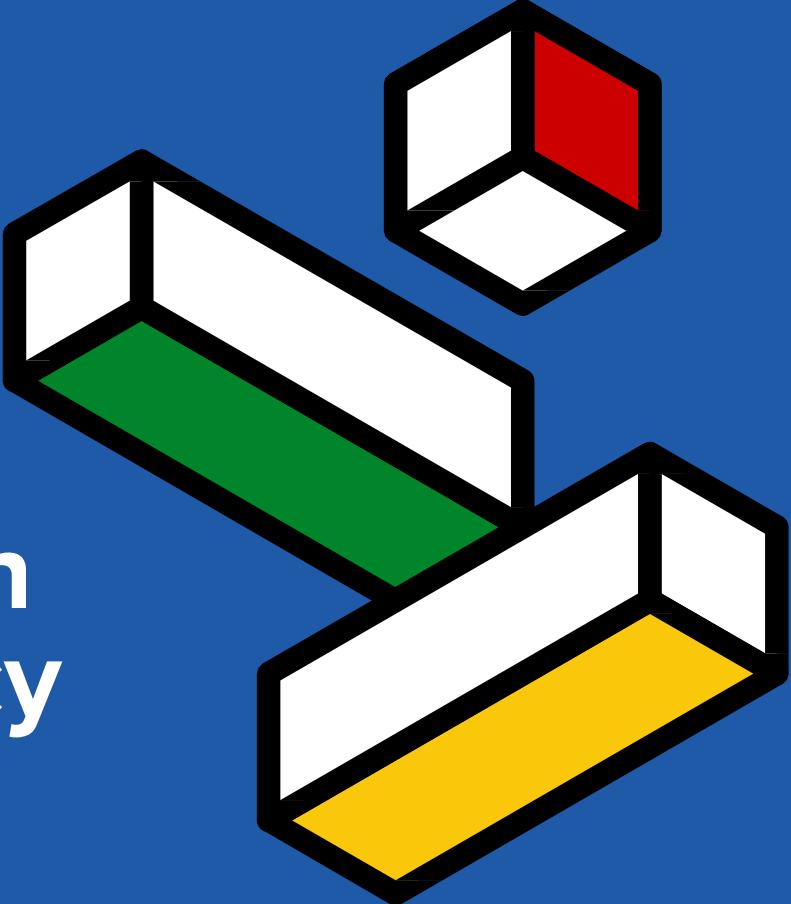
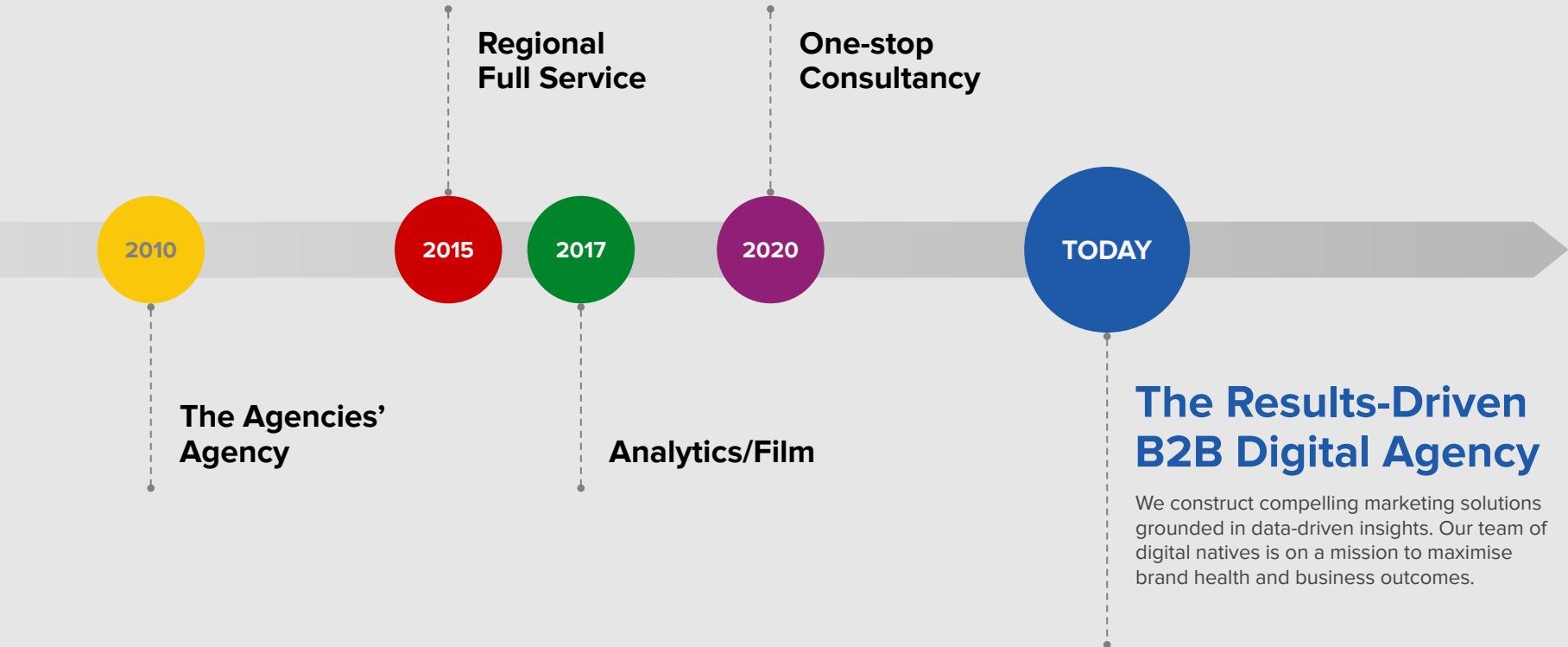
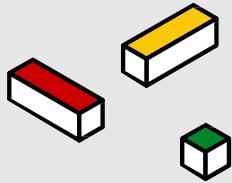




# The Results-Driven B2B Digital Agency





# What we do

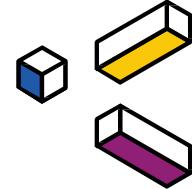
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**We help brands leverage the power of creativity and technology to deliver real business growth.**

Our collaborative B2Human approach combines strategic thinking, compelling creative ideas and smart technologies.

Clients work with us to unlock new pathways to customer engagement, build brand differentiation, and deliver tangible results.

**We are the Results-Driven B2B Digital Agency**

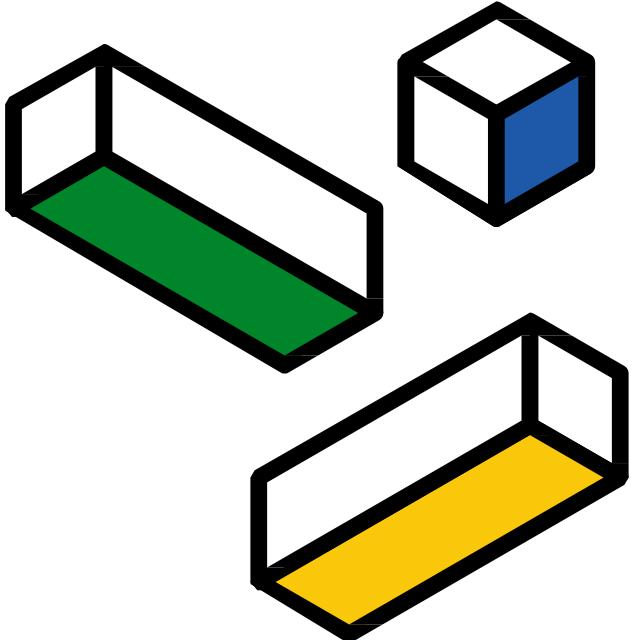


# Our superpower

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# B2Human

In the world of B2B marketing, logic and reason alone are not enough. Emotions are the catalyst that drive decisions and create lasting connections.



# Meet our UX Experts



## SENIOR CLIENT PARTNERS



**Charanjit Singh**  
CHIEF EXECUTIVE OFFICER /  
FOUNDER



**John Scott**  
EXECUTIVE CREATIVE  
DIRECTOR



**Samantha Shuttleworth**  
HEAD OF STRATEGY &  
TRANSFORMATION



**Kunal Robert**  
SENIOR DIRECTOR - CLIENT  
PARTNERSHIPS



**Eileen Chua**  
DIGITAL ACCOUNT DIRECTOR



**Hu Cheng En**  
ASSOCIATE PROJECT  
MANAGER



**Lionel Wong**  
SENIOR PROJECT MANAGER

## STRATEGY & RESEARCH



**Aahana Nawab**  
STRATEGY MANAGER  
& UX RESEARCH



**George James Parel**  
UX LEAD



**Joseph Velasquez**  
CREATIVE DIRECTOR



**Sharon Low**  
UX CONTENT WRITER



**Luna Gambale**  
SENIOR UX DESIGNER



**Minh Dang**  
TECHNICAL ARCHITECT



**Arshad Arsal**  
SENIOR FRONTEND DEVELOPER

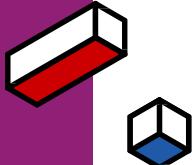
## USER EXPERIENCE, DESIGN & TECHNOLOGY

# Maximising brand health and business outcomes for leading brands



# 45

Awards &  
counting!



# Experience & skills to meet your needs



Specialisms



Consultancy



Creative



Marketing



Technology



Media



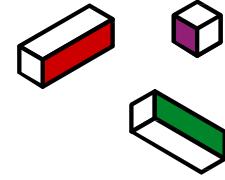
Data



Tech  
Expertise



Certifications



# The tools we use

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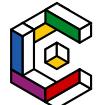
## Sitemap, Information Architecture & User Testing



## Wireframing & Prototyping



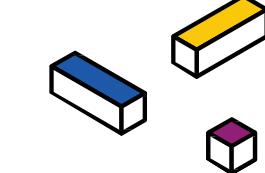
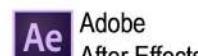
## Frontend



## Marketing



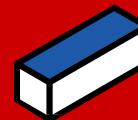
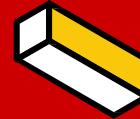
## Graphic, UX/UI Design & Animations

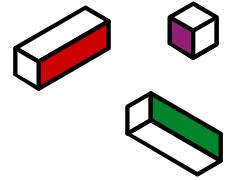




# How We Work

Our UI/UX approach, process and services





## We **construct** results-driven marketing solutions

We understand how important effectiveness is to our clients so delivering that is our North Star.

