design Sprint Workshop to test their new product idea.



Challenge

About Bambú Market

Bambú Market is a successful online platform that provides its customers with a variety of very tasty healthy food, made especially for them and delivered directly to their homes.

“A new generation of healthy food”. Where you can find a wide variety of dishes from salads, tacos, hummus, pizzas and even healthy burgers.

As food delivery service became a more competitive space, Bambú Market sought to amplify its business accessibility. It reached out to RAIZEN as they were looking for the right partner to quickly validate and test their idea with the proper foundation on what the end-user needs and wants.

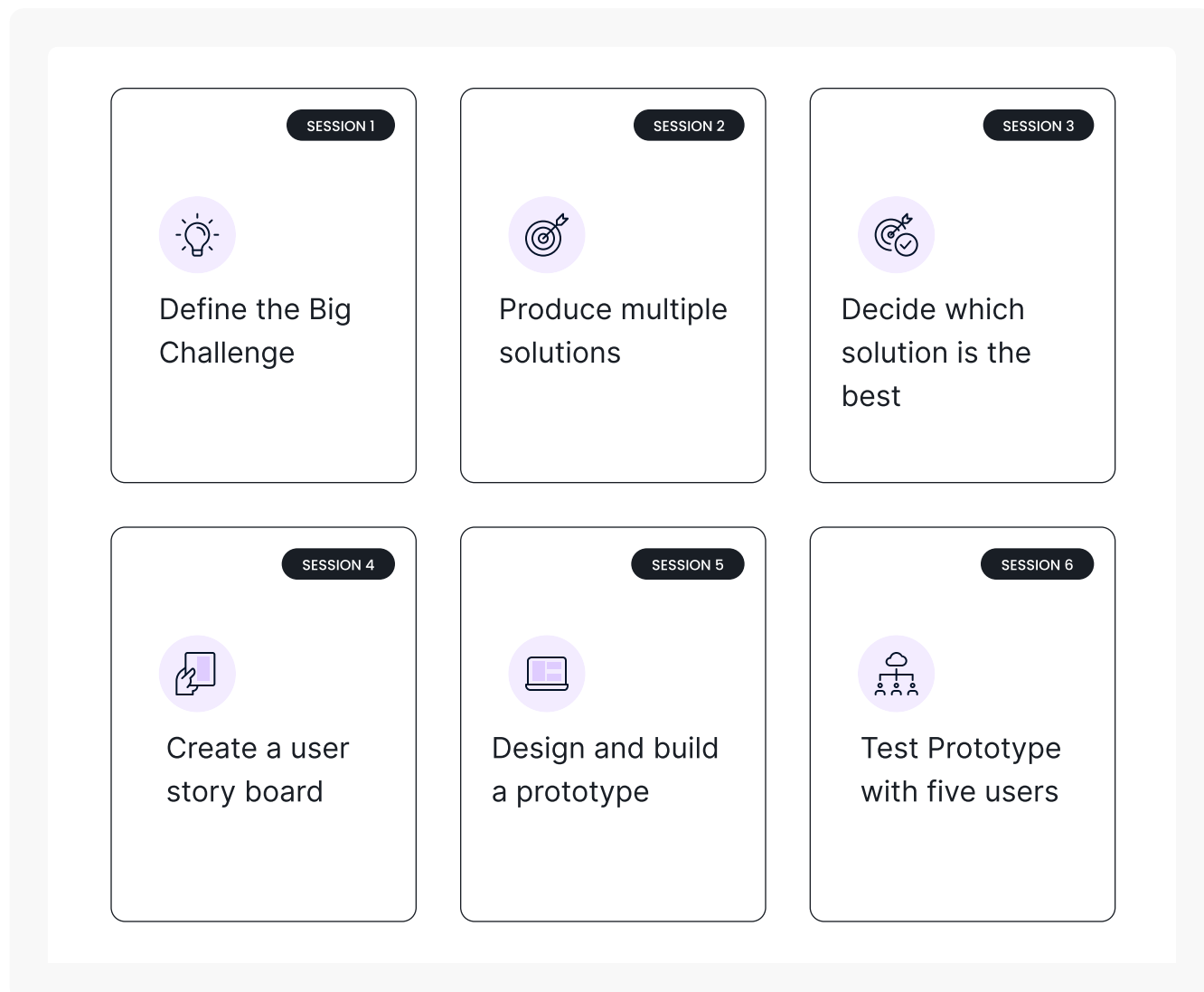
How we did it

We used the Design Sprint.

