

# Design Centre of Excellence

## VISION

To enable Business and Service Units envision scenarios for the future and frame strategies based on innovative business models & customer journeys in order to design, build and launch meaningful and seamlessly integrated products and services focused on future-relevant client experiences in the digital era.

## DESIGN COMPETENCIES

We are a diversely capable team with expertise in various disciplines:

### Product & Platform Designers

- User Experience Design
- User Interface Design
- Interaction Design
- Graphic/Visual Design

### Service Designers

- Client Journey Mapping
- Service Design Blueprint
- Client Experience Design
- Employee Experience Design

### Business Designers

- Business Model Innovation
- Value Proposition Design
- Strategic Foresight & Visioning
- Business Scenario Planning

### Design Researchers

- Design for Emerging Tech (AI, AR/VR)
- Digital Transformation
- Generational Studies
- Ethnography

**Praveen Juyal**

Head of Design Centre of Excellence

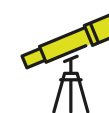
## VALUE OFFERINGS



Digital Experience Design



Service Transformation & Design



Strategic Foresight & Visioning



Business Model Innovation

## RECENT PROJECTS

### Digital Product Design: YKY Insta-KYC Cockpit

YKY aims to enable KYC analysts & QA to perform fast and accurate KYC remediation.

- Design Research
- High Fidelity Clickable MVP

### Design Consulting & Mentorship: Catalyst

As part of the Catalyst program Design COE provided design mentorship to startups and business teams.

- Problem Understanding & Framing
- Defining True Value Proposition

### Business Model Design: Eaz Invest

Eaz Invest aims to be a one stop shop for the European Crowdfunding market.

- Defining True Value Proposition
- Designing Business Model

### CMA DCL

DCOE is partnering with the CMA DCL team to help them redesigning their clearing only business without carte blanche mode:

- Stakeholder Mapping
- User Journey Mapping
- Service Blueprinting

### GTS Decommissioning

Enabling GTS teams streamline & synchronize the process flow of decommissioning servers with minimum turnaround time:

- User Journey Mapping
- Service Blueprinting
- Digital Product Design

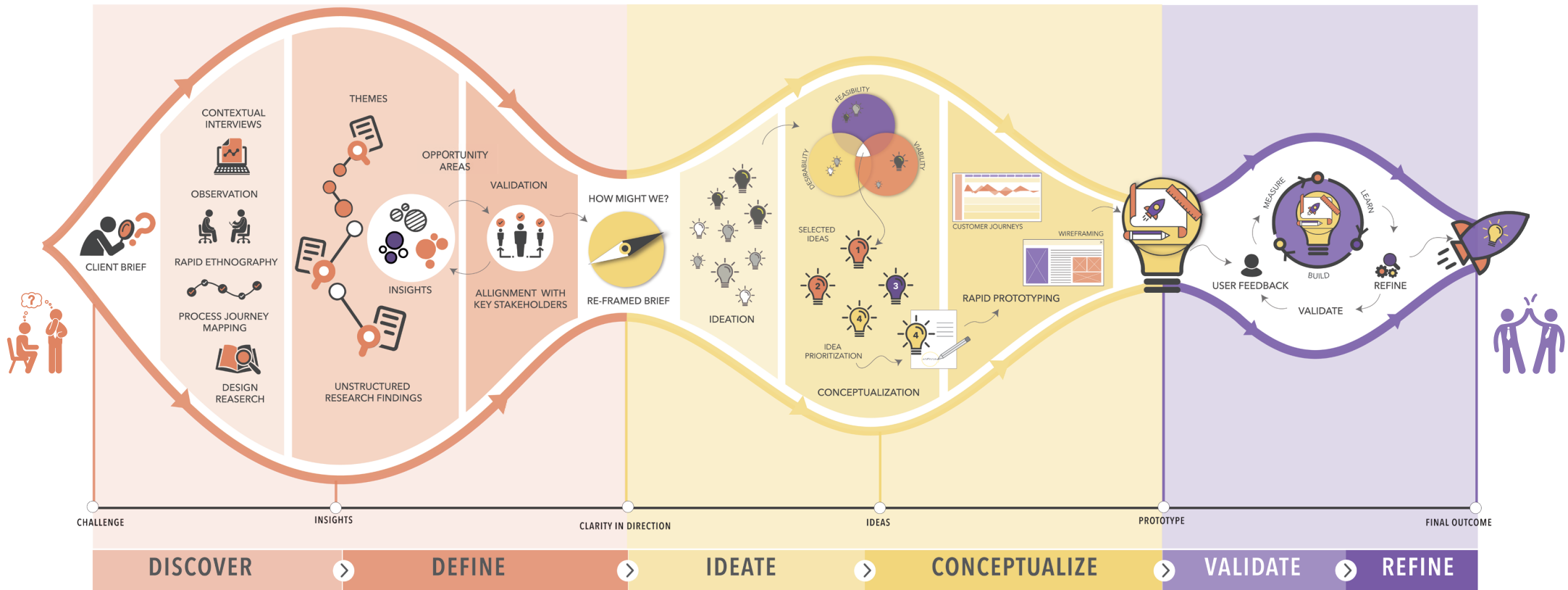
### DeltaOne

Mapping service journeys & aligning the Front, Middle and Back offices for the DeltaOne business at SG CIB Hong Kong:

- Stakeholder Mapping
- User Journey Mapping
- Service Blueprinting

# DESIGN COE OPERATIONAL FRAMEWORK

Uniquely disruptive and relentlessly iterative process, which is a combination of **Lean Startup, Agile, Customer Development & Human Centred Design** methodologies.



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## DESIGN COE CORE MINDSETS



DEEPLY  
EXPLORATIVE



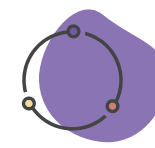
COMPREHENSIVELY  
HOLISTIC



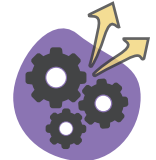
HUMAN  
CENTRIC



CREATIVELY  
COLLABORATIVE



RELENTLESSLY  
ITERATIVE



OUTCOME  
DIRECTED