Clients expect to see a clear return on their investment. We want what you want. That's why our goal is to create purposeful work that works for your audience and your business.

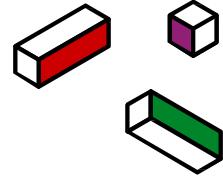


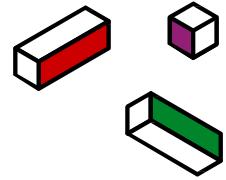
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We **construct** the right thing  
We **construct** the thing right

We've spent decades thinking about how to design and deliver solutions for real business challenges.

From audits and synthesis to innovative ideas, rapid prototyping and scaling, we create products, platforms and services that unlock business and customer value.

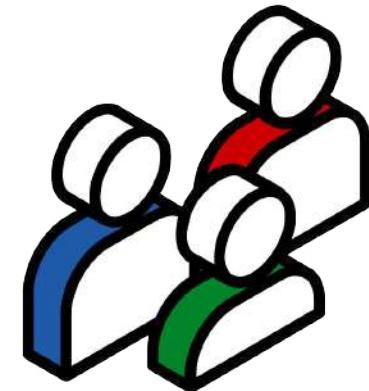


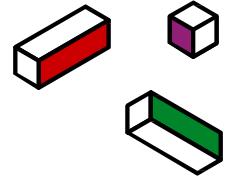


## We **construct** experiences that serve validated customer needs

Delivering business and customer value starts with validating the opportunity gap before scoping a solution.

Our work focuses on the human side of things and our partnership with you is more than a build-to-order brief. Together, we first work out what to build and why, then rigorously test and iterate potential solutions.

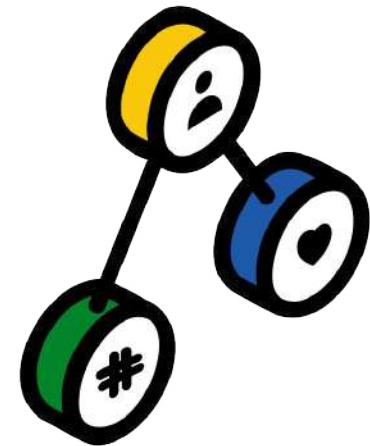


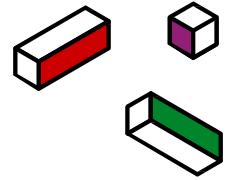


## We **construct** everything on a strong foundation of user insights

Designing solutions for a B2Human world means customer research, insights and testing come before, during and after launch.

Our team spends equal time thinking and building. We test early and test often - with end users and customers - to reduce risk, optimise success and help you deliver product-market fit.



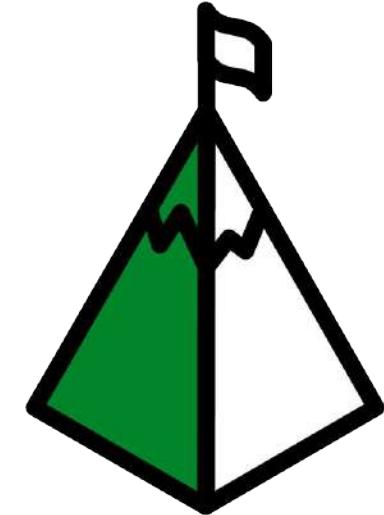


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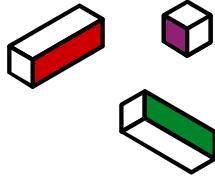
## We **construct** together with your team, as a team, from start to finish

Our cross-functional teams are matched to your people and business needs, allowing us to co-create experiences faster, with less effort.

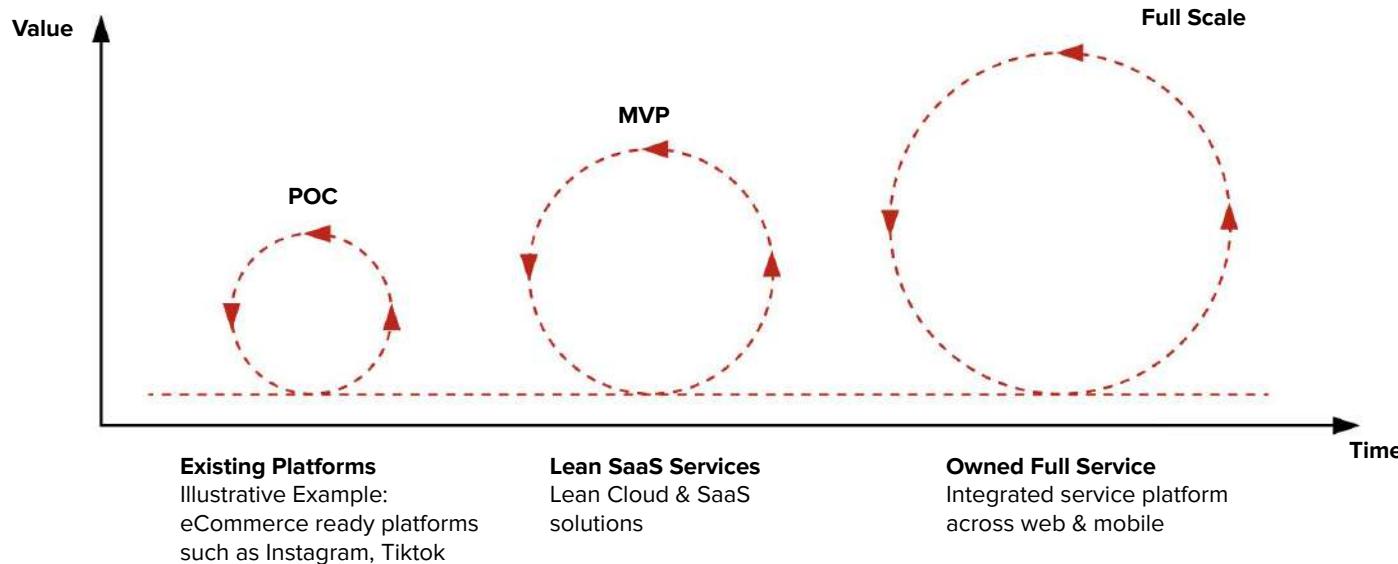
Team composition is fundamental to success. We focus as one team on what your business needs with a collaborative test-and-learn approach to improve communication and feedback loops, leading to optimal outcomes.



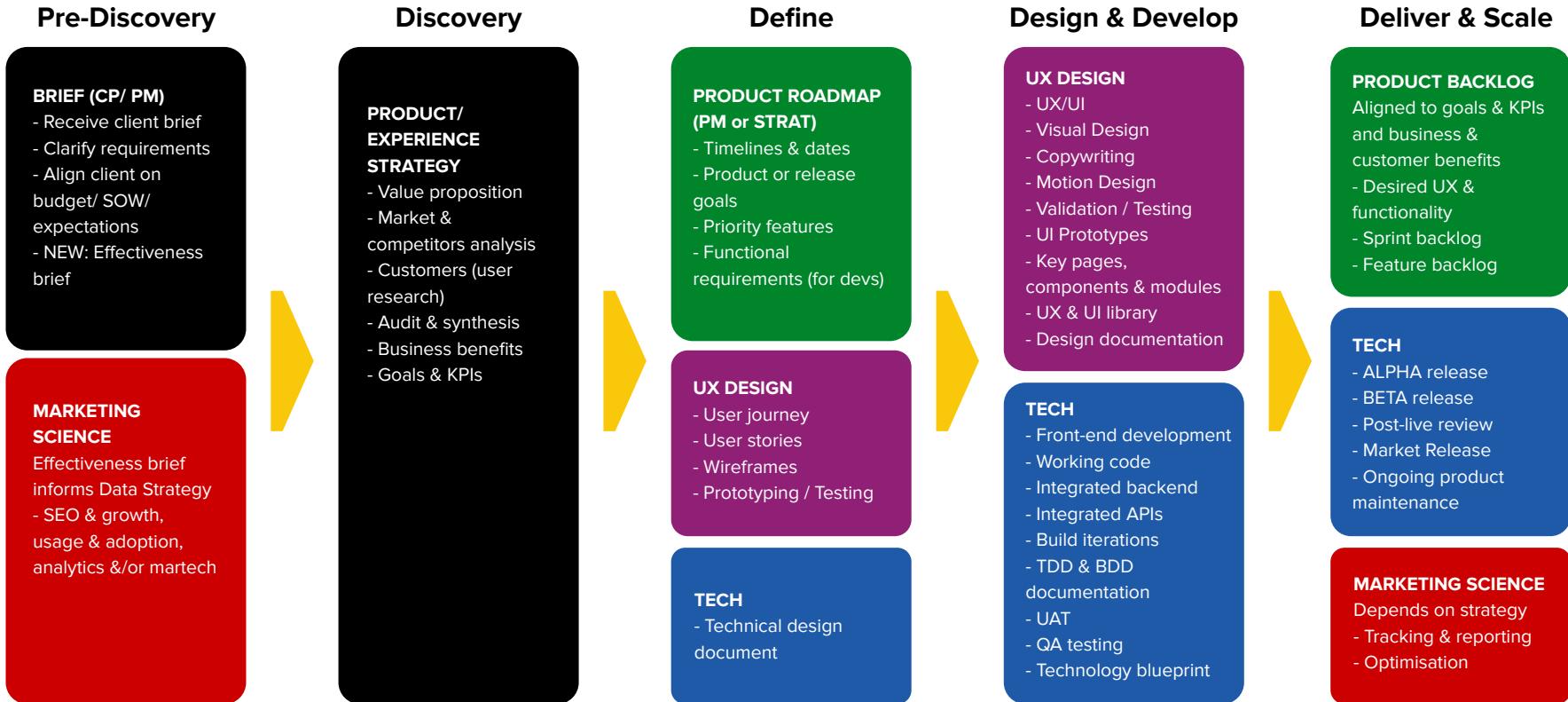
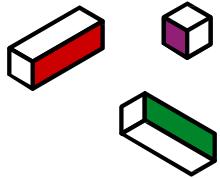
# Our lean operating model



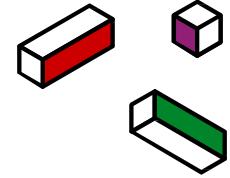
To progress from concepts to market to adoption as quickly as possible, we leverage existing platforms first to validate customer engagement, then move into lean SaaS service implementations to test features, and finally implement fully fledged and owned digital service platforms.