A multi-session process for solving big challenges, creating new products, or improving existing ones. It compresses potentially months of work to less than two weeks.

The goal is to decide on a challenge to tackle, ideate a solution and test it with a prototype.

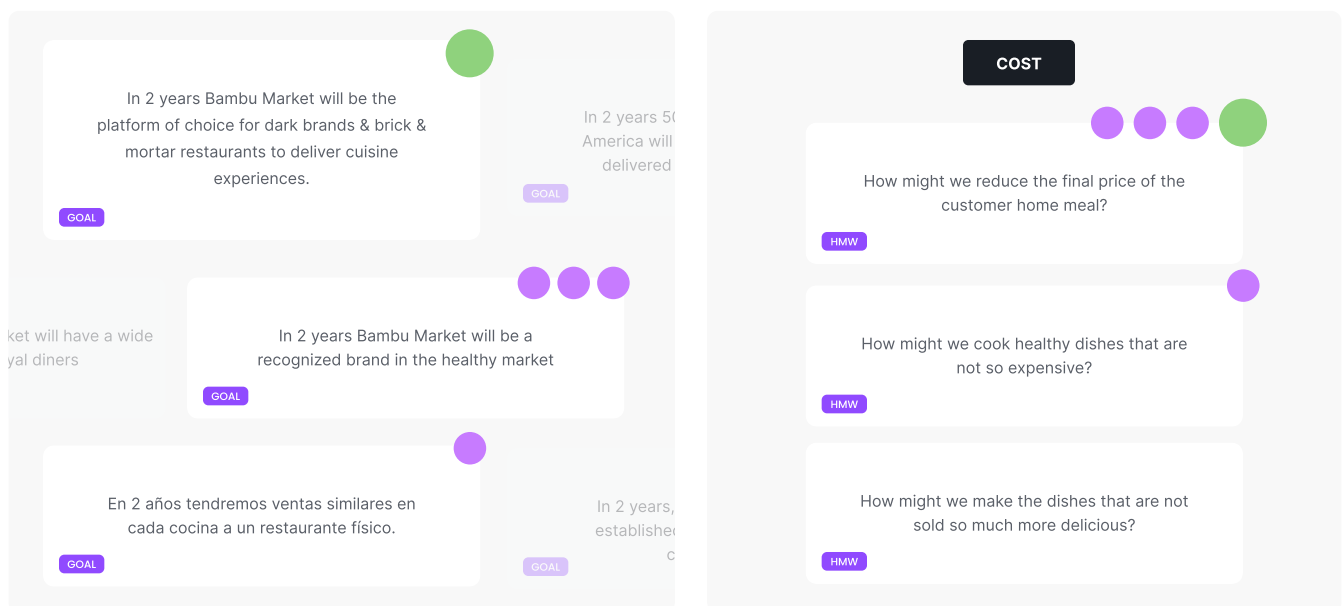
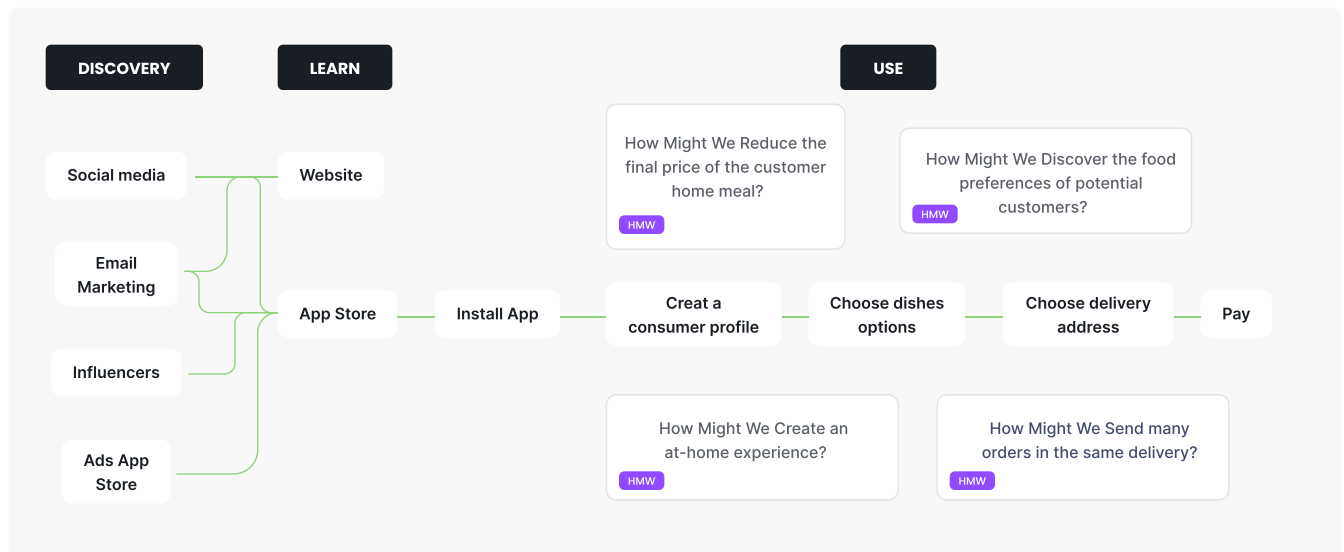
The steps we follow in the Design Sprint to reach this goal are:



