



@TDlab

Transformation Through Design



*... Hello, my name is Ian,
and I'm a (reformed) product manager.*



*Lean, creative, and experimental,
@TDlab delivers exceptional experiences
by understanding our customers.*

@TDlab(s)



Areas of Focus & Technology Enablers



Customer Insights



Idea Capture & Collaboration & Partnerships

TD Lab Incubator

Broad exploration focus on emerging tech, customer experiences, market trends



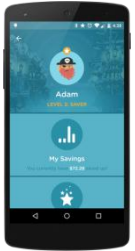
TD-Cisco Lab

Focus on Employee Mobility, Contact Centre, Internet Of Things, Low-Energy footprint

Concept Incubation

TD Lab Accelerator

Engage early-adopters to quickly validate ideas via public betas



Direct Transitions

Sharing insights and direct project transitions to TD business & tech teams

Business Cases



Learnings

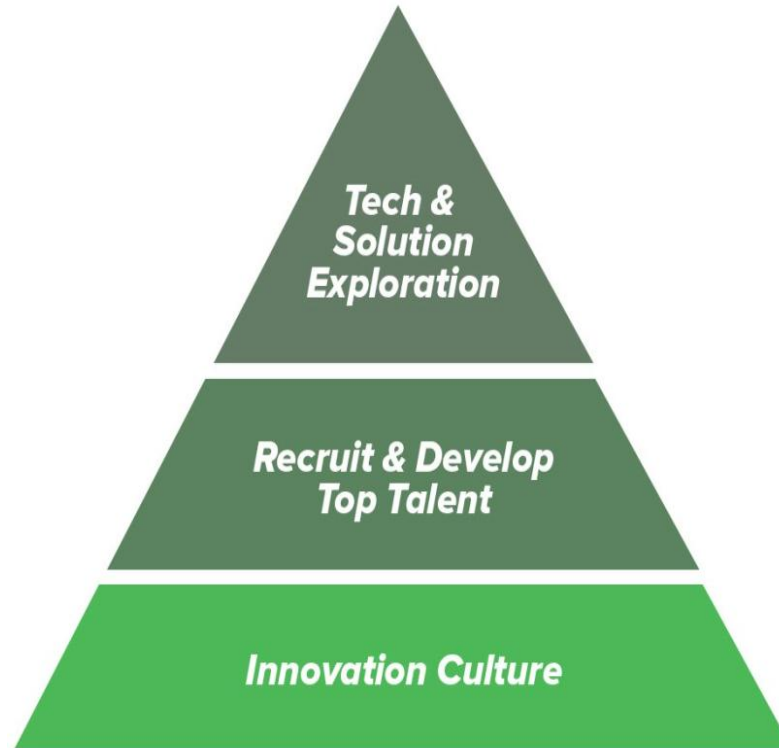
Videos



Prototypes

Market Acceleration & Transitions

@TDlab Mission



@TDlab People



@TDlab Culture



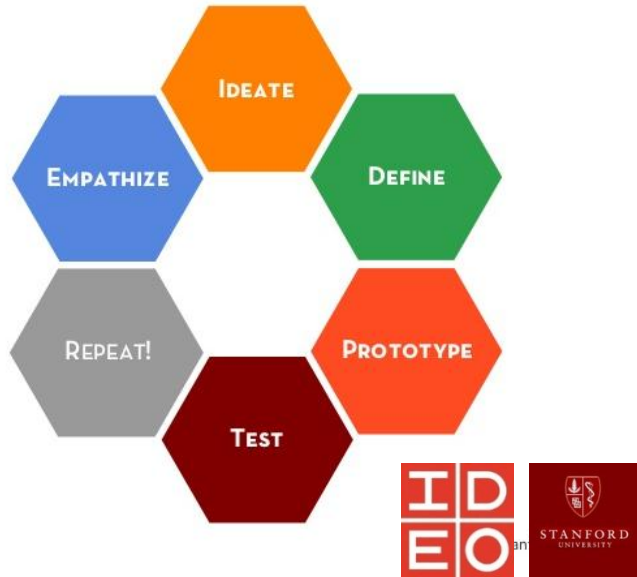
THERE HIERARCHY
is no TO
GOOD IDEAS

The GOAL IS NOT TO BUILD
» » » » » IT'S TO « « « « «
Understand

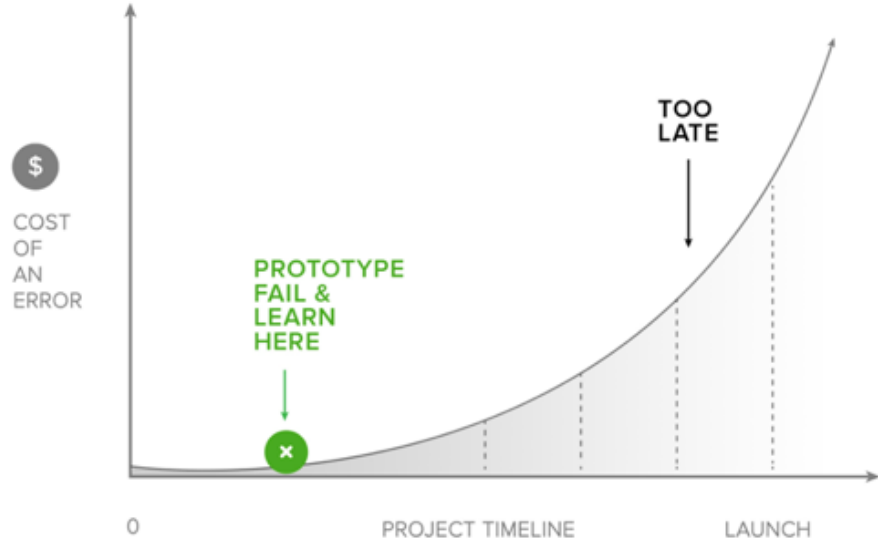
◆◆◆ PUT THE ◆◆◆
CUSTOMER