# Our workflow: Product / Experience Build



# Our workflow: Creative Tech (UX experience)



## Pre-Discovery

### BRIEF (CP/ PM)

- Receive client brief
- Clarify requirements
- Align client on budget/ SOW/ expectations / rounds of revision
- NEW: Effectiveness brief

### MARKETING SCIENCE

Effectiveness brief informs Data Strategy  
- usage & adoption

## Discovery

### EXPERIENCE STRATEGY

- Adapted 4Cs analysis/ product canvas
- Company (assets, capabilities, competitive advantage & threats)
- Competitors (in & out of category)
- Customers (user research)
- Cultural landscape & trends
- Audit & synthesis (insights, themes, opportunity areas)

- Other approaches/ activities
- Stakeholder workshops
- Contextual inquiries
- Field research
- Empathy maps
- Heuristics
- Data analysis

## Define

### EXPERIENCE IDEATION

- Personas
- User journeys/stories
- Logic user flows
- Information architecture
- Low-fi wireframes

## Design

### PROTOTYPE DESIGN

- Ideation
- Concept sketches (Adobe/ Figma)
- Mid-fi mockups
- Interactive strategy
- User testing
- Concept validation

### TECH

- Technical design document

## Develop & Deliver

### PROTOTYPE DELIVERY

- High-fi design
- Interactive prototyping
- Usability testing
- Style guide

### TECH

- Front-end development
- Working code
- Integrated backend
- Integrated APIs
- Build iterations
- TDD & BDD documentation
- UAT
- QA testing
- Technology blueprint

## Deliver & Scale

### PRODUCT BACKLOG

- Aligned to goals & KPIs and business & customer benefits
- Desired UX & functionality
- Sprint backlog
- Feature backlog

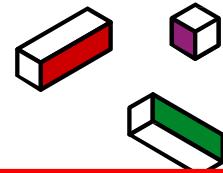
### TECH

- BETA release
- Market Release
- Ongoing product maintenance

### MARKETING SCIENCE

- Depends on strategy
- Tracking & reporting
- Optimisation

# Service packages



## Vision Prototype

To convince your stakeholders

### GOAL

Experiment; No technical assessment

**TESTING FIDELITY**  
Tested for desirability

**INVESTMENT**  
S\$24,000

## POC Approach

To prove the product could work before you build an MVP from a technical viability and experience standpoint

### GOAL

Low investment option;  
Functional without complex technical infrastructure

**TESTING FIDELITY**  
Light user testing

**INVESTMENT**  
S\$48,550

## MVP Approach

To prove the product's core is technically viable and desirable from an experience standpoint before committing to a full build

### GOAL

Get to market fast - or pivot - with standalone tech infrastructure

**TESTING FIDELITY**  
Full testing

**INVESTMENT**  
S\$75,000

## Full Build

To build, launch and scale a new product to market that meets business and user needs

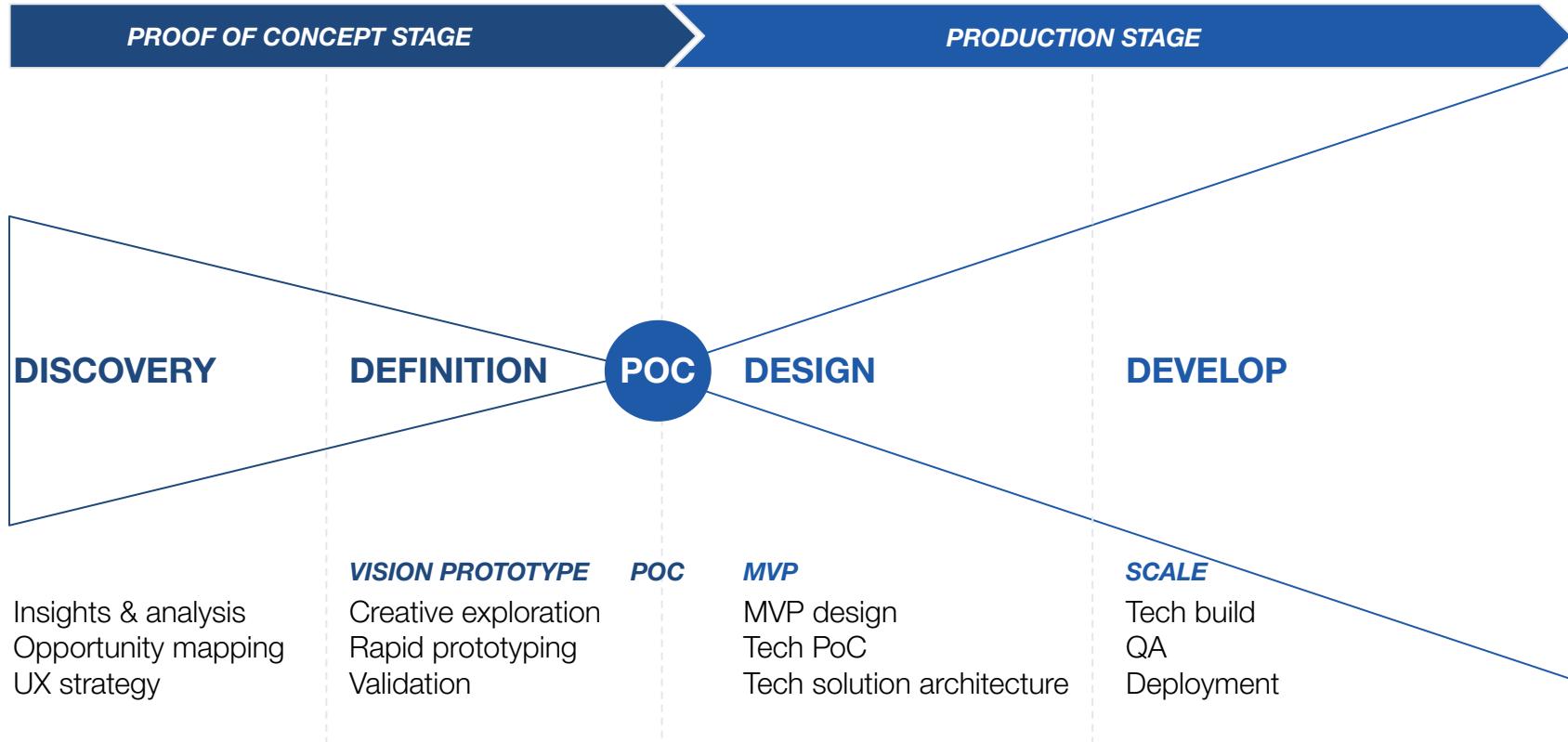
### GOAL

Launch a sustainable business model to meet tangible goals (e.g. revenue, user satisfaction)

**TESTING FIDELITY**  
Full testing

**INVESTMENT**  
From S\$150,000

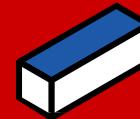
# Test-and-learn via rapid validation





# POC Approach

Our UI/UX approach, process and services



# A test-and-learn approach to innovation to define the problem solve, target needs & product platform

---

Two options to research and de-risk opportunities:

## **Proof of Concept (POC)**

**6-8 weeks for rapid validation of one idea  
(e.g. subscription service)**

- Ideal when opportunity is identified and rapid validation and de-risking is required
- Research 'light' as proof of concept (POC) is used to validate demand
- Faster approach with POC as the final deliverable - from which next steps can be discussed and recommended

## **Proof of Concept (POC) - for paranoid clients**

**12-16 weeks for ideation of opportunity areas  
+ validation of one idea**

- Ideal when opportunities are unclear or there's a need to ideate & prioritise
- More research intensive to uncover consumer needs and target audience
- Flexible and modular approach with work scoped into stages
- Each stage has a goal, each goal has key outcomes to determine whether to proceed from POC to MVP to full scale



# POC project timeline: 6-8 weeks

1. Break this down into 5-7 day sprints. Most clients should be done in 2-4 sprints
2. Billing milestones to derisk (separate slide on derisk to build client confidence)

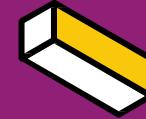
## High level project timeline

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Phase	Opportunity discovery & validating the concept			Define the experience	Design the experience, the technology and operating model			
Activities	Qualitative research	Synthesis of Quals	Desktop research	Opportunity mapping	Creative exploration	Concept development	Journey mapping	Tech exploration
Key milestones/dependencies	Optional: Add quantitative research and interpretation in parallel ~3 weeks (may extend timeline by 1-2 weeks)							Proof of concept
	Project Kick-off		Discovery synthesis		Validate idea with consumers			Product concept Light validation with consumers

# POC: Scope & Activities



PHASE	TIMING	ACTIVITIES	DELIVERABLES
DISCOVERY	3 weeks	<ul style="list-style-type: none"> <li>• Kick off session with stakeholders           <ul style="list-style-type: none"> <li>◦ Project vision &amp; goals</li> </ul> </li> <li>• Optional: Quantitative survey (minimum n=30 per audience)           <ul style="list-style-type: none"> <li>◦ Prep questions and fieldwork to identify target customers &amp; needs</li> </ul> </li> <li>• Qualitative interviews (2-3 stakeholders &amp;/or customers)           <ul style="list-style-type: none"> <li>◦ Prep discussion guide and interview times for 60 minutes</li> </ul> </li> <li>• Rapid desktop research (category / competitor/ customer)</li> <li>• Opportunity prioritisation and definition of concept</li> </ul>	<ul style="list-style-type: none"> <li>• One (1) kickoff meeting</li> <li>• One (1) opportunity prioritisation workshop - including high level quantitative results</li> <li>• Synthesis of opportunity territory</li> </ul>
DEFINE	1-1.5 weeks	<ul style="list-style-type: none"> <li>• Creative exploration of concept</li> <li>• Light qualitative research to validate (6-8 respondents via family &amp; friends)</li> </ul>	<ul style="list-style-type: none"> <li>• One (1) synthesis of creative concept</li> </ul>
DESIGN	4 weeks	<ul style="list-style-type: none"> <li>• Experience conceiving/ feature definition</li> <li>• Product prototype (visual)</li> <li>• Tech discovery           <ul style="list-style-type: none"> <li>◦ Including research of end-to-end integration partnerships (e.g. for e-commerce &amp; fulfillment)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Personas and Journey map</li> <li>• User flows (Logic x 1)</li> <li>• Tech design doc</li> <li>• POC prototype (1 variation)</li> </ul>
ASSUMPTIONS		<ul style="list-style-type: none"> <li>• Focus is on Singapore market only</li> <li>• Access to the client team to collaborate during opportunity prioritisation, tech exploration and POC</li> <li>• Client to assess any potential issues with local regulations (privacy &amp; policy)</li> <li>• 24h turn around time for feedback</li> <li>• Access to or provision of relevant materials for Discovery by Client for agency team</li> <li>• Stakeholders to be identified in collaboration with Client team</li> </ul>	
COST (estimate)		<ul style="list-style-type: none"> <li>• SGD 27K - 347K</li> </ul>	