What we did Approach

In Session 1 & 2:

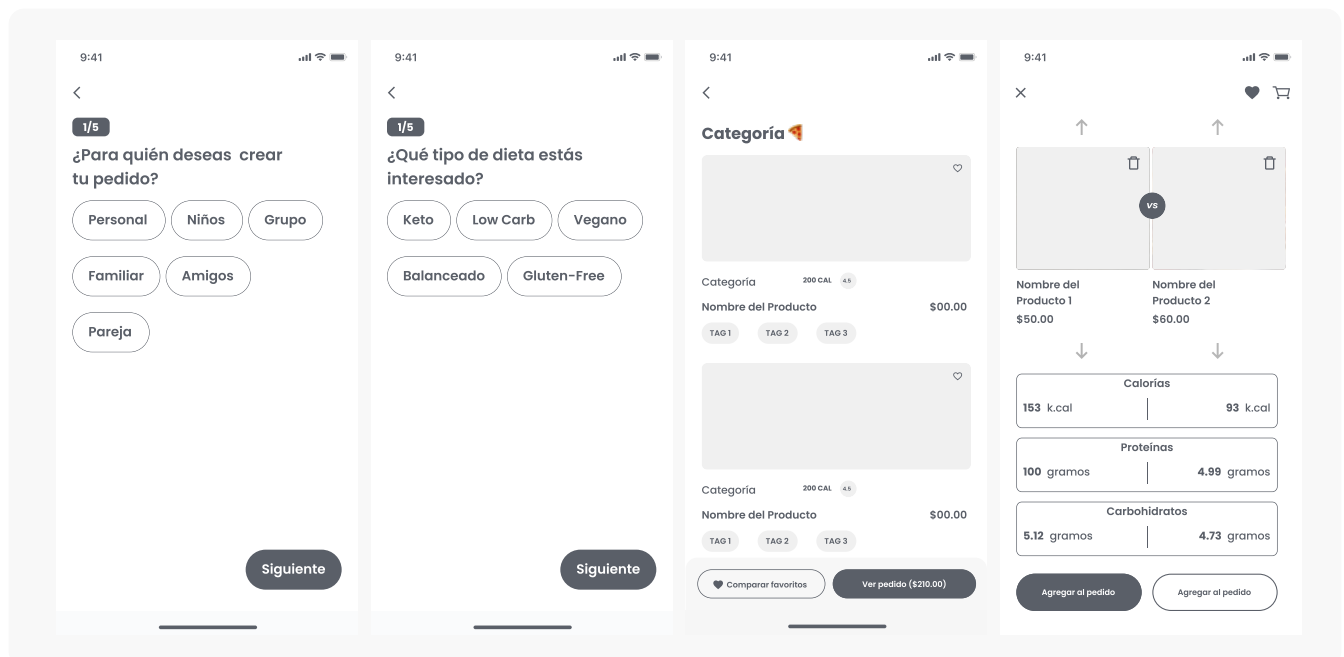
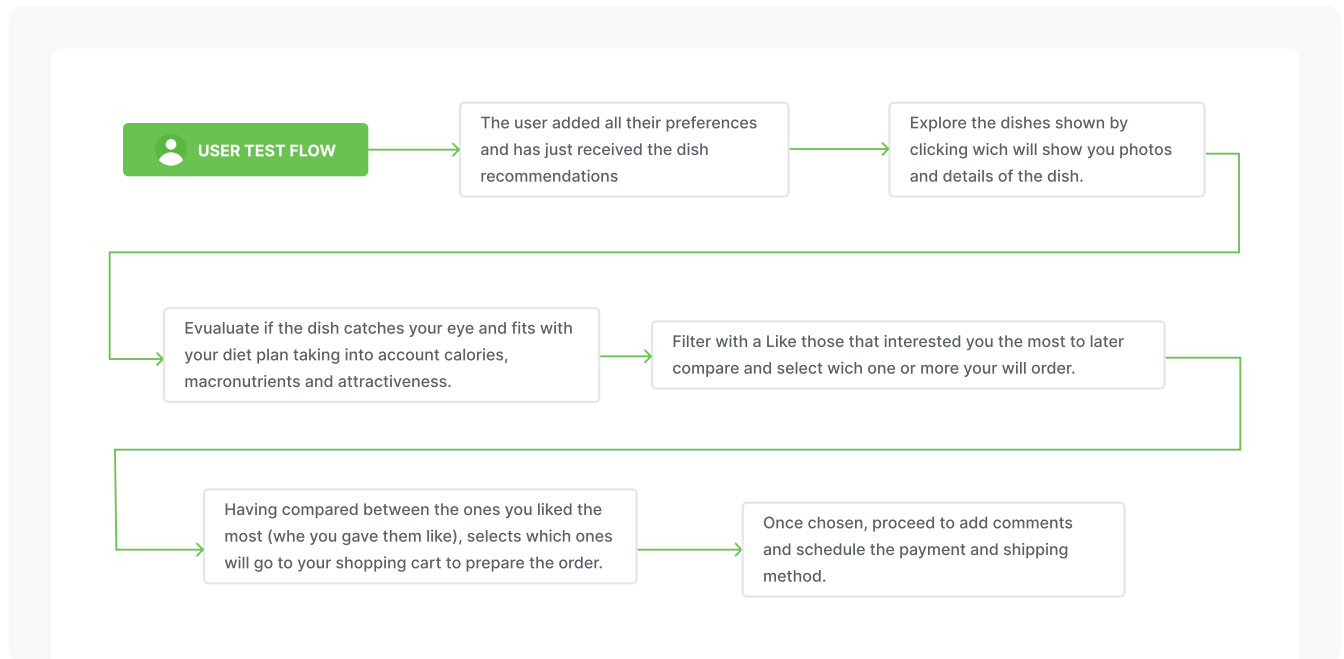
We went through several exercises to find the key challenges that we should tackle first; with the goal of building momentum and a foundation for the project to continue on with. We also, individually, created several potential solutions to our challenge.



