Digital product design

Digitalisation has changed a lot in the field of product design during the last few years – new types of processes and procedures are being introduced that enable companies to increase efficiency and save costs. Grant Thornton helps you design efficient and functional digital products, services and innovations in eCommerce and self-care areas that add value to your business. By applying a human-centred design process and design thinking standards, we can unlock your business's potential and help it achieve higher revenues.
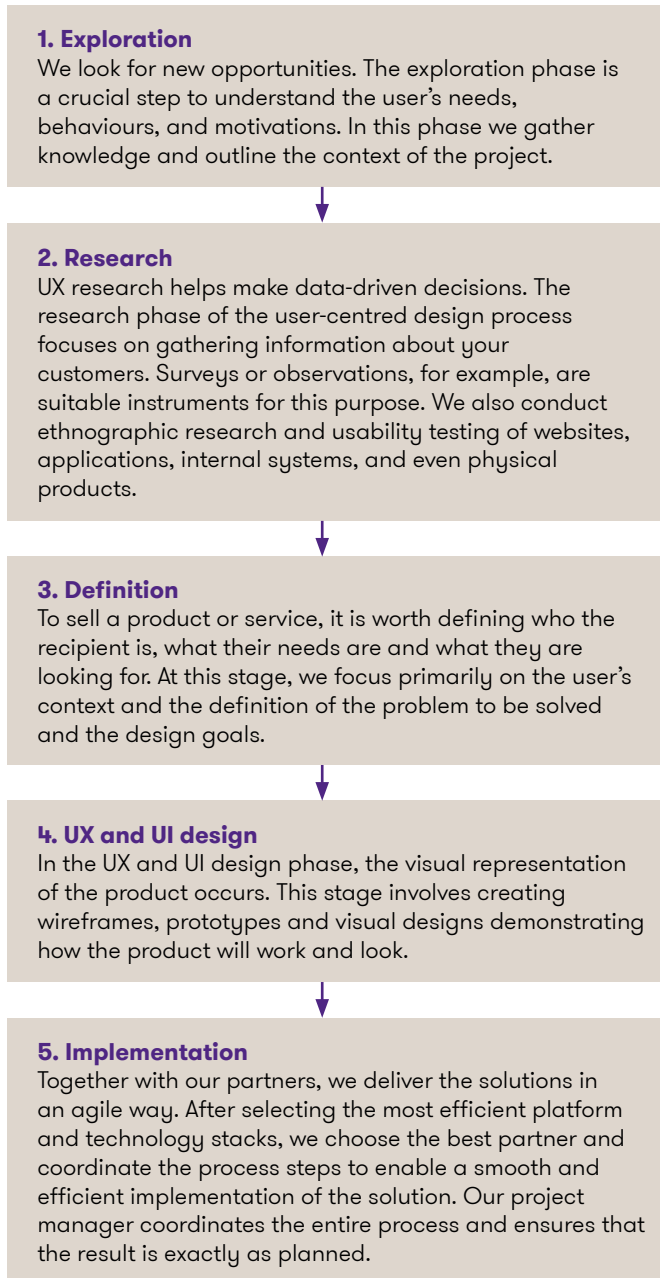

Building digital products

Our approach is to work closely with our clients to understand their business needs and objectives and use this information to develop a product that meets their expectations. The benefits of this process include increased efficiency and an improved user experience at the end. Digital products are highly scalable, making them cost-effective solutions for businesses. By leveraging the latest technologies and design methods, we are able to develop innovative, user-friendly products that help businesses grow.

Our approach and the individual steps are illustrated in the following graphic:

1. Exploration
We look for new opportunities. The exploration phase is a crucial step to understand the user's needs, behaviours, and motivations. In this phase we gather knowledge and outline the context of the project.

2. Research
UX research helps make data-driven decisions. The research phase of the user-centred design process focuses on gathering information about your customers. Surveys or observations, for example, are suitable instruments for this purpose. We also conduct ethnographic research and usability testing of websites, applications, internal systems, and even physical products.

3. Definition
To sell a product or service, it is worth defining who the recipient is, what their needs are and what they are looking for. At this stage, we focus primarily on the user's context and the definition of the problem to be solved and the design goals.

4. UX and UI design
In the UX and UI design phase, the visual representation of the product occurs. This stage involves creating wireframes, prototypes and visual designs demonstrating how the product will work and look.

5. Implementation
Together with our partners, we deliver the solutions in an agile way. After selecting the most efficient platform and technology stacks, we choose the best partner and coordinate the process steps to enable a smooth and efficient implementation of the solution. Our project manager coordinates the entire process and ensures that the result is exactly as planned.

Your advantages
We measure the results and help define new directions for product development. We analyse the organisation's readiness for digital transformation and provide change management for the introduction of new tools and products.

Systemic approach for digital products
The benefits of a systemic approach include an improved user experience, increased efficiency, reduced costs and higher brand recognition. A design system approach aims to create a scalable and sustainable design process, thereby supporting the growth and success of an organisation.

Delivering innovation
A strong design approach helps bring new ideas to life. This leads to a streamlined development process that reduces the time and cost of bringing new products to market. Conducting discovery sprints and experimenting in living labs is a key component of successful innovation.

Products we can develop for you
We deliver the following types of solutions:
- Client portals and self-service applications
- Mobile applications
- Desktop applications
- eCommerce platforms (B2B and B2C)
- Product configurators
- Internal systems (intranets, knowledge bases)

Industries
Our digital product teams have supported clients in almost every industry but along the years we have specialised in the financial (banking, insurance, collections, investment and asset management), healthcare (pharma, hospitals and clinics) and manufacturing sectors.

Experienced research and design team
To provide you with the best possible support, we work closely with our international partners from the Grant Thornton International network. Thanks to this cooperation, we have a design team of 50 experts consisting of:
- Business designers
- UX/Product designers
- Visual designers
- CX/UX researchers and analysts

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