# Case studies

## Cases to add:

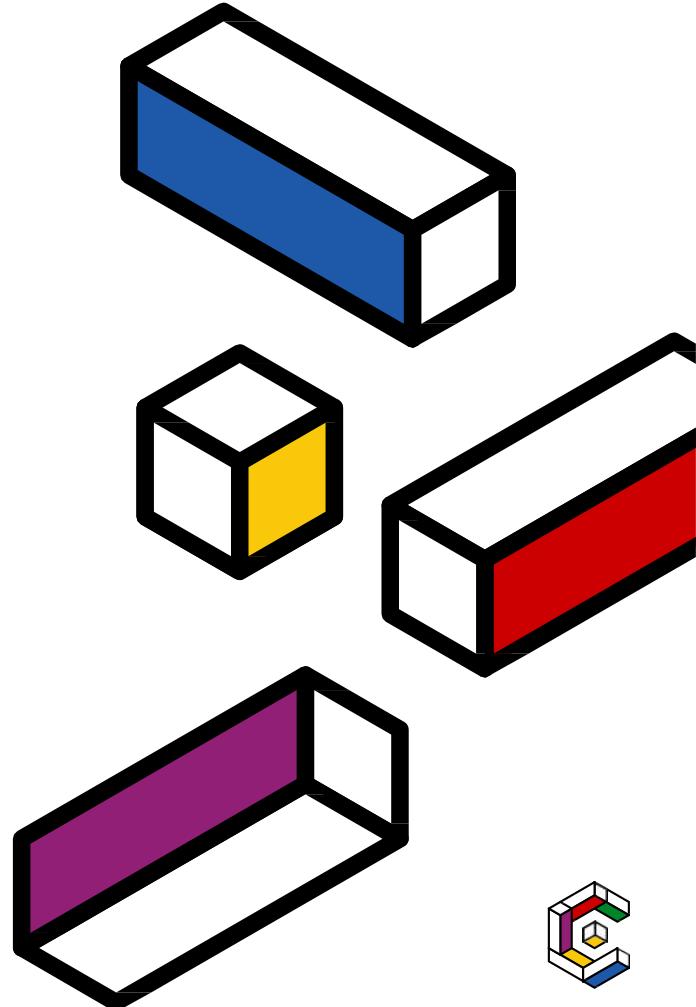
- Meme Generator
- PRU Auntie
- CNY AR Dragon
- Chat G
- JPM Beijing Event Ideas



# Prudential Meme Generator

## Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



# Prudential Meme Generator

## Challenge

First Jobbers were born and raised as digital natives, complete with their own language - memes. So if we want them to flex to their friends about achieving a financial milestone with Prudential, it's best to let them do it in their own way.

## Solution

Using AI Face swapping technology and OpenAI LLMs in the backend, we create a web app where users can select a popular meme, upload their picture and select a theme such as "Health", "Wealth" or "Life" to generate a meme using their own face.

The generated meme also has an embedded message and can be shared on social media.

Upload your picture

Enter your name  
George

Upload your picture  
Drag and drop files here or [Browse](#)

Generate Meme

Share your meme

George can't be surprised by unplanned medical bills

Generate Again →

Download Meme

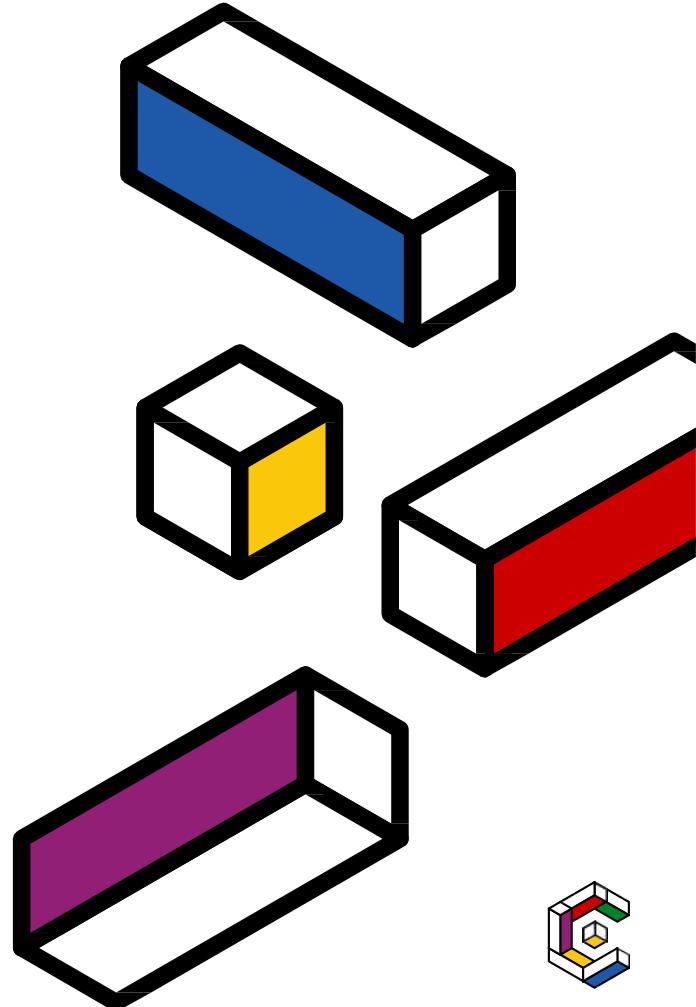
## Some samples



# PRU Auntie

## Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



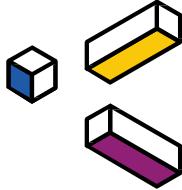
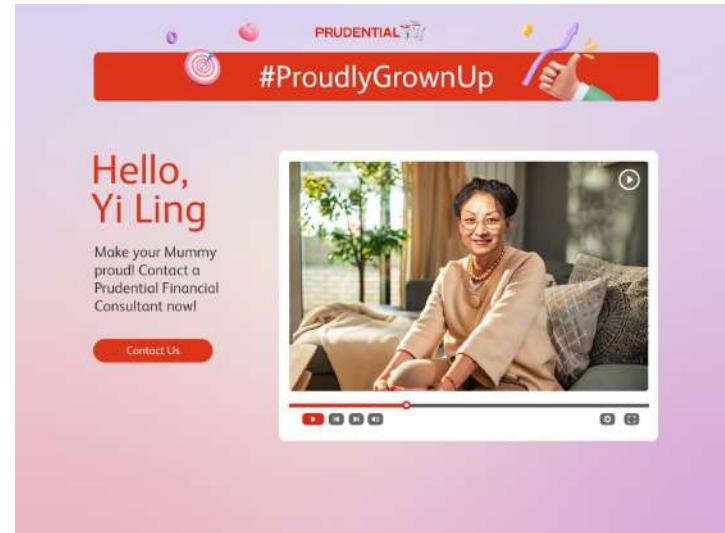
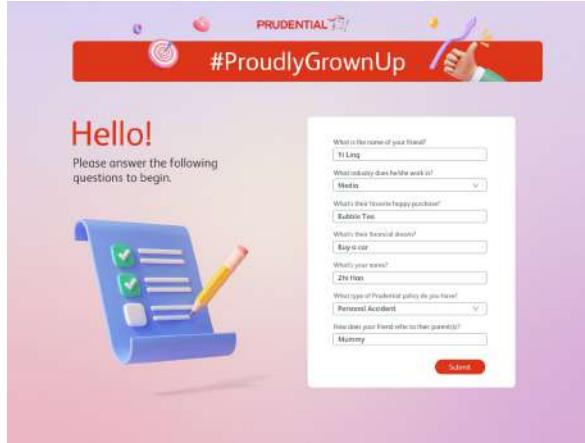
# PRU Auntie

## Challenge

Gen Zs appreciate personalisation and creativity, and we had to create a platform that offered just that.

## Solution

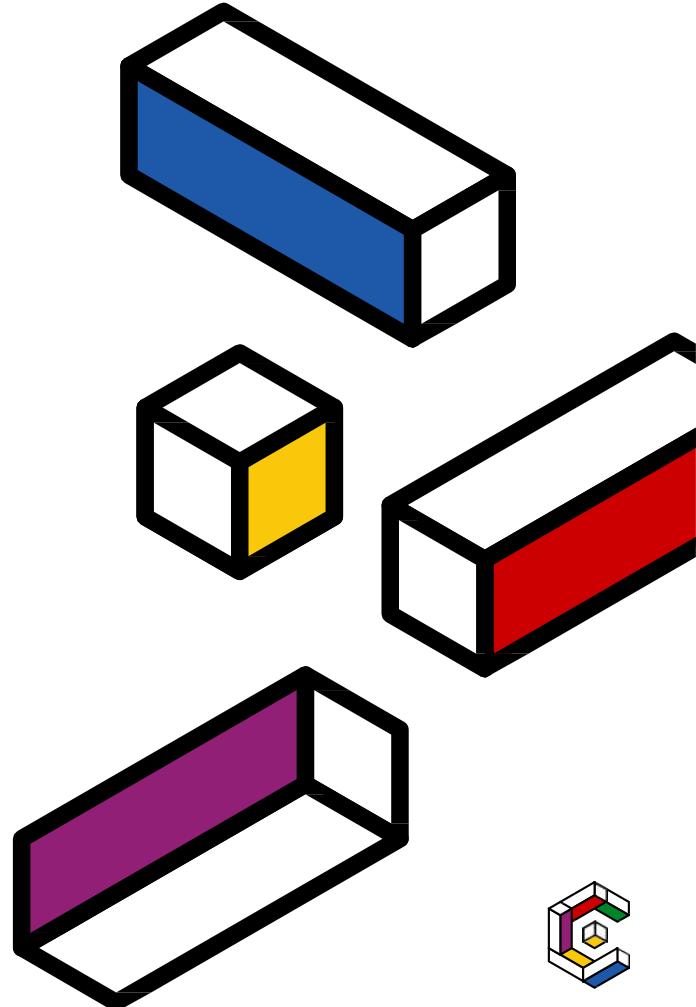
The web app had the ability to create a video message specific to their friend's situation and using personal details, it's a uniquely personalized way to offer support. In the backend it used LLMs, AI voice cloning and AI video generation to create the personalised video.



