

Case Study: Agile CVP Development



The Issue

ANZ has been looking to evolve its home loan products to ensure they continue to meet the needs of consumers.

What We Did

Needing to fit into the agile 'double diamond' approach used for the development of CVPs, we undertook consumer immersions with the bank's internal team members and agencies.

Accompanied by team members, we managed, conducted, and analysed between 25 – 30 in-depth consumer interviews in a week, and participated in the development workshop two days later.

The Outcome

Over three separate projects, we have been able to not just facilitate the immersion of the ANZ team into the lives and needs of consumers, but have been asked to contribute our own insights to the development and refinement of ANZ's home loan offerings.