What we did Approach

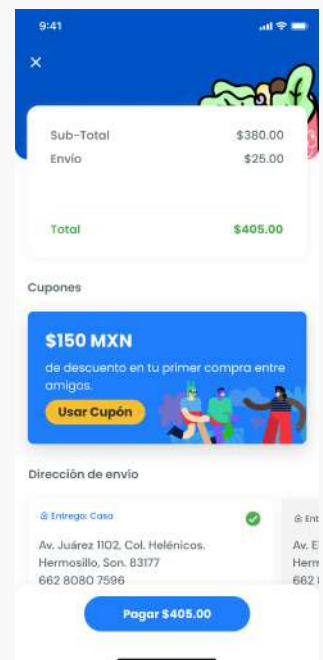
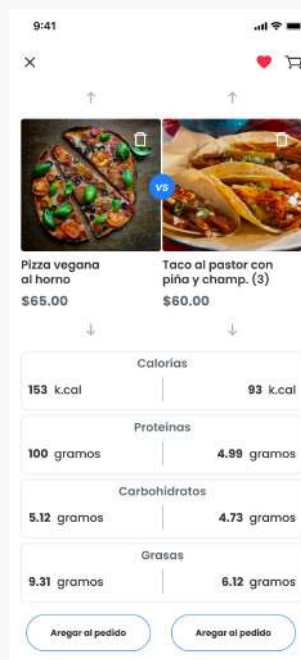
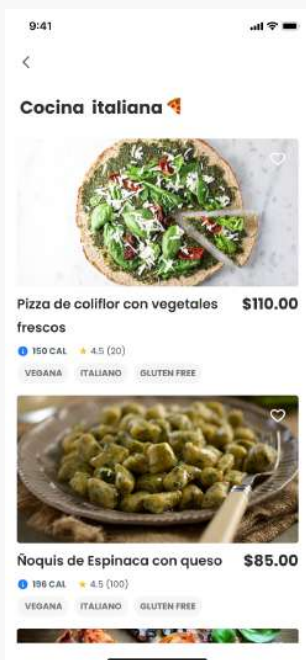
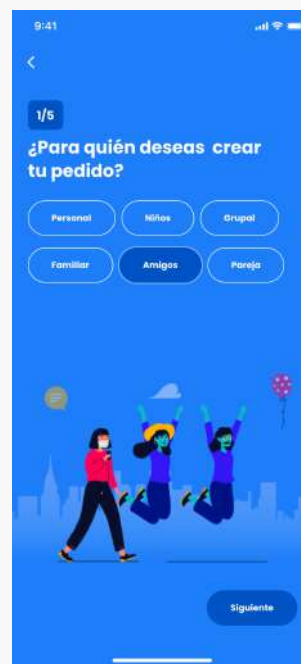
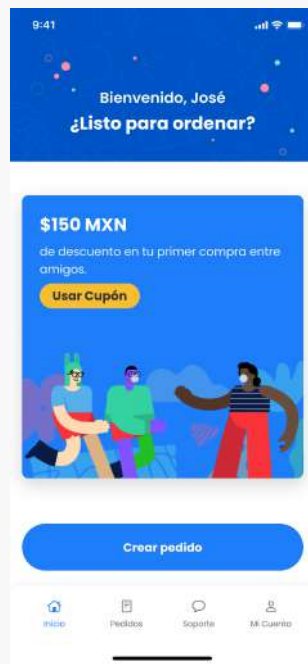
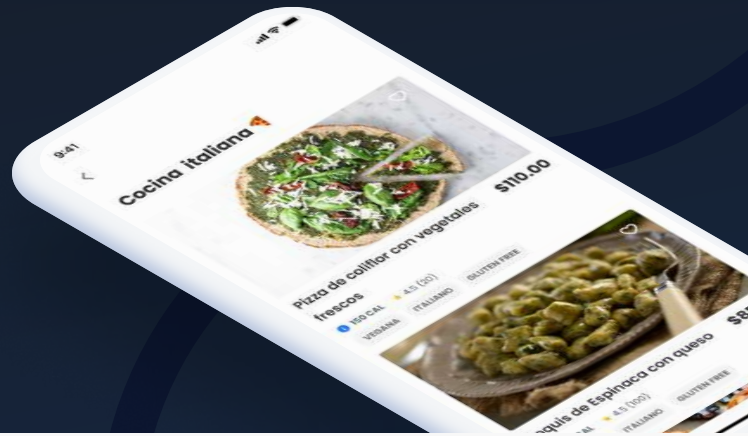
In Session 3 & 4:

We spent time reviewing and voting on the solutions we all created and decided which ideas we want to experiment with to solve our challenge. Once we made a decision, we created a detailed storyboard for the prototype.



Prototype.

Our product team bent time and space to create a high fidelity prototype in only a few days and scheduled the users for the user interviews, where we tested the prototype with five potential users



User Test

Interviews

What we learn...

The purpose of interviewing real users is to learn by watching them react to the prototype.

The Bambú Market app prototype was very well received by all the users that participated during the tests, from the onboarding to the purchase order, everything went smoothly. The look and feel of the prototype attracted a lot of attention, giving a lot of clarity about the elements.

Here are some main data gathered from the interviews:



4 out of 5 users mentioned the interface is more user-friendly and clearer than the competition.



3 of 5 users showed interest in the series of questions at the beginning, however, questions need to be reformulated in order to be more effective and clear.



4 out of 5 users mentioned an interest in having a quick search option.



There was great interest in nutritional information and comparison views of the dishes available.

Challenges and Conclusion

Results

In the end, Bambú Market made significant, sustainable improvements to its business strategy. They decided to choose a big challenge as developing a mobile app for their clients, testing this risky idea and allowing the optimized sprint process to deliver the best results in the least time.

Bambú Market now has:

- ✓ A high-fidelity interactive prototype tested by real users.
- ✓ Documentation of the initial research results.
- ✓ Answers to the critical questions defined during the Design Sprint.
 - Can Bambu Market compete on costs / experience vs incumbents? A tentative, yes.
 - Can Bambu Market deliver such a great experience that others seek to emulate or copy it? Yes.
 - Can Bambu Market replace the experience of Uber Eats or similar? A tentative, yes.
- ✓ A specific long-term goal including success metrics for integral alignment.

“In 2 years Bambu Market will be the platform of choice for dark brands and brick & mortar restaurants to deliver cuisine experiences.
- ✓ Recommendations from RAIZEN on the next steps based on effort/impact.

