

Created experience design services for a consumer electronics manufacturer to enhance customer centricity





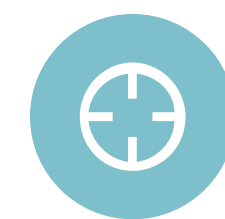
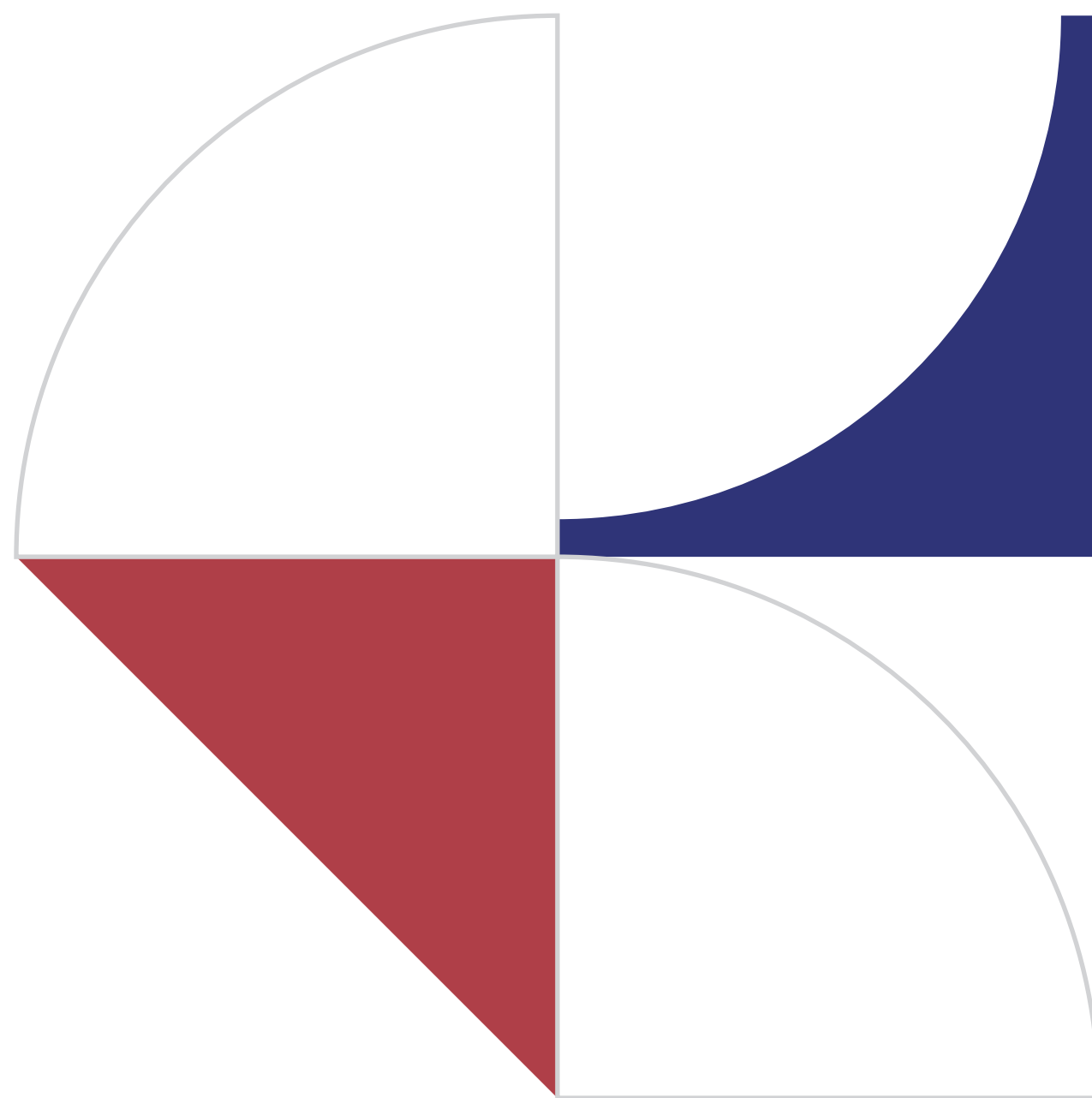
Overview

The customer is a global leader in interactive and digital entertainment, with key operations in San Mateo (California), London and Tokyo and has been delivering innovation to the consumer electronics market since the 1990s. It operates as one of the world's largest manufacturers of consumer and professional electronic products, the largest video game console company and the largest video game publisher.

Organization Size: **5000+**

Country: **USA**

Revenue: **\$25 Billion**



Challenges and Goals

The client needed support in gathering consumer insights for the development of their digital services as well as a consumer value proposition. They wanted to reflect on these insights and deeply analyze them to understand the customer expectations. This would enable them to design a consumer centric 'store' - an app marketplace. The analysis would also help them to design their digital services with human centered design methodology.

The customer was looking for an experience partner to de-risk their implementation process and ensure the commercial success of their innovative ideas.



Solutions

We developed a sustainable partnership with the client and implemented over 48 projects over a period of 8 years. Overall, we conducted research with customers for more than 1000 hours.

The various projects that we undertook as part of this relationship include:

- Designing research – We conducted international research with customers from 7+ countries.
- Strategizing and planning – We developed an experience vision, did experiments and proof of concepts.
- Designing of new experiences – We were involved in ideation and prototyping, interaction and visual designing.
- Conducting workshops to align teams – We conducted design thinking workshops with senior management and client partners to identify opportunities for the evolution and innovation of their digital propositions.
- Creating a feedback mechanism – We gathered expert reviews of the experience of using the client's digital services



Business Impact

Insights gathered through the experience design services generated a significant lift in the number of customers accessing the client's marketplace, which resulted in the customer exceeding its targets for sales on a quarterly basis.



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