



KPMG cycle

A versatile tool for design process management and KPMG Journey Mapping



Designing with KPMG Cycle

2x faster approvals <i>on final designs</i>	50% less time <i>preparing for live review sessions</i>	60% increased efficiency <i>of the collaboration and design review process</i>
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KPMG CYCLE is an easy-to-use, virtual design and collaboration tool for design process management that can significantly reduce the time and effort required to develop software assets, including KPMG Journey Mapping. Built for distributed and diverse teams of business users, KPMG CYCLE supports efficient online collaboration, enabling stakeholders to deliver the right solution at a fraction of the cost required with traditional methods.



CYCLE supports web and mobile for iOS and Android.

Transparent and cost-effective collaboration

Today's design processes often involve multiple designers, user experiences and stakeholders, and this can make it difficult to develop the proper solution in a timely fashion. Traditionally, design assets and revisions are shared via email, PDFs or screen sharing technologies—an approach that can often be slow, cumbersome and error prone.

KPMG CYCLE offers a better way by centralizing design assets and tracking the entire design evolution from initial concepts to final approval and hand-off. Revisions are easy to make and review across multiple platforms by design professionals as well as business users without a technical background. In addition, all comments and suggestions are identified by their authors, supporting greater transparency in the design process and helping team members to share ideas and discuss changes before they are incorporated. This improves collaboration, simplifies the approval process, and supports stakeholder buy-in.

With KPMG CYCLE, the team can build the right application with fewer iterations, reducing costs at every stage of the development process. And with KPMG CYCLE's intuitive interface, assets can be changed at a later date to meet new business requirements.

Full support for KPMG Journey Mapping

KPMG CYCLE fully supports KPMG Journey Mapping, a proven-effective way to help a company deepen its understanding of the customer experience. A detailed Journey Map shows how the customer engages with the company across different touch points. Based on this understanding, companies can identify opportunities and develop engaging experiences that help change customer behavior to support specific business objectives.

Working together, KPMG Journey Mapping and KPMG CYCLE bring the map and designs together in one place, helping to support a shared understanding for everyone involved. Users build journey maps quickly in a collaborative process with their peers and stakeholders.

As with other assets developed with KPMG CYCLE, KPMG Journey Maps are “living” documents that can be quickly revised to keep pace with changes in the customer experience and business circumstances.



Talk with KPMG

KPMG CYCLE can help companies gain the insights they need to better understand their customers and gain competitive advantage in today’s rapidly evolving marketplace. Contact the following KPMG representatives to learn more.

About KPMG Digital and Mobile Solutions

KPMG LLP’s (KPMG) Digital and Mobile Solutions transform businesses by defining and implementing more impactful ways for our clients to engage their customers and employees. From digital strategy to tactical experience design, and development, we create immersive digital experiences that are aligned with the goals of the business, mindful of

people’s wants, needs, and motivations, and built to change based on feedback from rich analytics, KPMG was recently named as the leader in enterprise mobility by a Forrester Research Wave and was recognized as a worldwide leader in digital strategy by an IDC MarketScope report.

Visit kpmg.com/digitalmobile for more information.

If you are interested in learning more about this case study, or if you are experiencing similar issues, please contact us.

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For more information about KPMG’s digital and mobile capabilities, go to: www.kpmg.com/us/digitalmobile.

kpmg.com/socialmedia



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