# CNY AR Dragon

## Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



# CNY AR Dragon

## Challenge

Construct wanted to create an engaging CNY greeting card to be send along with their CNY Hampers.

## Solution

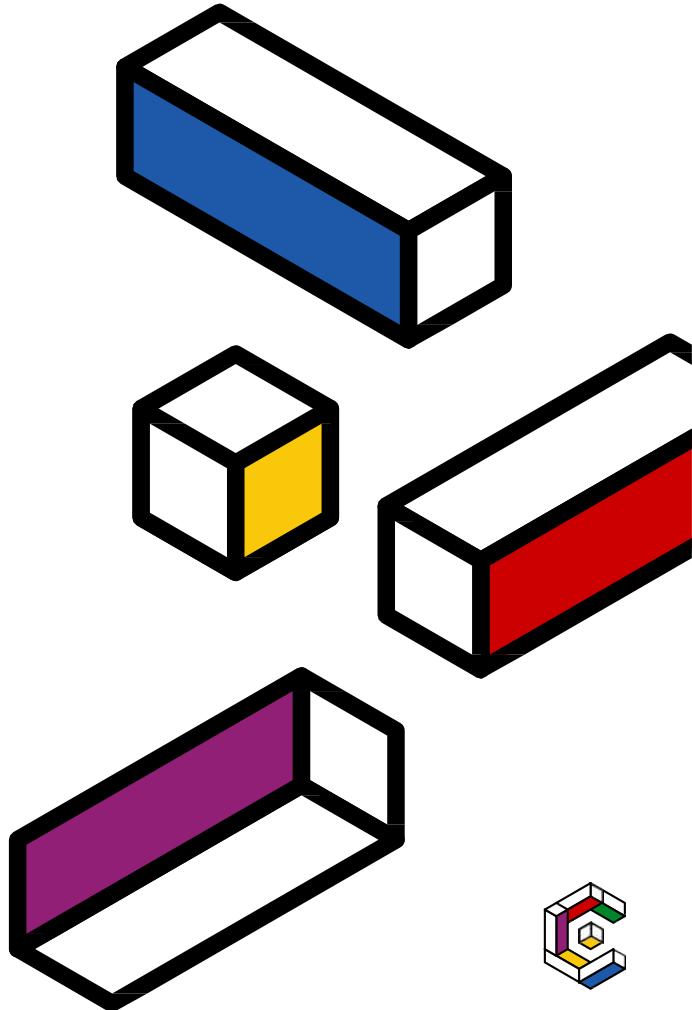
The solution was an AR Chinese dragon that came alive on user's phones when they scanned the QR Code, complete with Music, animation and a custom message for each client.



# Chat G

## Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



# Chat G

## Challenge

Showcase the power of AI in a fun video

## Solution

We came together as a team to build a physical version of ChatGPT whom we called ChatG. We constructed a remote controlled robot that users can talk with and it would respond to your questions and display various emotions.

The backend was connected to LLM's that could process questions and respond to users in realtime and display associated emotions on the screen.



# BTS

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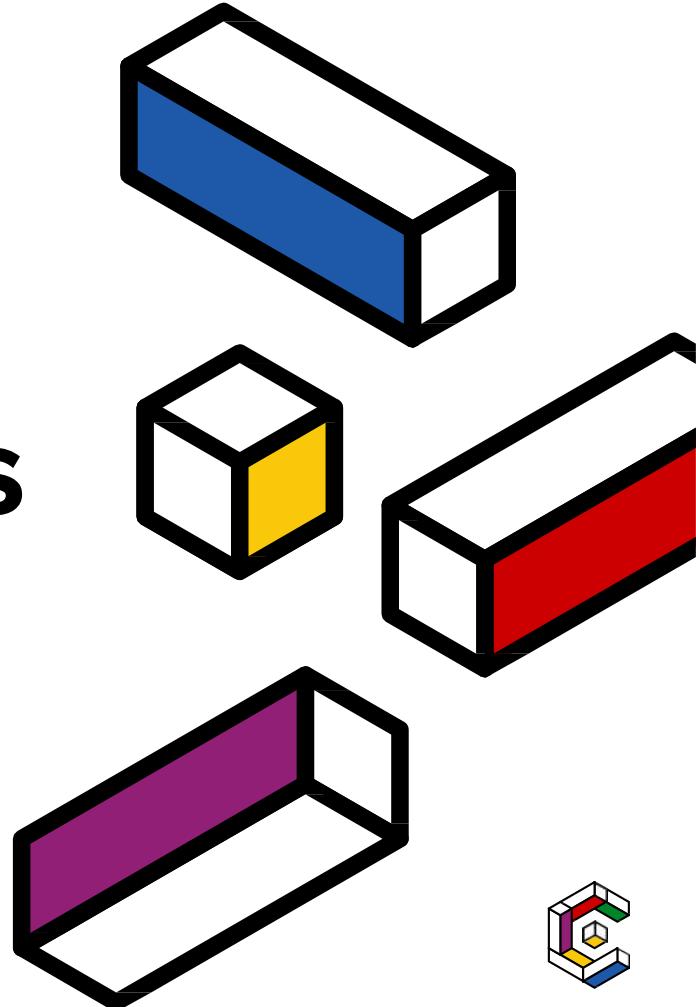
It's first steps!



# J.P. Morgan Beijing Event Ideas

## Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



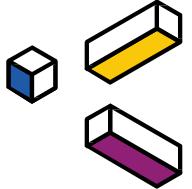
# J.P. Morgan Beijing Event Ideas

## Challenge

Create an artwork that was co-created by the attendees of a fintech event in Beijing

## Solution

Users can scan their NFT tags to start sketching. Each of their sketches are transformed using AI and becomes part of a larger artwork. Through the course of the day, the artwork starts coming to shape and starts animating.



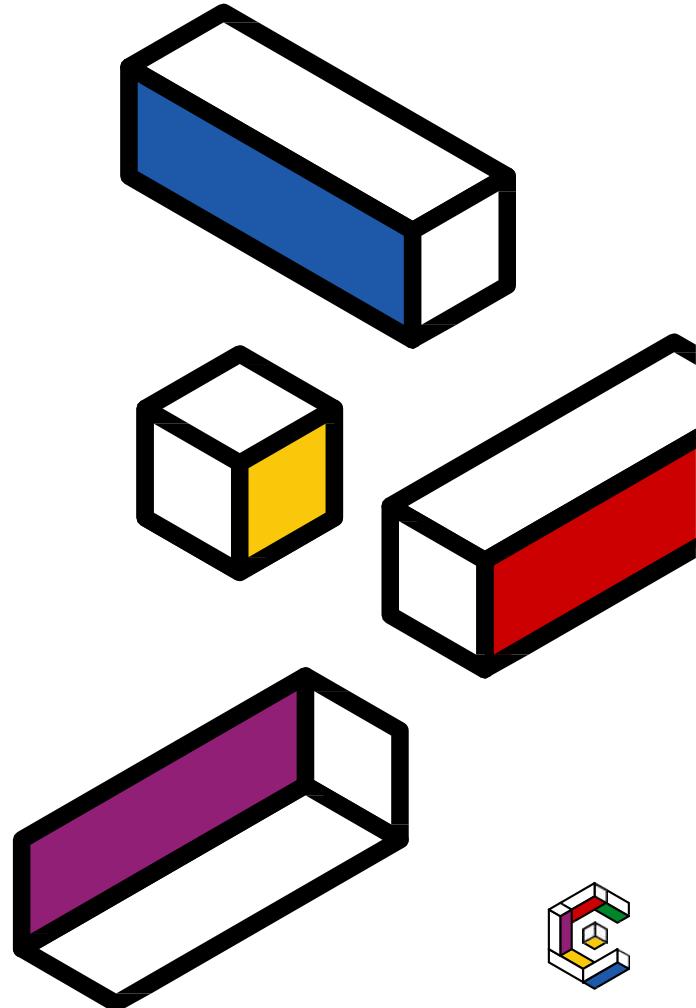
# NUS IT

# Motion Capture

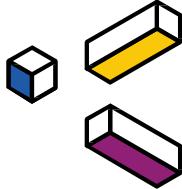
# Animation Tool

## Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



# Motion Capture Animation Tool



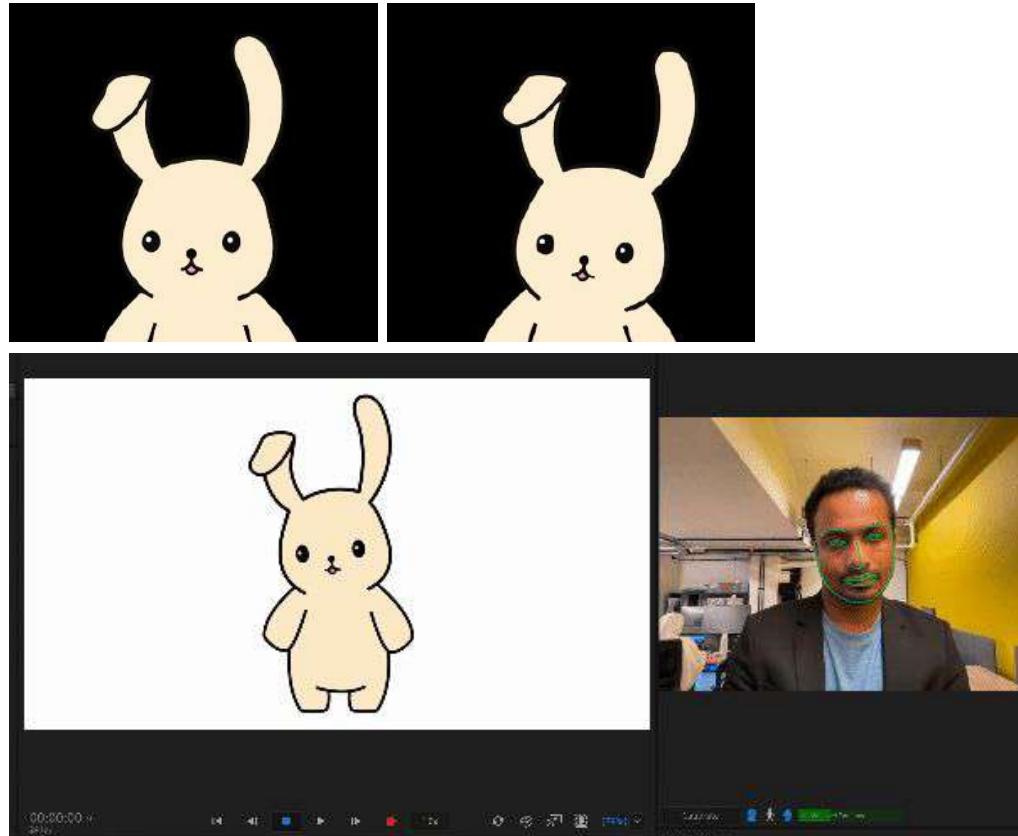
## Challenge

NUS IT has developed a character that features in content to educate staff & students about IT security issues. The team needed a simple, cost-effective way to produce animated content at scale.

