

How intive uses Miro to accelerate business, design, and technology alignment to speed up product discovery

intive at-a-glance

83%

Reduction in the amount of resources needed for Project Discovery

15%

Savings on overhead costs



Reduced unproductive time of a consultant to almost 0

“Miro enables intive to generate more value for clients because it brings people from various disciplines together in one place. Client stakeholders, design teams, product managers, and developers can achieve their unique goals at the same time.”



Michael Ehrnböck
Principal Designer at
intive

Highlights

Problem

Hybrid ways of working brought new challenges to client collaboration and intive needed state-of-the-art solutions to help create a better customer experience for their clients. This need for a new level of collaboration between intive and their clients during the lifecycle of projects called for new ways of working, especially for the initial Product Discovery, where the groundwork for every project is happening.

Solution

intive optimized their client engagement by establishing a digital, convenient, and scalable framework in Miro. This includes intensive workshops in large groups, and short, effective work-sessions in smaller rounds to complete Product Discovery in one place.

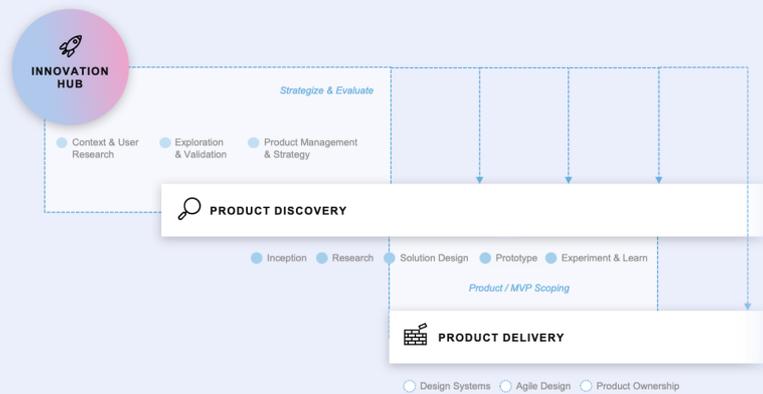
Result

Miro helped intive foster the Product Discovery process by creating stronger alignment between cross-functional teams and tailoring a solution to the individual needs of the client. This resulted in a decrease in consultants needed per project, zero idle time, and savings on overhead costs.

Envision a world where the product manager speaks the same language as the designer, the technical lead and, more importantly, the client. intive is a product design and development provider that collaborates with clients to create purpose-driven innovations and digital experiences. They empower their clients to thrive in a digital world by combining domain expertise, design, and engineering to deliver exceptional products. As a company that works on bespoke solutions for hundreds of clients at one time, intive is all about driving efficiency, productivity, and cross-team alignment.

With over 3,000 employees operating across 21 global offices, intive collaborates with clients across automotive, media, retail, and finance industries to create innovative web and mobile apps, AI-powered tools, as well as cloud and cyber security solutions.

We spoke with four members of the intive team to understand how they've been optimizing their client-facing work and improving cross-functional collaboration with Miro.



The Product Discovery and Product Delivery process for each intive client

Adapting the product discovery for a more holistic business experience

Product Discovery is the first phase of client projects where intive helps to identify or generate the right solution concept, because the client may be unsure what the final product should be and how to build it. In order to understand the needs of the client, intive needed to replicate the physical experience of workshops, pitching, and collaborating with clients when they could no longer travel in person. By bringing the Product Discovery into Miro, intive is able to gather a holistic perspective on business, design, and technological requirements in one place, accessible to everyone collaborating on the project.

Synchronicity is essential during Product Discovery to understand the problem and build your strategic decision to “do the right things.”

This is the foundation for the subsequent “do things right“ in Product Delivery, where the detailing and implementation of the solution happens.

