Experience Design

DATA LED, HUMAN DRIVEN

Storytelling
WE HELP COMPANIES TELL THEIR STORIES

200 Billion Downloads

1+ Billion Devices

$1 Trillion IoT Market

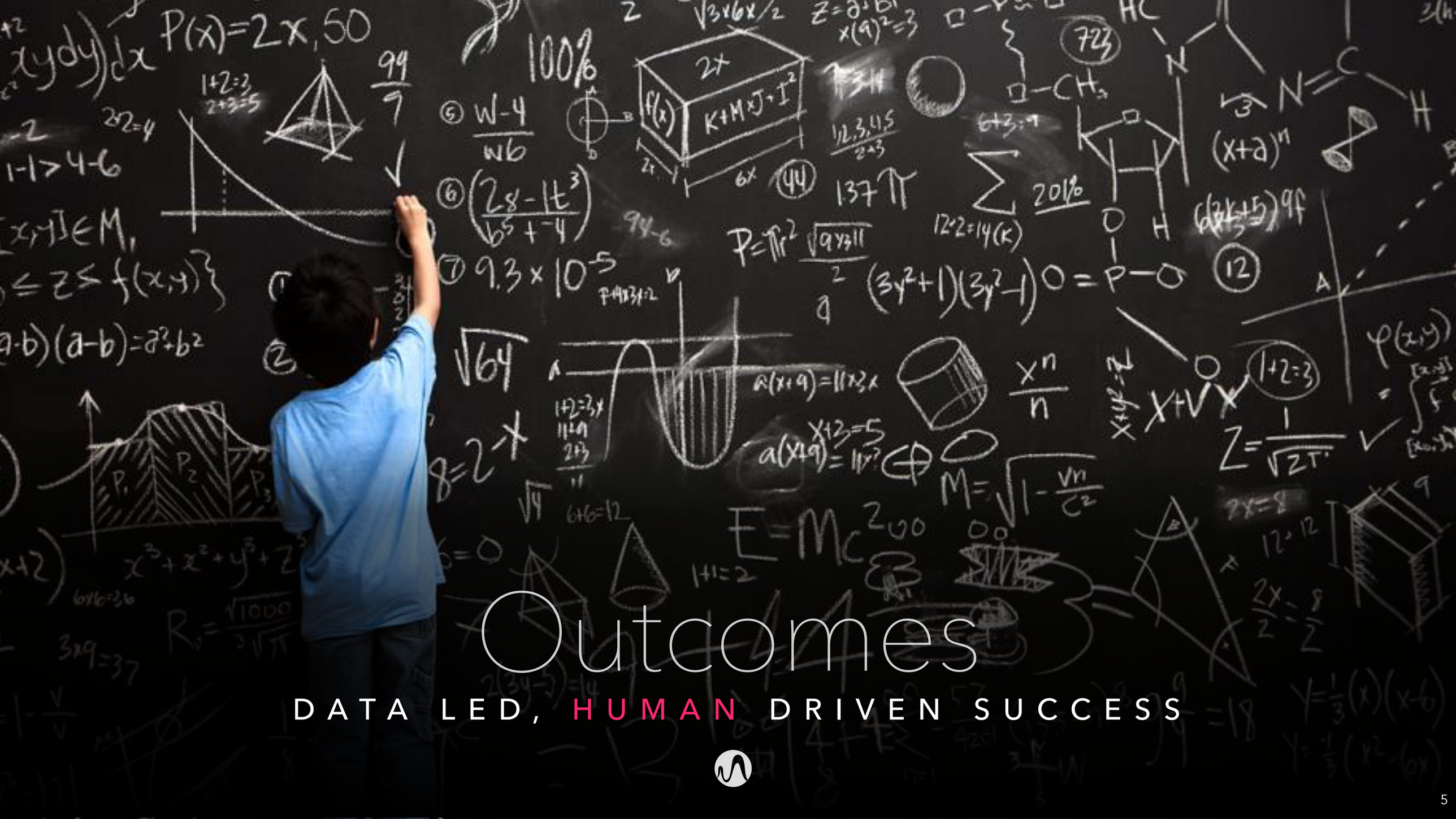
Connected

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

Compelling

CREATING EXPERIENCE ALWAYS START WITH WHY



Outcomes

DATA LED, HUMAN DRIVEN SUCCESS

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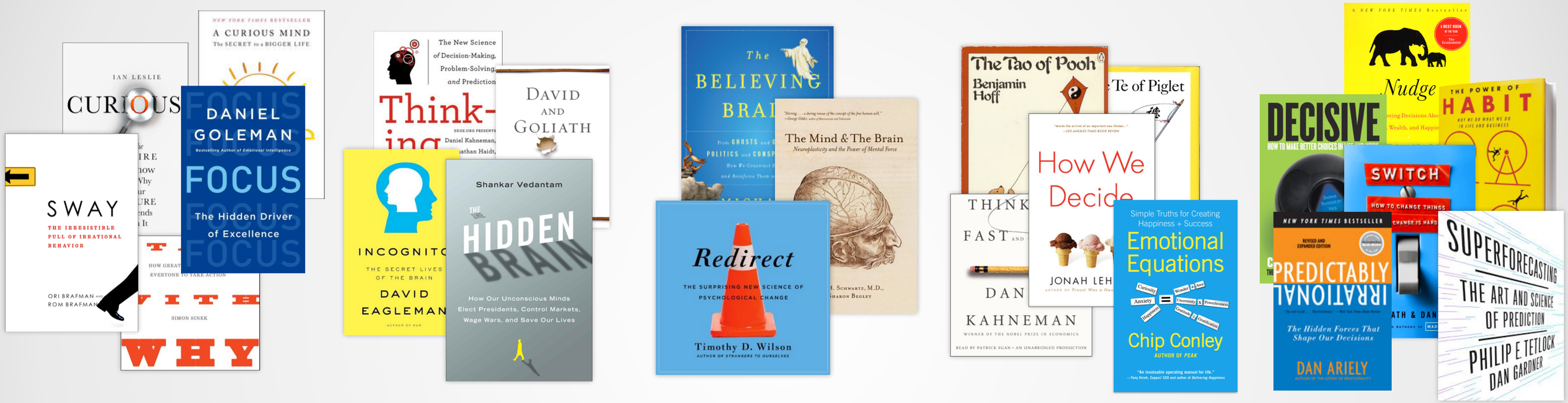
How Humans Think, Behave, Bias, Be–Human



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

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Emotional Equations