## Solution

We selected a prototyping tool that allowed for quick and easy creation of basic interfaces without extensive technical development. Using motion capture, the prototype enables real-time animation by tracking and replicating human movements, transforming them into animated actions.

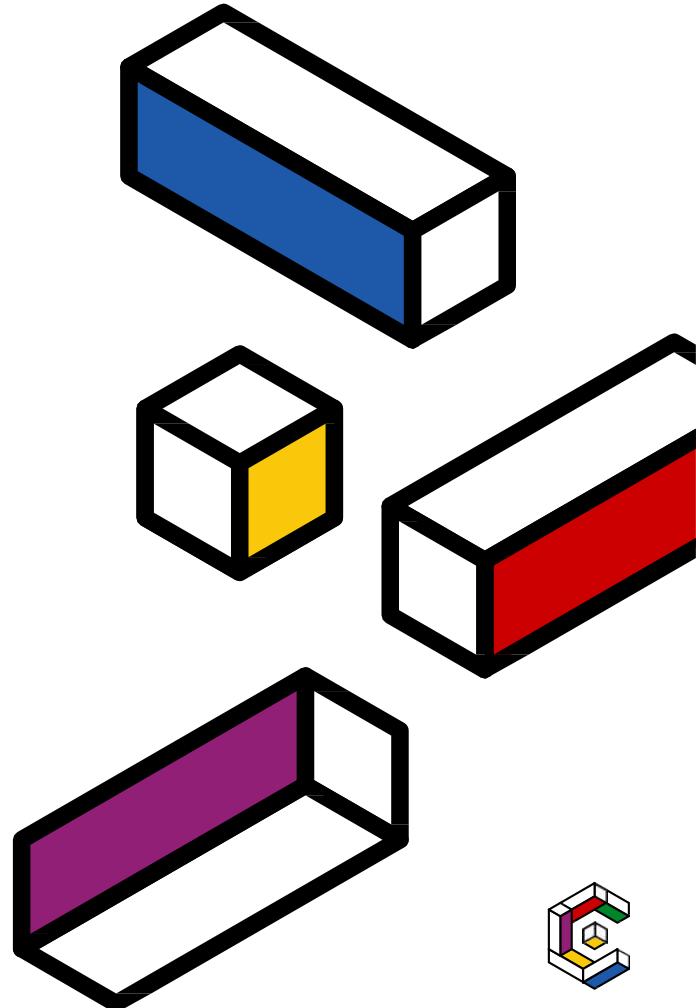
This approach not only offers a **cost-effective solution** but also ensures a **dynamic, lifelike representation**. By leveraging this technology, NUS IT can seamlessly weave **richer narratives** across various digital platforms.



# Great Eastern AR Filters

## Case Study:

- Requirements Gathering
- Tool Selection
- Prototyping
- Internal Review



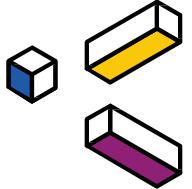
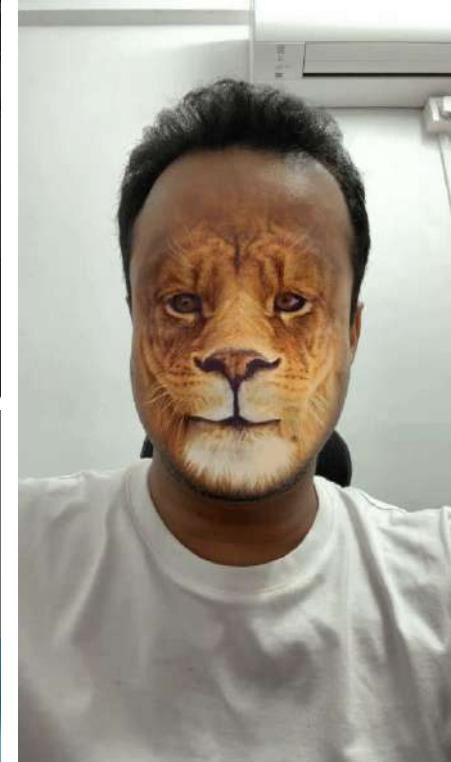
# Great Eastern AR Filter

## Challenge

As part of a brand refresh proposal for Great Eastern based on the concept ‘Let’s Be Lions’, we wanted to develop innovative ways to bring our concept to life and give it more impact during the presentation.

## Solution

Taking inspiration from the brand’s iconic logo, we developed augmented reality filters that could be activated during the presentation. Using Meta’s Spark Platform allowed us to rapidly design and publish a series of AR filters that mapped perfectly onto the presenters’ faces.

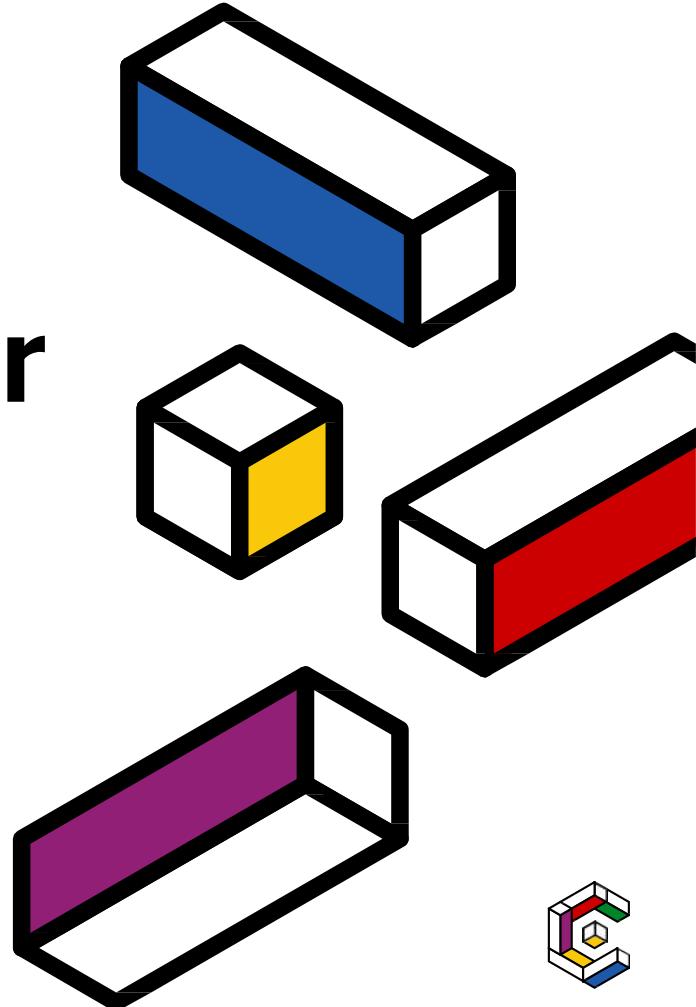


# NUS MBA

# Programme Builder

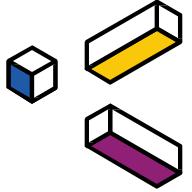
## Case Study:

- Stakeholder Surveys
- Persona Journey Mapping
- Information Architecture Overhaul
- UX/UI
- Development
- Maintenance



# NUS Business School

Digital Marketing & Consulting | Creative | Media



## Challenge

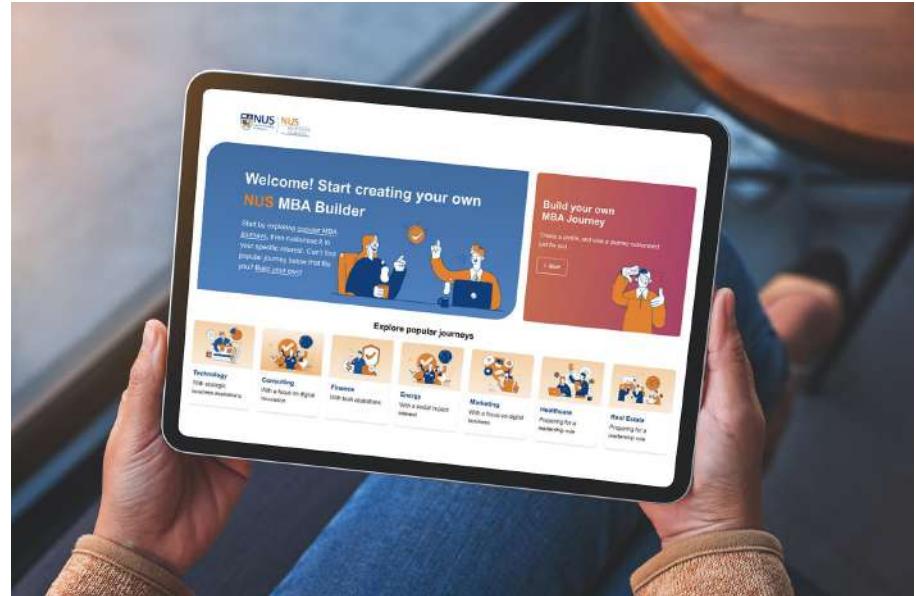
The NUS MBA attracts a large number of applicants that the admissions office must screen through interviews. They wanted a way to pre-qualify applicants and also showcase the various study pathways available to prospective MBA students.

