

# Lateral Nord

Industrial-grade digital design



# Jerry Jäppinen

Product design consultant



elisa

visable



PB ProductBeat

[jerryjappinen@lateralnord.com](mailto:jerryjappinen@lateralnord.com)

+358 40 7188776

@jerryjappinen

**Lateral Nord is a design  
company**

**We design robust, functional,  
useful and elegant products.  
Industrial-grade.**

**We learn your challenges and  
your domain fast.**

**Your terminology, technical  
constraints, integrations.**

**We are pragmatic, solutions-oriented, and speak your language.**

**We bring new ways of thinking and working without conflict.**



**We work in an agile way. We  
make products, we facilitate.**

**We show the way, pave the way  
and walk the talk.**

**Our goals are simple.**

**Help our client achieve their goals. Keep our business profitable.**

**Stay honest, stay happy.**

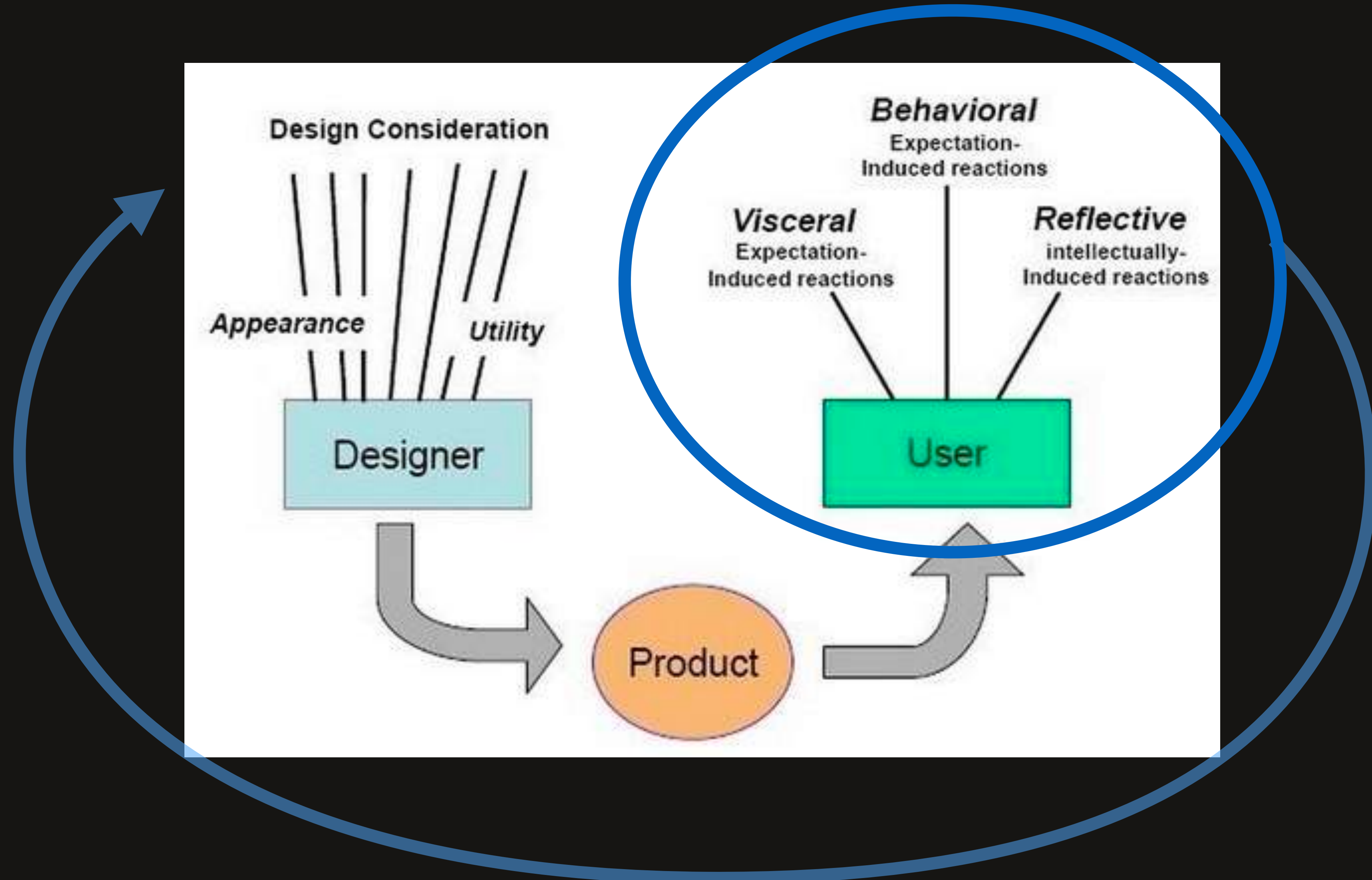


# What is design?

**Have you ever started a project  
that turned out to be more  
complicated than you thought?**

**As designers, we frame the  
world as problems and  
solutions.**

**Design finds solutions to  
complex, unclear problem  
spaces involving humans.**



**Design gets us from where we are to a poorly defined success state.**



**Design is creative problem  
solving.**

**So that's what we do. We help  
you solve problems.**

**And we get our hands dirty**

**Design**

**User research**

**Coaching and facilitation**

**Development pipelines**

**Architecture**

**Code**

**Design process**

**Innovation**

**QA practices**

**User research processes**

**Agile coaching**

**Product prioritisation**

**High-fidelity prototypes**  
**Quality in user experience**  
**Scalable CSS structures**  
**User-oriented tech choices**



**Self-service customer support**

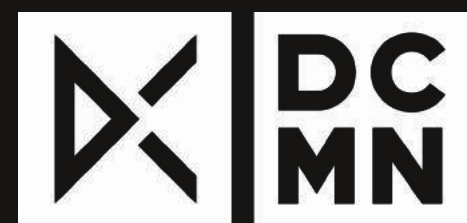
**Backoffice dashboards**

**Bring retail sales online**

**Marketing automation**

# Our clients







**Our clients occupy complex domains.**

**Shipping, engineering,  
infrastructure, oil, payments  
processing.**