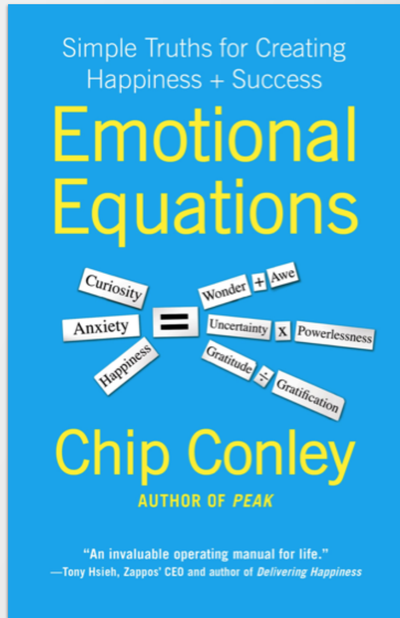
Anxiety = Uncertainty X Powerlessness

Intuitive Emotional Awareness of Your Consumer

Authenticity = Self Awareness + Courage

Control = Transparency + Choice

Subjectivity = Perceptions + Expectations



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The Humanizing Digital: Aspiration to Inspiration

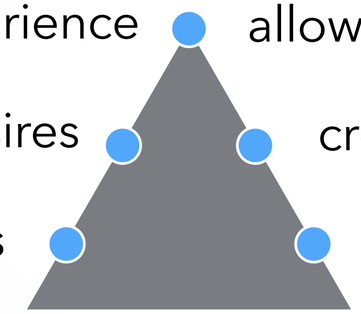
Being emotionally intelligent makes us more able to understand how decisions will impact consumer behavior. Capturing the intuitive emotional awareness of the user allows us to translate those decisions into the experiences we create.

