

# Create a great digital product in 100 days

Creating compelling digital products and experiences is how you get close and stay close to customers. It's why digital product companies are twice as likely to outperform their competitors and achieve **48% higher revenues**.

Our proven pioneering 4 step approach helps blue chips transform into digital product companies almost overnight.

**Red Badger can help support you to break boundaries, move faster and get it right, first time, in only 100 Days.**

## Step 1

### Set up for success (Day zero)

Help your organisation set-up, orientate for success and start thinking about the initiative as a **digital product**, not a one-off project.

Ensure stakeholder alignment to deliver **enduring value streams** that support highly visible business imperatives.

Forge **collective leadership** enabled by flexible resources that work collaboratively, self-organised & underpinned by a servant leader model.

## Step 2

### Discovery (1 - 32 days)

**Deploy a dedicated cross-functional team** including design, engineering and product experts working in efficient pairings and squads to support a persistent internal team.

Key focus on why customers want to engage and identify **experiences and outcomes** that really matter to them.

### Iterative design and build (33 - 64 days)

## Step 3

Focus on **improving time to value** through measurement of cycle times, adaptive work in progress and time to fix.

Deliver value in manageable chunks to enable a flow of **continuous delivery in small batches**.

Rapid problem resolution with **frequent synchronisation** to build, learn and measure at pace while validating assumptions with customers.

### Launch and continuous innovation (65 - 100 days)

## Step 4

A constantly evolving digital experience that delivers enduring value to the business by addressing ongoing customer needs beyond 100 days.

An evergreen investment which evolves through iterative and incremental improvement.



## Are you ready to create great?

Read the Red Badger 100 Day Blueprint to discover how you can build a digital product in only in only 100 Days.

[Download Blueprint](#)

#CreateGreat