**We help established industry  
players and up-start disruptors.**

**We bring new perspective and  
help our customers build  
elegant products.**

# How we work

- 1. Effective from day 1**
- 2. Better every day**
- 3. Work closely with customer**
- 4. Tangible impact**
- 5. Bottom-up approach**
- 6. Respect client expertise**

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# How we run projects

- 1. First introductions**
- 2. Discovery workshop**
- 3. Brief**
- 4. Kickoff**
- 5. Continuous work**

# **1. First introductions**

- **Video call or face-to-face**
- **We give an introduction about us, our services and clients**
- **We introduce our way of working**
- **We introduce our billing model and go over any contractual conditions**
- **We ask preliminary questions to start understanding your business and current situation**
- **We agree on materials needed for discovery workshop**

## **2. Discovery workshop**

- **Prepared in advance by us based on materials by customer**
- **2 hours reserved to brief and brainstorm**
- **Interactive, 2-way informal session facilitated by us**
- **Billed for € 500, no other fees (separate one-page contract)**



# 3. Brief

- **We prepare a short brief based on discovery workshop**
- **Brief outlines**
- **Potential KPIs are included**
- **Included in discovery workshop fee**

# 4. Kickoff

- **First week to two weeks**
- **We expect extra time reserved for close cooperation**
- **Deep dive into customer's domain and current state**
- **Work towards the first goals starts on day 1**

# 5. Continuous work

- **We work in an agile way**
- **We don't do fixed-schedule, fixed-price projects**
- **We can scope out a project and when it's done, we choose if we continue, switch to another stream or stop the project**

**1. First introductions**

**2. Discovery workshop**

**3. Brief**



**€ 500**

**One-time fee of € 1500 with rebate**

**4. Kickoff**

**5. Continuous work**



**Hourly price**

**Monthly invoicing**

**Hourly price varies by team, project and service. Fixed costs such as test participant rewards not included.**

**Lateral Nord** 