

Experience Design

DATA LED, HUMAN DRIVEN













\$1 Trillion IoT Market

Connected

ENGAGED MOMENTS EVERYWHERE HUMANS ARE

Source: http://www.cnet.com/news/wwdc-by-the-numbers/

Source: https://plus.google.com/u/0/+SundarPichai/posts/NeBW7AjT1QM

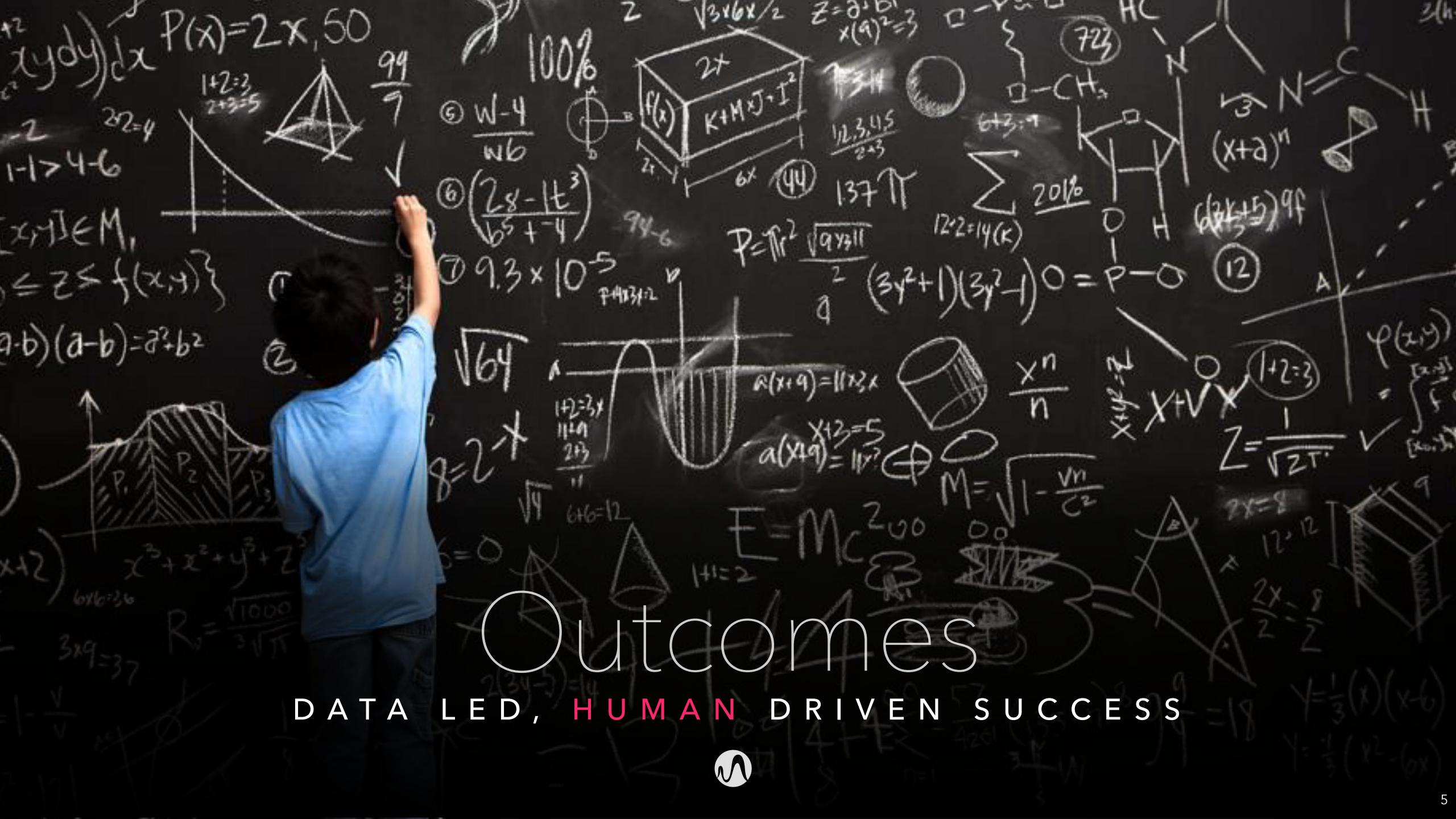
Source: http://www.theverge.com/2015/1/27/7924919/apple-shipped-its-billionth-ios-device-this-past-november