## Solution

After defining 7 personas through user research, we designed the MBA Programme Builder using the full course catalogue. Users select one of these personas based on their desired career outcome to view the recommended MBA journey.

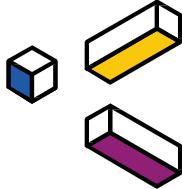
Alternatively, users may design their own MBA based on interests and aspirations. Choices include electives, student clubs, exchange programmes, internships, and non-academic learning experiences.

Upon completion, users provide contact details to receive a PDF version, enabling the admissions office to follow up with clarity of each applicant's preferences.



# NUS Business School

Digital Marketing & Consulting | Creative | Media



Welcome! Start creating your own **NUS MBA Builder**

Start by exploring popular MBA journeys, then customise it to your specific interest. Can't find popular journey below that fits you? Build your own!

Explore popular journeys

Technology Consulting Finance Energy Marketing Healthcare Real Estate

**Technology**  
With strategic business aspirations

Explore this journey

Core modules: Core modules include Academic and Experiential modules such as Case Study, Electives, and Experiential Learning.

Explore other journeys

Computing, Finance, Energy, Marketing, Healthcare, Real Estate

Build your own MBA Journey

Create a profile, and view a journey customized just for you.

> Start

Start by exploring popular MBA journeys, then customise it to your specific interests. Can't find a popular journey below that fits you?

Build your own!

Core modules: For Tech Professionals with strategic business aspirations

Academic Core Modules: Financial Accounting, Financial Management, Leadership, Managerial Economics, Managerial Decision & Evaluation, Marketing Management.

Experiential Core Modules: Learn your Information, MBA Seminar, MBA Consulting Project.

Welcome! Start creating your own **NUS MBA journey**.

Start by exploring popular MBA journeys, then customise it to your specific interests. Can't find a popular journey below that fits you?

Build your own!

Explore popular journeys

Technology Consulting

**Technology**  
With strategic business aspirations

**Consulting**  
With a focus on

Electives

Select 3 electives from one Specialisation category, or from across Specialisations.

Recommended Electives

Consulting 2.0  
Emerging Tech and the Value of Data  
Global Operation Strategy in the Digital Economy  
Leading with strategy in digital firms  
Managing technological innovation  
Strategy & Big Data  
Talent Management & Development

Here's your **NUS MBA journey**

Supply Chain/Operations Management  
Healthcare (incl Product and services)  
Public Speaking

My Core Modules  
My Electives  
My Experiential Learning

Save my journey Edit my journey



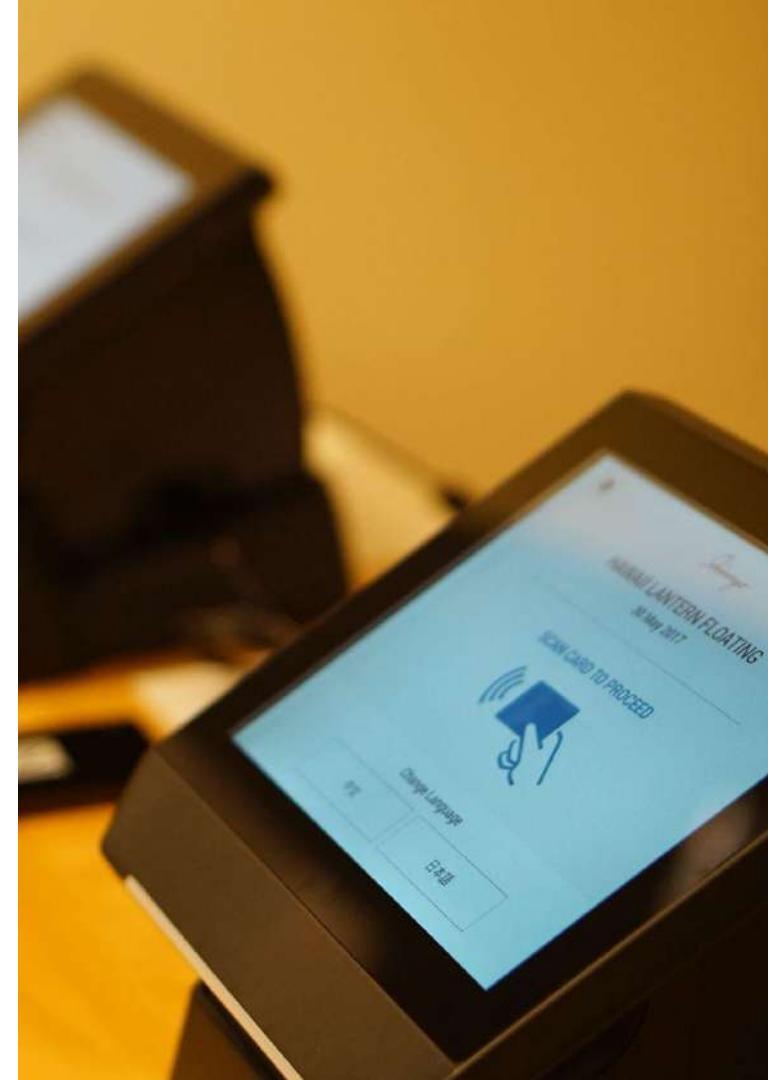
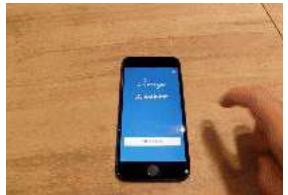
# Global Buddhist Organisation

Digital Business Strategy | CX | UI/UX | Development

Supporting a seamless spiritual journey

## Client Challenge

Starting in 2015, our client - a worldwide religious organisation - embarked on an Experience Transformation programme to better meet the spiritual needs of its demographically diverse followers across 50 locations by digitalising and modernising its operations and touchpoints.



# Global Buddhist Organisation

Digital Business Strategy | CX | UI/UX | Development

**Supporting a seamless spiritual journey**

## B2Human Insight

***Many pathways. One destination.***

There is no one path to enlightenment. To assist our client's followers on their spiritual journey, we needed to empower them with the agency to organise and pace their own awakening.



# Global Buddhist Organisation

Digital Business Strategy | CX | UI/UX | Development

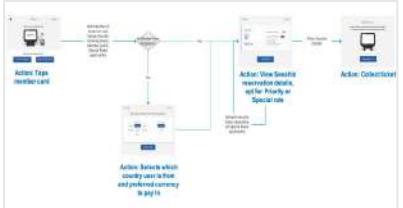
**Supporting a seamless spiritual journey**

## UI/UX

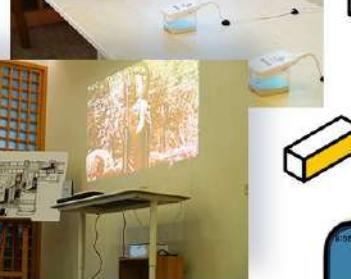
### *Elevating Event Experiences with Innovative UX Design*

We partnered with the client to transform their manual event tracking and check-in process using our UI/UX expertise. Through user research, wireframing, prototyping, and usability testing, we developed a mobile kiosk solution that streamlined operations and improved user experience, providing real-time data insights and boosting efficiency.

Profile Information		Registration Process		
Gender	<input type="checkbox"/> Male <input checked="" type="checkbox"/> Female	Queue Time	Registration Time	Report Time
Age	<input type="checkbox"/> 18-25 <input type="checkbox"/> 26-35 (10 years) <input type="checkbox"/> 36-45 (10 years) <input type="checkbox"/> 46-55 (10 years) <input type="checkbox"/> 56-65 (10 years) <input type="checkbox"/> 66+ (10 years)			
Languages				
Religion Type	<input type="checkbox"/> Buddhist <input type="checkbox"/> Hindu <input type="checkbox"/> Christian <input type="checkbox"/> Muslim <input type="checkbox"/> Sikh <input type="checkbox"/> Jewish <input type="checkbox"/> Taoist <input type="checkbox"/> Buddhist			
Observation notes:				



# Experience Transformation In Action



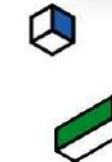
We made a vast library of religious materials available as interactive modules on an educational portal.



Mobile and kiosk applications were also developed to enable people to follow their own spiritual journey at community centres.



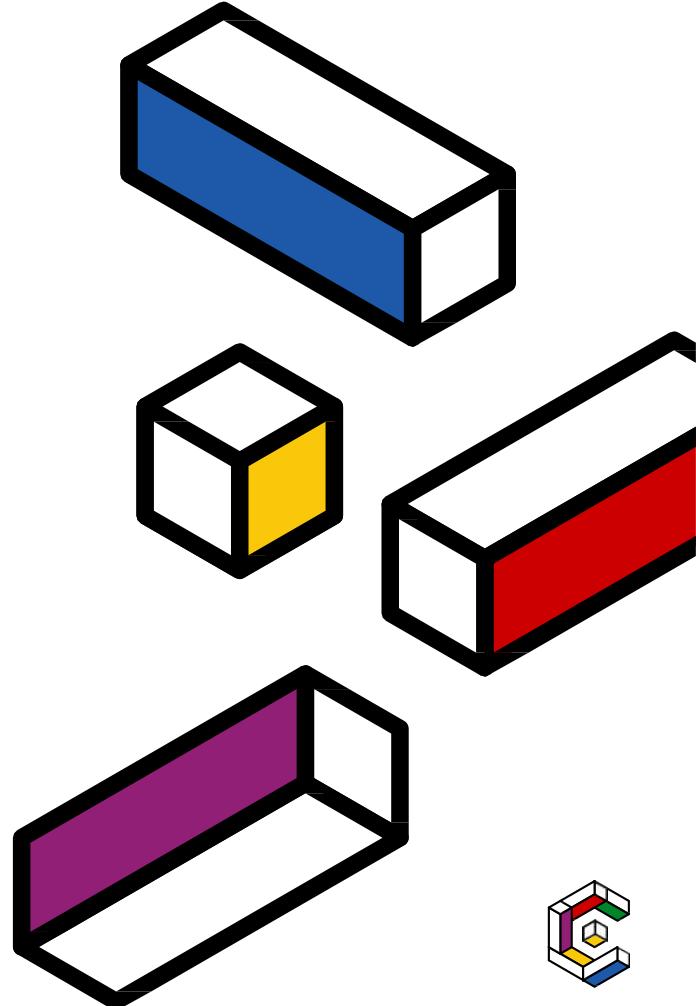
Thanks to the education portal and supporting applications, people were able to continue their religious journey throughout the pandemic.