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.*

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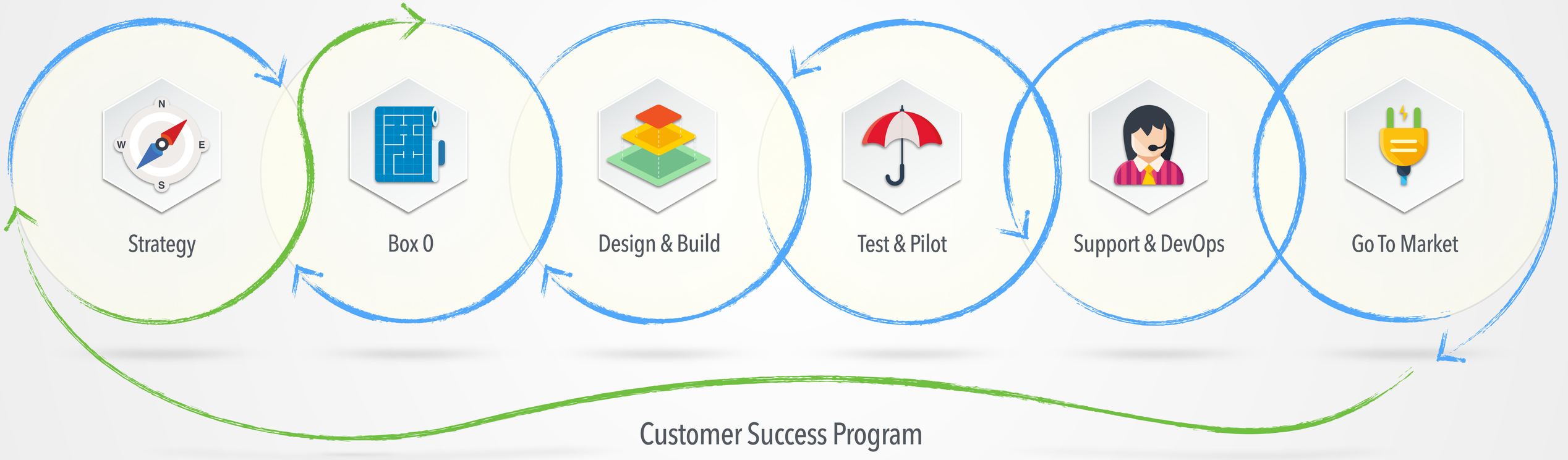
What we do: The Continuous Innovation Loop

