

Design and Development Studio Uses Bluescape for Agile Development

Overview:

Substantial is a fully-integrated design and development studio based in Seattle with a branch office in San Francisco. Creating digital products for clients like Citibank, Shopbop, Getty and IDEO, Substantial is changing the way people think about technology and design.

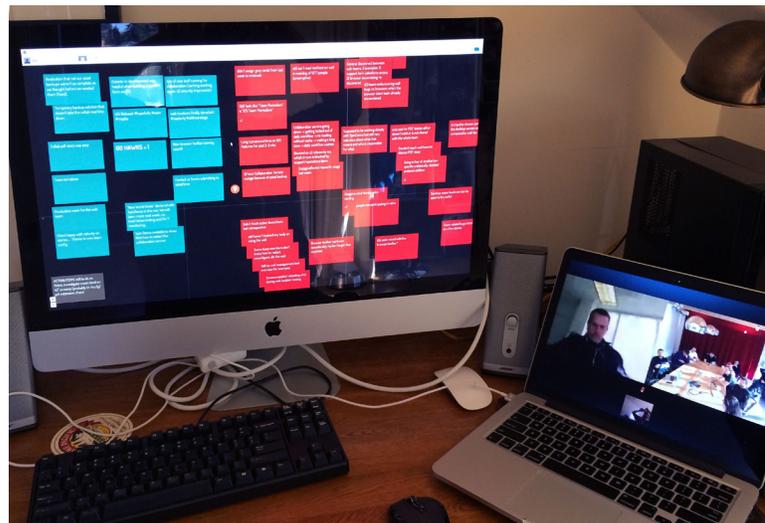
The Situation:

Substantial employs a lean, collaborative, rapid-prototyping approach to digital product development that drives toward new solutions faster – in the form of apps, platforms, experiences and websites. To develop cutting edge digital products for clients, they rely on an agile methodology focused on optimizing value and reducing waste. Collaborative decision-making is a core differentiator for Substantial, who ensures that engineering, design and strategic thinking is employed in a unified way to swiftly solve problems together.

“The best ideas and solutions come from people with different backgrounds who solve a problem together. With large-scale visualization, Bluescape delivers a content oriented approach, empowering us to deliver cutting edge digital solutions for our clients.”

– Emily Griffin, Senior Engagement Manager, Substantial

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A desktop computer in Substantial's Seattle office shows a Bluescape workspace. Bluescape makes it easy for individuals and teams to create, interact with and share content.

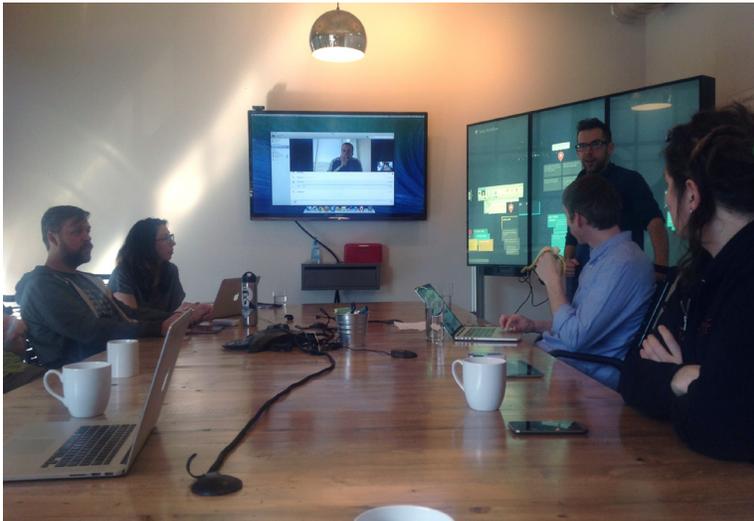
The Need:

It can be challenging to keep complex projects on track, which is why Substantial relies on a multi-disciplinary, agile approach. Adopting principles and practices from Toyota's product development successes, Substantial focuses on efficiency, constant improvement and adding value throughout the development and design process.

The teams within Substantial constantly look for ways to visualize workflows and reduce work-in-progress by focusing on the right tasks.

The Bluescape Solution:

Workflow Continuity: Previously working from whiteboards with sticky notes to visualize a project, Substantial teams now leverage Bluescape's persistent workspace. It allows teams to be much more flexible in capturing ideas, iterating changes and not losing their work over time. They no longer have to take pictures and email them to each other. If anyone is out, they can easily return to work and see progress that has been made because of the infinite nature of the workspace.



The Substantial team in Seattle holds a meeting with the San Francisco office using a Bluescape workspace

Real Time Collaboration: Because colleagues talk, meet and solve problems together, it's essential having a solution that ensures time and geographical boundaries don't hinder progress. Bluescape maps to these natural real-time conversations and enables them to visualize the work, giving people an enhanced sense of collaboration for better decision-making and faster project execution.

During client meetings, Substantial uses Bluescape to plan and track topic ideas and identify issues to resolve. In its purest form, Bluescape as a collaboration tool delivers an entirely new way to see and interact with a workflow, delivering deeper insights and faster decision-making.

Process Improvement: Each week the Substantial teams hold a retrospective so they can review process logistics, resolve communication issues and continually improve. An entire Bluescape workspace is dedicated so the team can look back at tasks to ensure milestones have been reached.

With participants working from laptops, iPads, and a multi-touch display, the meeting is democratized as green and red cards are added by each stakeholder to the workspace, highlighting what is working well and areas that still need improvement. Remote participants can join these workspaces via a web browser and video conferencing. Team members in San Francisco can see and interact with the same workspace screen as the Seattle team.