CREATING EXPERIENCE ALWAYS START WITH WHY



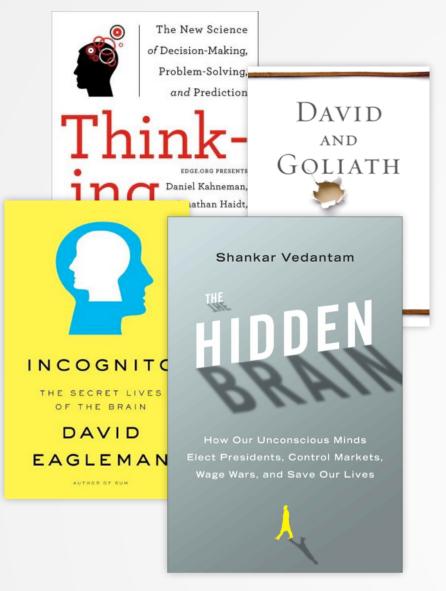


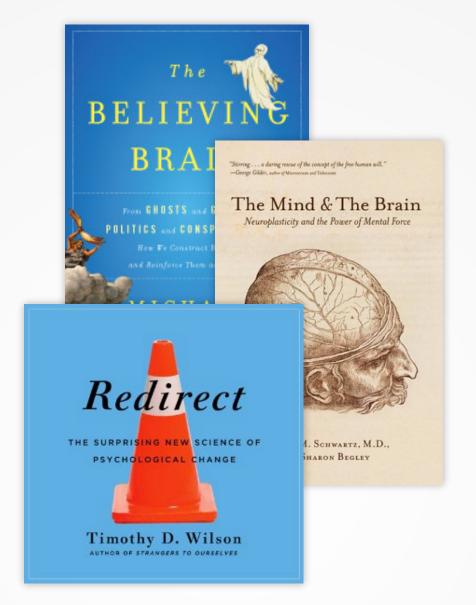


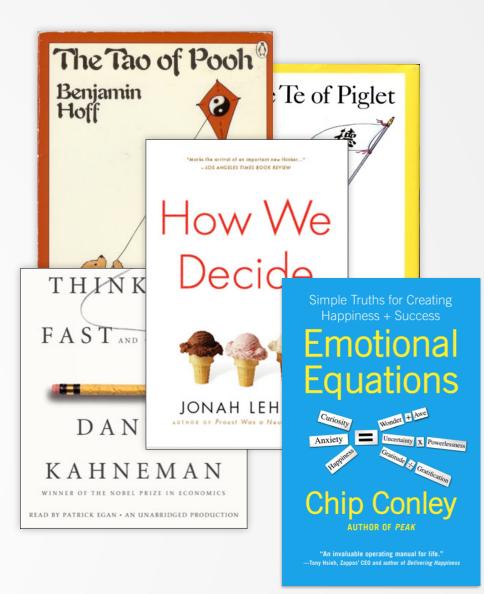


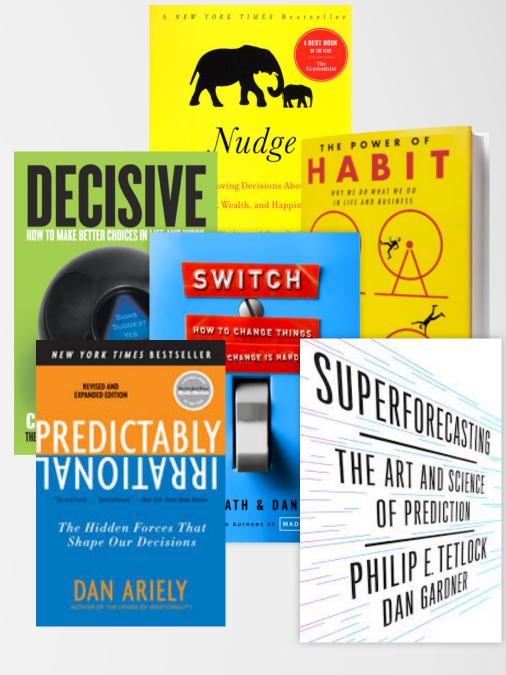
How Humans Think, Behave, Bias, Be-Human