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

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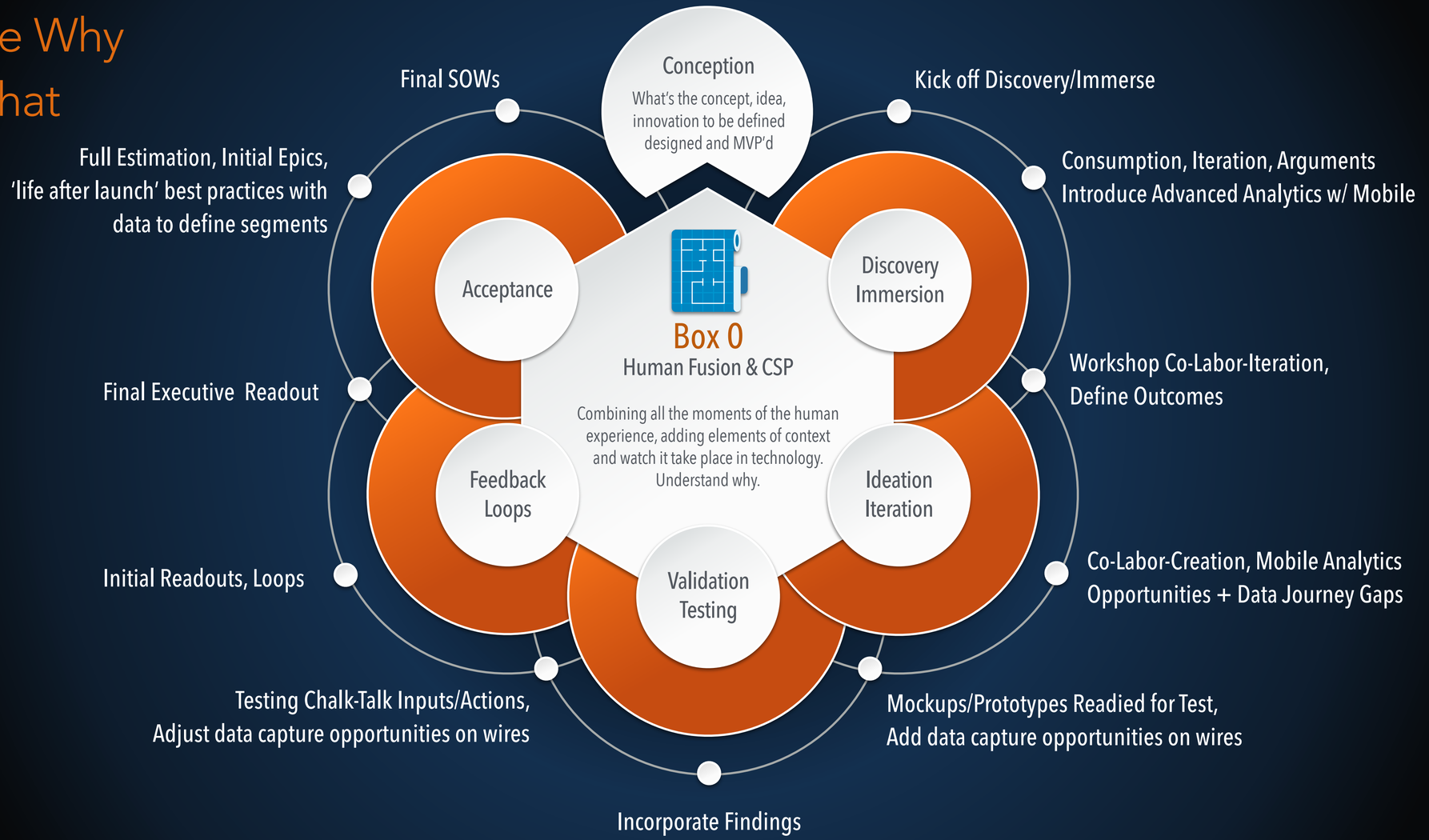
Box 0

