

# Case Study: App Intent

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## Transforming an abstract idea into a commercial product through a process of exploration and prototyping for Cisco Systems.

Rarely is it the lack of an idea that holds a company back from the path of innovation. It is the process from vague to concrete which poses the biggest challenge. For an idea to enter reality, it needs to be communicated to others and placed in motion through an iterative prototyping process.

The first step is to “get it down on paper”. This gives space for the idea to be seen from new perspectives, allowing for previously unknown directions to be explored and next steps taken—collaboration is where the true growth happens. By creating mockups and prototypes, the idea then becomes tangible. Only when others take ownership and continue its growth, can the idea be fully realised and enter the real world.

**The following is a case study of Cisco System’s App Intent, and an exploration into its transformation from vague idea to fully realised commercial product.**

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Client: Cisco Systems

Collaboration: Container Solutions

Dates: September - November 2015

Let’s talk!

**Remember to Play**

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