at the center

Flexible
adapt to succeed

Spreading @TDlab Culture



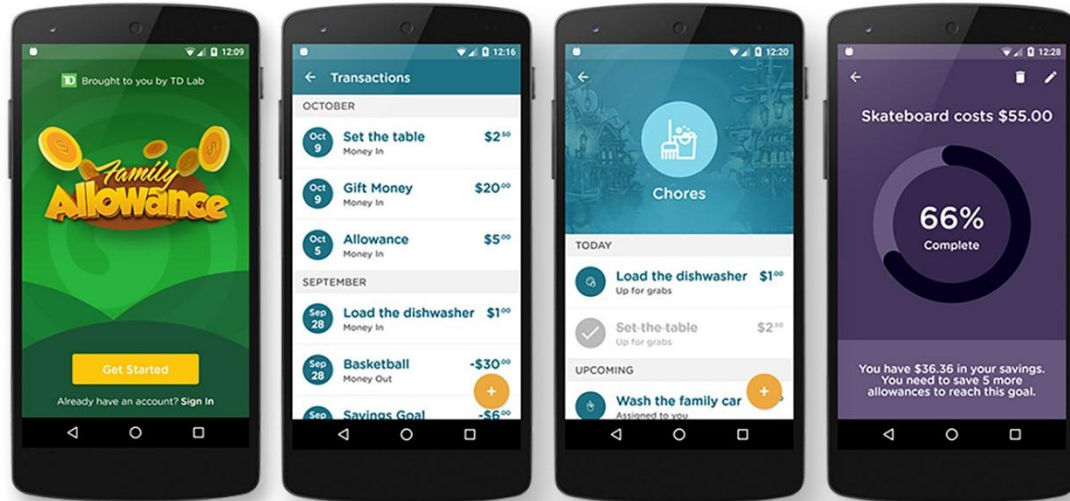
***Understand the Customer
(Design Thinking)***



***Fail Fast, Fail Often
= Learn Fast, Learn Often***


Kid-Friendly Financial Education

Family Allowance BETA on Android (TD Lab) and iOS (TD)



Interactive experience that teaches kids
saving concepts & effective savings behaviors

Customer feedback at scale



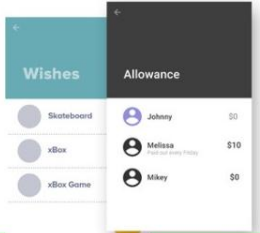
Brainwave



Proof of Concept

2 co-ops | 2 weeks

Customer Validation



Prototype

2 co-ops | 5 weeks

Customer Validation



Minimum Lovable Product

5 co-ops & 1.5 FTEs
9 weeks

Customer Validation

Public Beta



Family Allowance

Get Started

Already have an account? Sign In

5 co-ops & 1.5 FTEs
16 weeks

Pirates and Unicorns



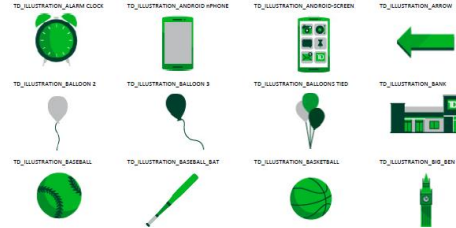
About fonts...



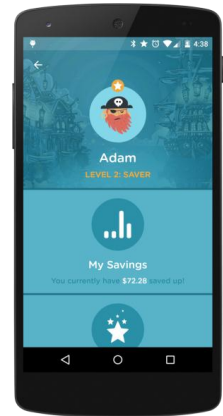
Sesame Workshop is the nonprofit educational organization behind **SESAME STREET**. Our mission is to help kids grow smarter, stronger, and kinder. We do so in more than 150 countries.



About imagery...



(TD approved imagery)





... all this made possible by UX thinking & culture