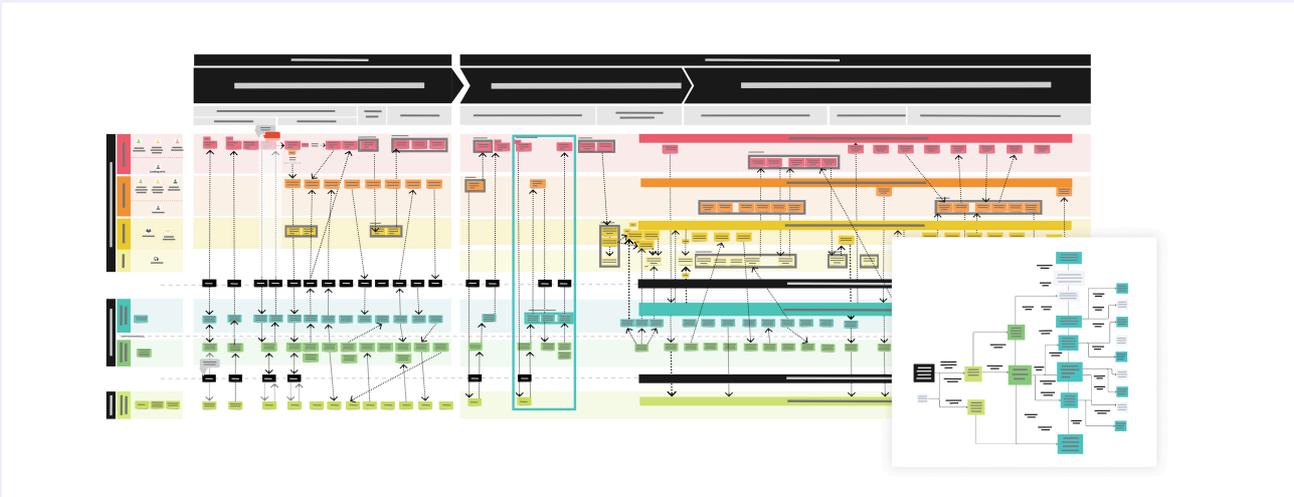
Therefore, the goal of Product Discovery is a profound understanding of client and end-user challenges, the exploration and validation of a solution, and finally a defined scope for Agile development in Product Delivery.

To do so, Miro is the perfect tool to guide through this process. Michael Ehrnböck, Principal Designer describes how intive “created a method set and templates where we can lead the discovery phase within Miro. We define and find out what the best feature set is for the product, what to start with, how to create a roadmap, and we conduct the technical validation within Miro.”

For any client engagement, intive can now bring their clients virtually, no matter where they are, into one Miro board. intive team members use Miro icebreakers at the beginning of each client meeting and do a quick overview of the tool for the client to feel comfortable with the online whiteboard. When all the gathered project information is in the project boards and everyone on the team has access to it, it is easy to get alignment.

As a company that thrives on collaboration and synergy, intive has seen a shift by both design and engineering teams understanding each other’s roles and job functions as it pertains to the project, but also a shift in how the clients collaborate with the consultancy on the project and how transparent the interaction has become.

A “traditional” Blueprint and a C4 software architecture model



intive faced the challenge of creating holistic customer experiences for their clients while still using siloed and cluttered mapping tools that were unable to focus on the needed interdisciplinary product experience perspective.

Ehrnböck shares, “Miro helps us to reduce the separation between client and agency. The client, design, product, and engineering teams are all working together as one team in Miro to create something valuable.”

Marrying business, design, and technology to meet domain expectations

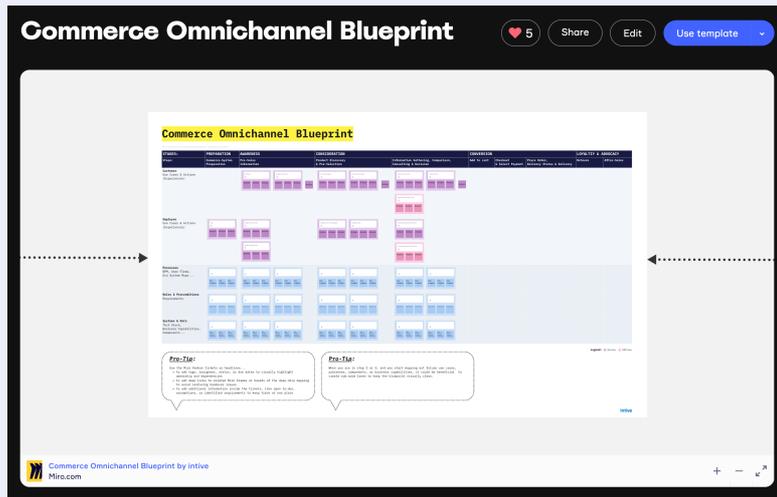
One of the industries served by intive is retail, where consumers' expectations and market pressure continues to rise and the demand for customized holistic shopping experiences has increased. To quickly adapt to these ever-changing requirements, the retail world has shifted towards modular headless commerce so that they can implement changes on the fly, resulting in the widespread use of MACH Architecture.