Perception

Value Attribution **Bounded Rationality** Selective Awareness Curiosity

Cognition

Biasing Visual System Perceptual Systems Sensors

Belief

Patternicity Meaning Belief Dependence Plasticity Story Editing

Intuition

Rational System **Executive Function** Emotional Being Present

Choice

Habit Formation Nudges Decision Engines Choice Environments Forecasting Behavior



Emotional Equations

Anxiety = Uncertainty X Powerlessness

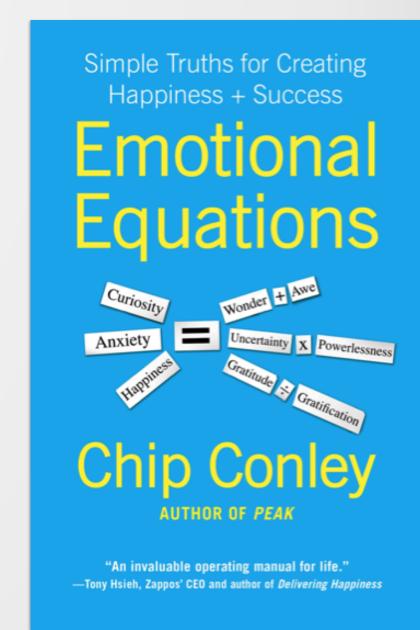
Intuitive Emotional Awareness of Your Consumer

Authenticity = Self Awareness + Courage

Control = Transparency + Choice

Subjectivity = Perceptions + Expectations





The Humanizing Digital: Aspiration to Inspiration

Being emotionally intelligent makes us more able to understand how decisions will impact consumer behavior. Capturing the intuitive emotional awareness of the user allows us to translate those decisions into the experiences we create.

Meeting Users' Unrecognized Needs

Discovering what transforms their experience 🔵 allows users to have moments of achievement

Learning about the users' desires

creates meaningful interactions users want

Understanding users' expectations

delivers the baseline experience

"Between stimulus and response, there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom."

— Viktor E. Frankl, Man's Search for Meaning.



What we do: The Continuous Innovation Loop

We start wherever you are, plug into the loop wherever, we'll innovate from there. More loops, more engagement, better outcomes.

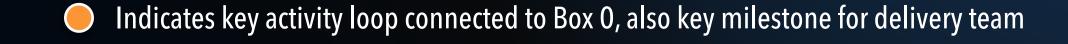


ta, Data Drives Knowledge, Knowledge Leads Innovation, Innovation Creates Engagement, Engagement Makes Data, Data Drive



