

Failing Forward with LMI's Forge™

The Background

A DoD organization came to LMI with an idea for a fitness and nutrition app to engage and educate the next generation and drive healthy lifestyle choices.

The Challenge

Varied and limited nutritional and fitness knowledge was leading to poor nutritional choices, lack of physical readiness, and injuries across the workforce. With inadequate tools and health management processes, leaders struggled to attain a peak performing workforce.

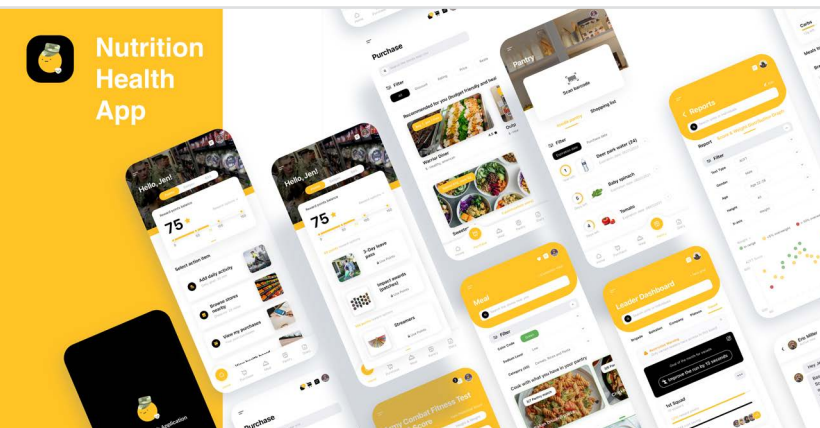
The Solution

The organization brought its requirements to LMI's Forge™ to prototype its envisioned mobile health app. In 40 days, the Forge™ team produced a high-fidelity mockup using the specified requirements by iterating with DoD stakeholders and leveraging our rapid agile development process, Ranger™, to do the following:

- Leverage meal planning, fitness, and wellness data collected by other health apps.
- Gamify individual healthy choices to promote positive competition across the workforce.
- Enable leaders to monitor progress, provide feedback, and review cumulative data.

The Impact

The mockup allowed stakeholders to see the app and understand the user experience prior to acquisition. Through these insights, the organization quickly decided that the requirements and broad vision would not further its objectives. By **failing forward with LMI's Forge™**, DoD saved time and money while gaining valuable input for future requirements development.



The Forge™ rapid prototyping process enables our team to adjust quickly to our customers' changing needs; we call it failing forward. Through our unique approach, we test multiple iterations in a short time to find what works and stop what doesn't.

Travis Hite, Rapid Prototyping Lead, LMI Forge™