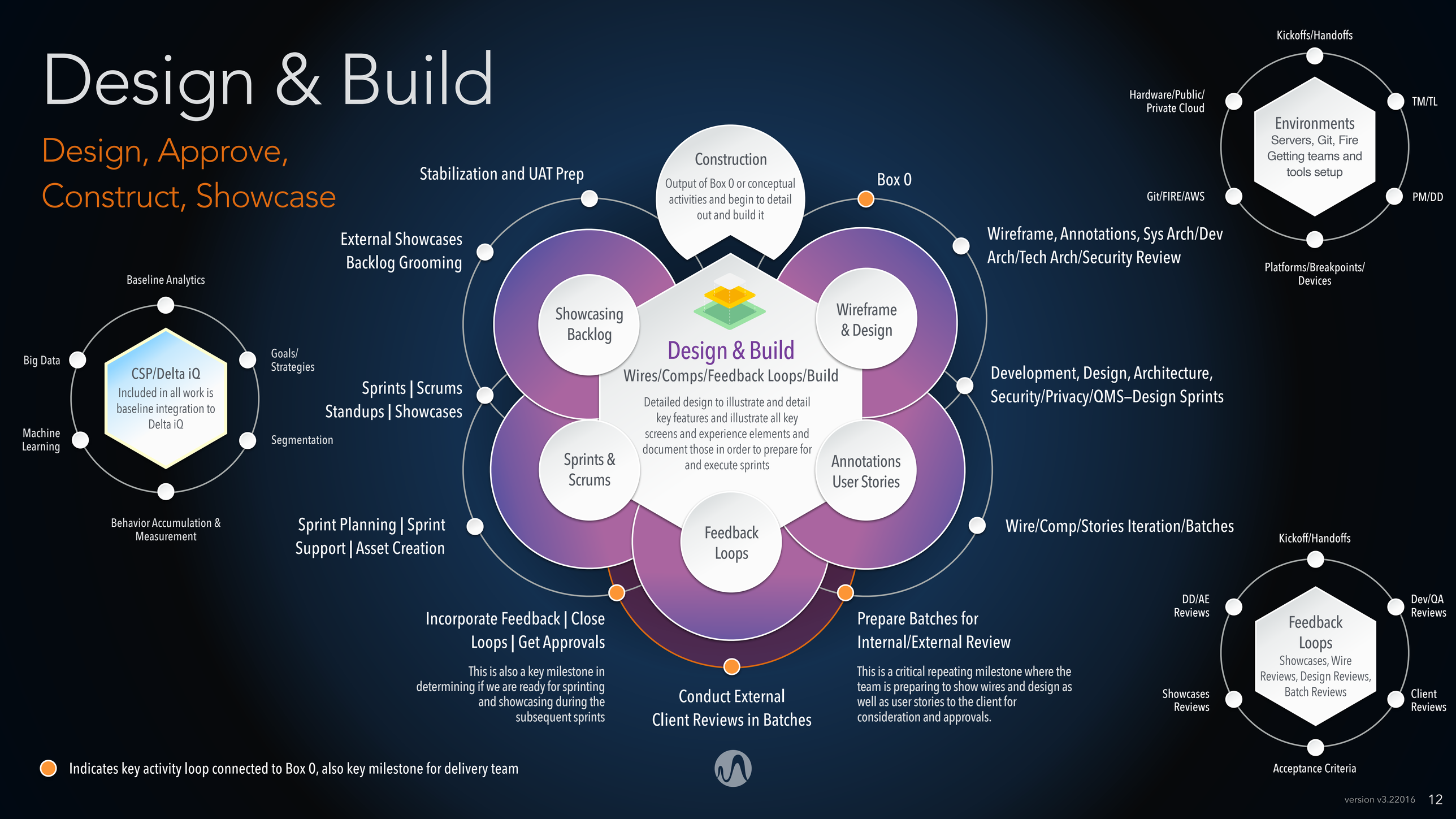
Determine the Why
Define the What



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

Design & Build

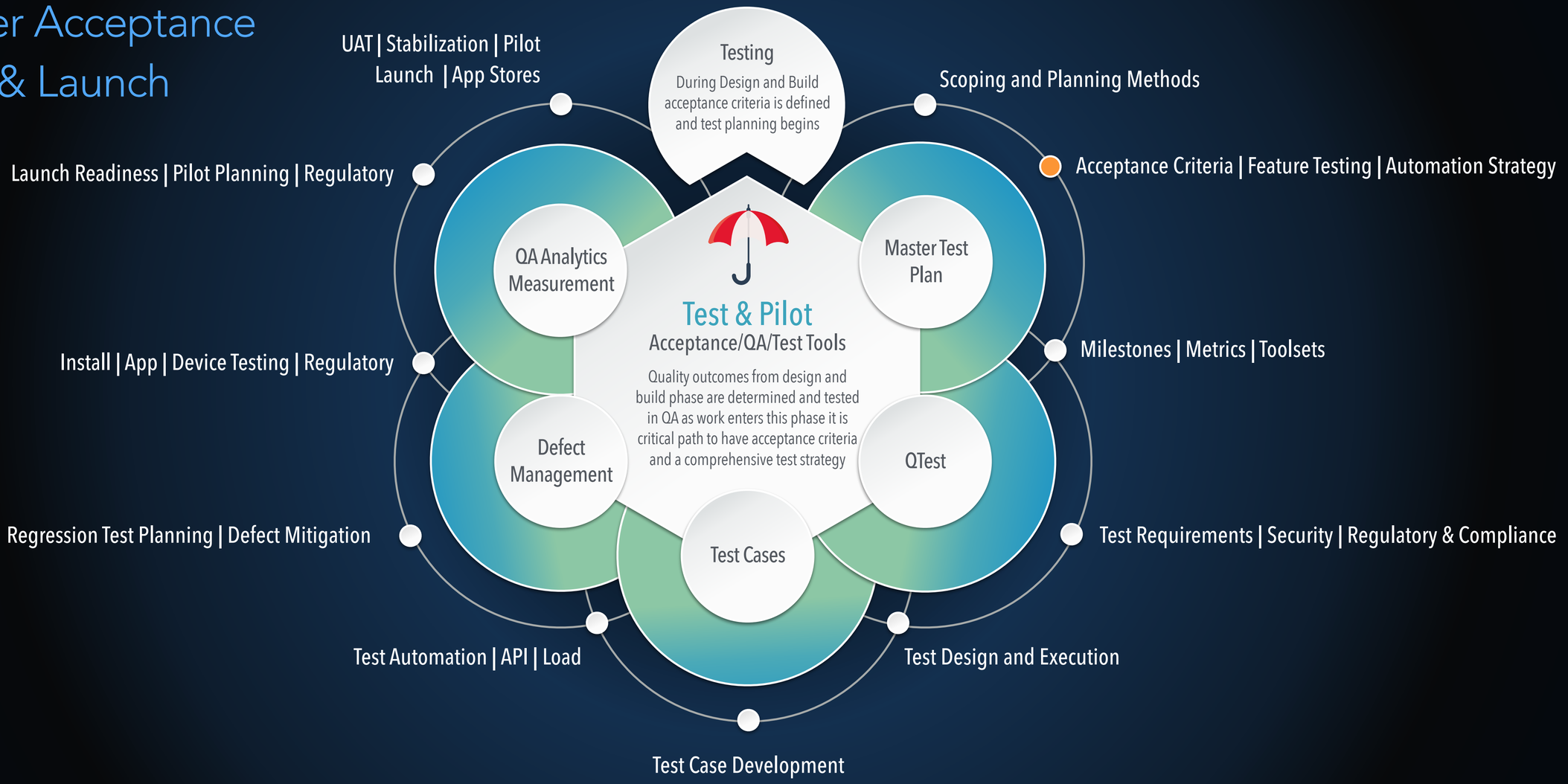
Design, Approve, Construct, Showcase



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

Test & Pilot

Test, User Acceptance Piloting & Launch



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

Support & Hosting

Support Readiness

Life After Launch

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

Go To Market

Industrialization, Commercialization Globalization

Response Handling | CSP Lifecycle

Launch Readiness Planning
Regulatory Submissions/Filings
Documentation

Install | App | Device Testing | Regulatory/ Compliance | Risk Response Planning

Dashboard | KPI | CSP Playbook Planning | Product Mgt

DiQ/CSP Analytics | Attribution Tagging | Channel Integration

KPI | Dashboard Definition
Channel Baselines

Vertical Integration | Market Models | Risk Planning

Platform | Architecture | Hardware | Hosting
Global Local Modeling

Geo Modeling & Planning | Risk Models

Acquisitions & On Ramping | Channels | Revenue | Attribution | Promotion

Scoping | Model Definitions | Landscape

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