Box 0

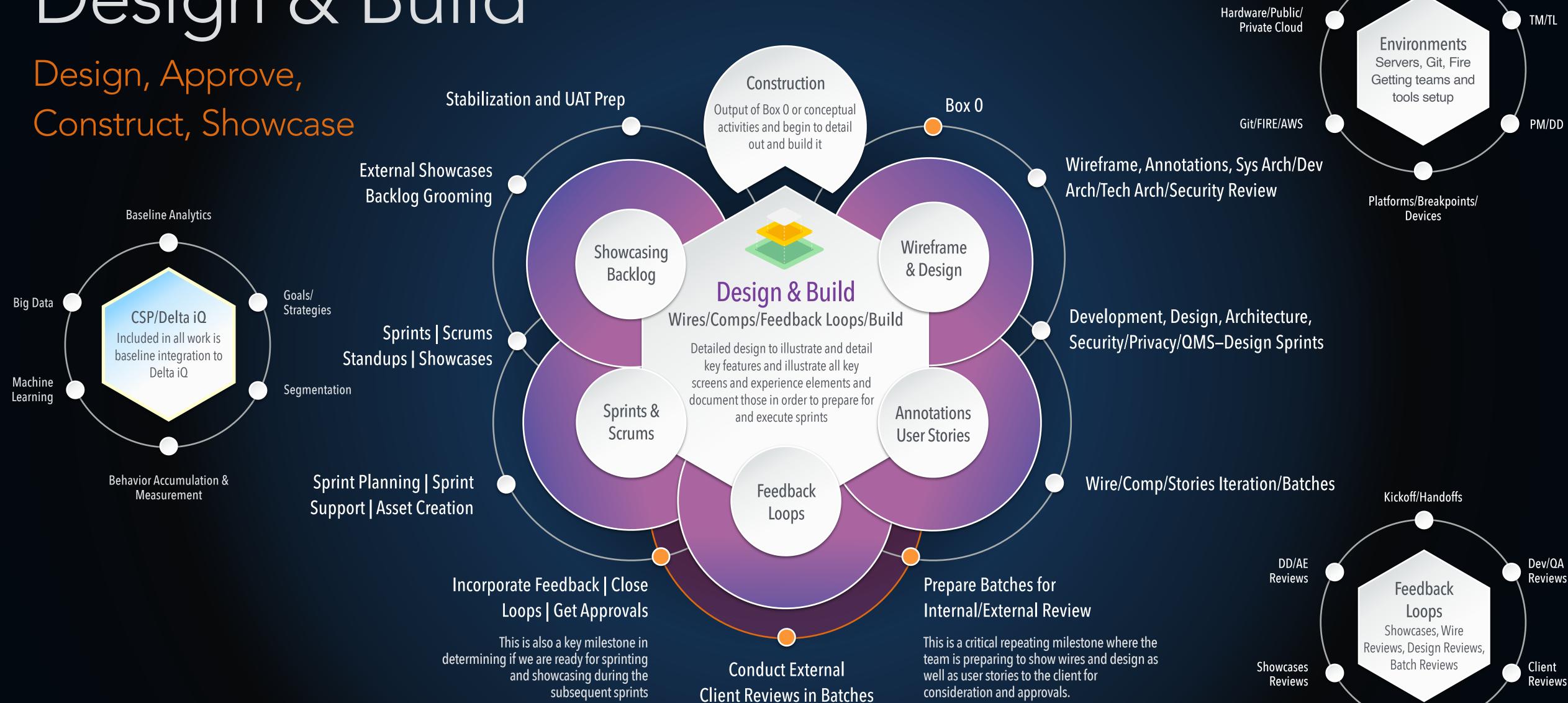
Determine the Why Conception Final SOWs Kick off Discovery/Immerse Define the What What's the concept, idea, innovation to be defined designed and MVP'd Full Estimation, Initial Epics, Consumption, Iteration, Arguments 'life after launch' best practices with Introduce Advanced Analytics w/ Mobile data to define segments Discovery Acceptance **Immersion** Box 0 Workshop Co-Labor-Iteration, **Human Fusion & CSP** Final Executive Readout **Define Outcomes** Combining all the moments of the human experience, adding elements of context and watch it take place in technology. Feedback Ideation Understand why. Iteration Loops Co-Labor-Creation, Mobile Analytics Initial Readouts, Loops **Validation Opportunities + Data Journey Gaps Testing** Testing Chalk-Talk Inputs/Actions, Mockups/Prototypes Readied for Test, Adjust data capture opportunities on wires Add data capture opportunities on wires