“The need to react fast, accelerate competitive experiences and boost tech stacks forces commerce companies to change their thinking and doing. A holistic view accompanying different perspectives is the way to tackle these challenges.”



Johannes Dornisch
Head of Innovation Hub + Holistic Shopping Experiences at intive

To meet these newly emerged constraints and underlying client expectations, intive needed a tailored template that gathers the multi-faceted requirements from Product Discovery to Product Delivery. Based on client challenges identified during the “understanding” portion of the workshop, intive would move into the “ideation” phase where they worked to find solutions. Initially intive used a Miroverse Service Blueprint template to hit the ground running, helping them understand the front-stage end-customer journey and back stack organizational processes.



intive created their custom **The Commerce Omnichannel Blueprint** template which helped to meet their clients' and end-users' unique needs.

When they discovered that more specificity was needed for the complexity of their commerce projects, they were able to customize the template to meet their clients' and end-users' unique needs. intive called their custom template *The Commerce Omnichannel Blueprint*. The template levels up the "normal" Service Blueprint with a more multidimensional approach between technical, design, and product teams, allowing collaborative work rather than siloed workflows and processes.

intive can execute with concrete details and actions that get enhanced through the use of online and offline use cases, stronger focus on internal business users and specific and swim-lanes covering MACH tech-stack related requirements.

All in all, the template serves as a single source of truth which increases the product ownership of collaborators. At the same time, it improves time-to-market through the faster identification of relevant use cases and a more lightweight foundation for prioritization, scoping and requirement engineering as basis for further design and tech work before heading over to Product Delivery.

Customizing their blueprint in Miro allowed intive to optimize the process towards omnichannel shopping experiences, in stages for offline and online use cases, decluttering mapping, and continuous iteration during work sessions with clients.

"The Miro template brings all strings together at one glance, provides structure for dependencies and requirements - all framed by the overall end-customer and client's employee journey perspective."



Julia Oberndörfer
Senior Designer at intive

Reducing project costs, increasing productivity, and job satisfaction

All in all, Miro has allowed intive to be more efficient and increase productivity. Before using Miro, the discovery and delivery phases were sometimes overly complex as they could involve up to 30 intive team members.

After integrating Miro into their client onboarding workflow, intive was able to streamline the discovery and delivery work while maintaining visibility across stakeholders. This meant intive can now use smaller, more agile teams of 4-5 experts, reducing overall costs for clients.

Each discovery phase lasts around 6 weeks and the core project team during that time consists of 5 people on average. Such a team had to travel 3 times with a duration of 1-2 days on average. Given trip costs and associated travel times (idle times) this resulted in 10-15% overhead costs saved per Product Discovery because workshops are done within Miro.

Timo Kujawa, Director of Client Engagement describes how intive would travel cross-country or to different regions of Europe where they could complete on max two pitches a week to clients.

Since adopting Miro and reducing travel, intive employees have managed to bring their idle times - normally spent on preparing for the commute and actually commuting - close to zero and potentially hosting two separate client pitches a day.

By digitizing the entire workshop experience and fostering smaller work sessions in Miro, intive is able to produce post-workshop synthesis, structured process documentation and reports quicker than before. Last but not least, since intive employees work from the comfort of their homes, without having to leave home for days, employees are happier, more productive, and have better work-life balance.

"To attract and retain talent in today's labor market its key to offer a maximum of flexibility in the job. Our Flexwork approach includes hybrid and remote work as well as the opportunity to work abroad. Miro plays a vital role in enabling this flexibility while ensuring collaboration, productivity and efficiency at work."

Tobias Oberndorfer
VP Marketing, Head of Corporate Communications and Employee Engagement at intive

Conclusion

Miro has enabled intive to conduct Product Discovery more efficiently and adhere to client Product Delivery timelines which has resulted in an increase of client satisfaction and participation in the entire collaborative process.

The client's engagement in Miro boards and templates with the intive teams allows them to create better products and save overhead costs due to a reduction in travel. intive's ability to use Miro to create connections between teams has helped tear down silos, simplify the complexity of workflows, and mapping that could previously get lost in translation.

"Using Miro makes it easier to take the verbal aspects of ideation and collaboration into a visual experience that makes workflows easier for any team."



Timo Kujawa
Director of Client Engagement at intive

The results of this case study are based on interviews conducted with intive employees and a sample of 3 client projects in Q3 2022. Final numbers are based on extrapolation.

[Learn more about Miro →](#)