Incorporate Findings

Design & Build



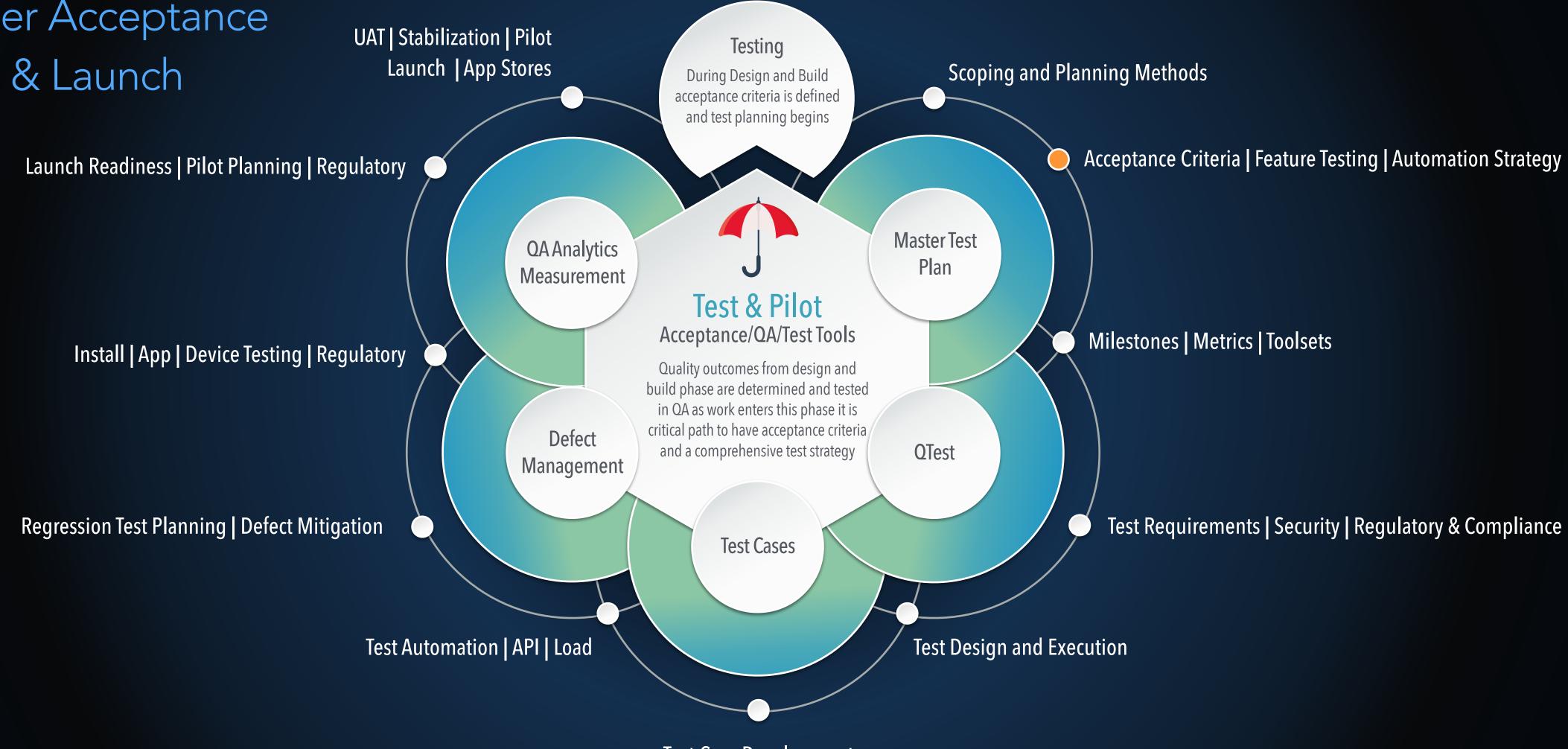
Indicates key activity loop connected to Box 0, also key milestone for delivery team

Acceptance Criteria

Kickoffs/Handoffs

Test & Pilot

Test, User Acceptance Piloting & Launch







Support & Hosting Support Readiness

Support Life After Launch Response Handling **Scoping and Support Transition** As clients move through construction planning for support is important Launch Readiness Planning Resource Planning Through Stabilization Regulatory | Healthcare Launch Satisfaction **Assistance** Responsiveness Support & DevOps Warranty/Hot Fix/SLAs Support Kickoff Install | App | Device Testing | Regulatory Once Apps get into the wild, the level of support needed can quickly outstrip most shops ability to absorb new and focused support and operations. Support Incident **Escalation** Management **Deployment Models | Security Incidents Call Center Operations** Quality of **Hosting Change | Platform and Hosting** Service **DevOps Hosting User Stories** Support partnership Implementation Architecture Support Support Story Development Install + Operation + Performance



Indicates key activity loop connected to Box 0, also key milestone for delivery team

Go To Market Industrialization, Response Handling | CSP Lifecycle Scoping | Model Definitions | Landscape Got To Market Commercialization Launch Readiness Planning Acquisitions & On Ramping | Channels | Globalization Regulatory Submissions/Filings Revenue | Attribution | Promotion Documentation **Business Data Analytics** Modeling Planning Go To Market **Product Management Approach** Install | App | Device Testing | Regulatory/ Geo Modeling & Planning | Risk Models Getting an experience in market is one thing actually activating mobile as a Compliance | Risk Response Planning discipline in the business is a whole different story. We help companies do Digital the hard work for life after launch. Scale Marketing Planning Services Platform | Architecture | Hardware | Hosting Omni-Dashboard | KPI | CSP Playbook Planning | Product Mgt **Global Local Modeling** Channel Planning DiQ/CSP Analytics | Attribution Tagging | Channel Integration Vertical Integration | Market Models | Risk Planning **KPI | Dashboard Definition Channel Baselines**



Indicates key activity loop connected to Box 0, also key milestone for delivery team