# NUS Giving

## Case Study:

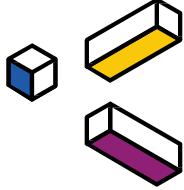
- Stakeholder Surveys
- Persona Journey Mapping
- Information Architecture Overhaul
- UX/UI Redesign
- Sitefinity Development
- Maintenance



# Case Studies

## NUS Giving

Challenge, Insight and Action



### THE CHALLENGE

Redesign the NUS Giving website to drive more donations and satisfy each stakeholder's expectations from the website

### THE INSIGHT

The website flow had multiple layers of navigation, poor visibility of Call-to-actions and website flow not aligned with the user's expectations leading to an overall poor "Give Now" experience.

### THE SOLUTION

- Run surveys to understand stakeholder sentiments to align on goals, objectives & purpose
- Identify all target audiences and perform user journey mapping exercise
- Leverage past campaign data to understand what worked best in the past
- Redesign the NUSGiving website to ease the "Give Now" journey and deliver more donations



# Case Studies

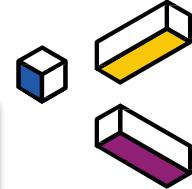
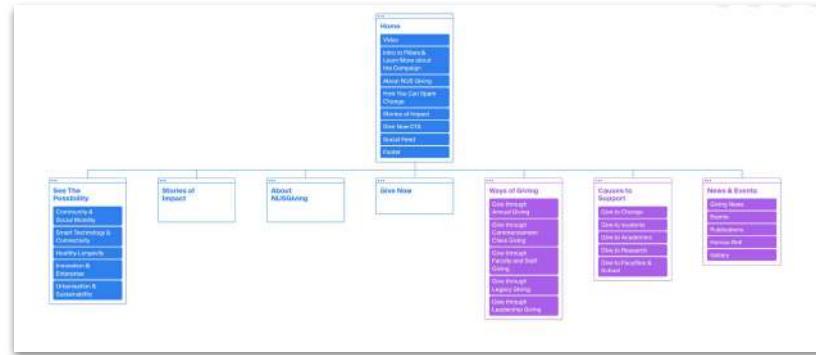
## NUS Giving

### Persona-based Customer Journey Map

To understand the persona's motivation to donate with a survey we mapped the Customer Journey.

This gave us insight on which website features appeal most to each persona.

We then created a sitemap structure the contents of the website that met the expectations of all the various stakeholders.



# Case Studies

## NUS Giving

### The Outcome

Full website redesign with a fresh look & feel and optimised Customer Journey for easier navigation with clear call-to-actions to drive donations.

#### Technical Capabilities:

- Sitefinity CMS
- Integrated to back-end for Payment processing

Check out the new [NUS Giving Website](#) by clicking the link.

The screenshot displays the homepage of the NUS Giving website. At the top, there's a dark green header bar with the NUS Giving logo and a search bar. Below the header, a large banner features a portrait of a man in profile, with the text "SEE THE POSSIBILITY" overlaid. A subtext below the banner reads "I come from a humble background". The main content area has a dark green background with the title "SEE THE POSSIBILITY CAMPAIGN" in white. It includes a brief description of the campaign and five circular icons representing different fields: COMMUNITY & SOCIAL ACTIVITY, TEACH & LEARN, CONSULTANCY, FINITE ENERGY, and BUSINESS ENTERPRISE. To the right, there's a section titled "What is NUS Giving?" with a subtext about the university's mission and values, followed by a "DONATE" button. At the bottom, a large call-to-action button says "HOW CAN YOU MAKE THINGS POSSIBLE?". On the right side of the page, there are two vertical columns of images showing people in various professional and academic settings, along with sections for "STORIES OF IMPACT" and "DONATE".

# Case Studies

## NUS Giving

### The Outcome



A screenshot of the "STORIES OF IMPACT" page from the NUS Giving website. The page has a dark green background with a large photo of two students, a boy and a girl, sitting outdoors. The text "STORIES OF IMPACT" is prominently displayed. Below the main image, there is a section titled "DISCOVER STORIES OF IMPACT" with a sub-section about the strength of the NUS Giving community. The page also features several thumbnail images of different stories, such as a group of people at a podium, a woman holding a tablet, and a person in a lab coat.



# Case Studies

## NUS Giving

### The Outcome

The screenshot shows the NUS Giving website. At the top, there's a navigation bar with links to "SEE THE POSSIBILITY", "STORIES OF IMPACT", "ABOUT NUS GIVING", "Give Now", and a search icon. Below the navigation is a large video player showing a man in a suit looking out over a city skyline from a high vantage point. The video progress bar indicates it's at 0:00 / 4:09. To the right of the video, there's a section titled "See other inspirations for change" with five categories: "Community & Social Mobility", "Smart Technology & Connectivity [Video coming soon]", "Urbanisation & Sustainability [Video coming soon]", "Healthy Longevity [Video coming soon]", and "Innovation & Enterprise [Video coming soon]". Each category has a small thumbnail image and a brief description.

**NUS GIVING SINCE 1905**

**Community & Social Mobility**

Education is a powerful tool for upward social mobility. One of NUS' top priorities has always been to ensure that all students, regardless of socioeconomic status, have access to higher education.

**SEE THE POSSIBILITY**   **STORIES OF IMPACT**   **ABOUT NUS GIVING**   **Give Now**   **Search**   **☰**

0:00 / 4:09

**See other inspirations for change**

**Community & Social Mobility**  
Education is a powerful tool for upward social mobi...

**Smart Technology & Connectivity** [Video coming soon]  
Technology has been a strong catalyst for progress,...

**Urbanisation & Sustainability** [Video coming soon]  
We have always been passionate champions for re...

**Healthy Longevity** [Video coming soon]  
Healthy Longevity is not just about physical health. I...

**Innovation & Enterprise** [Video coming soon]

The screenshot shows the main homepage of the NUS Giving website. It features a dark green header with the text "GET INSPIRED BY OUR STORIES OF IMPACT" and a "JOIN US IN FUTURE MAKING" button. Below the header is a grid of nine smaller images representing different impact stories. At the bottom, there's a large graphic with the text "SEE THE POSSIBILITY FOR OUR FUTURE" and a "DONATE NOW" button.

**GET INSPIRED BY OUR STORIES OF IMPACT**

**JOIN US IN FUTURE MAKING**

**SEE THE POSSIBILITY FOR OUR FUTURE**

DONATE NOW

# Case Studies

## NUS Giving

### The Outcome



**NUS GIVING SINCE 1905**

SEE THE POSSIBILITY STORIES OF IMPACT ABOUT NUS GIVING Give Now |  | ≡

## ABOUT NUS GIVING

### What is NUS Giving?

As a global leader in university philanthropy, NUS Giving is delivering sustainable impact and realising possibilities.

We build enduring relationships with our donors to seed and grow transformational opportunities that create a ripple effect of



**PUBLICATIONS**

**NUS GIVING REPORTS**

[View Full list of our NUS GIVING Reports](#)

[2021](#)

**FUTURE MAKING**  
NUS Giving Report 2021/2022 (Annual Rep)

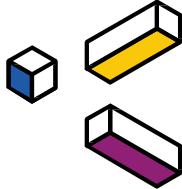
**FUTURE MARKING**  
NUS Annual Giving Report 2020/2022 >

**FUTURE LEAPING**  
NUS Giving Report 2020/2022 >



**NUS GIVING MAGAZINES**

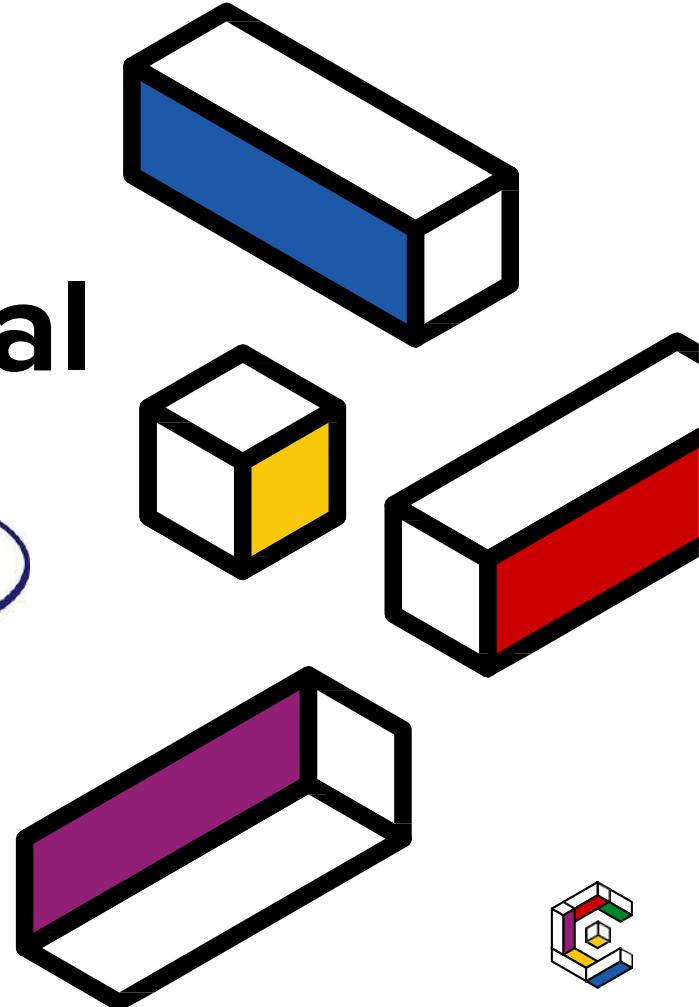
**NUS GIVING**  
June 2020 > **NUS GIVING**  
A Intent June 2020 > **NUS GIVING**  
Pioneered to change the world October 2019 >



# Kaplan International

## Case Study:

- Persona Journey Mapping
- Information Architecture Overhaul
- UX/UI Redesign
- WordPress Development
- Maintenance



# Case Studies

## Kaplan International

Challenge, Insight, Action

### THE CHALLENGE

Redesign a site with a total number of 500+ courses that has grown and morphed organically over the years.

### THE INSIGHT

Courses were arranged by internal business units' process handling, and not by user's needs, leading to an overall poor user signup experience.

### WHAT WAS DONE

- User testing
- Information Architecture
- UX overhaul
- Web design and development

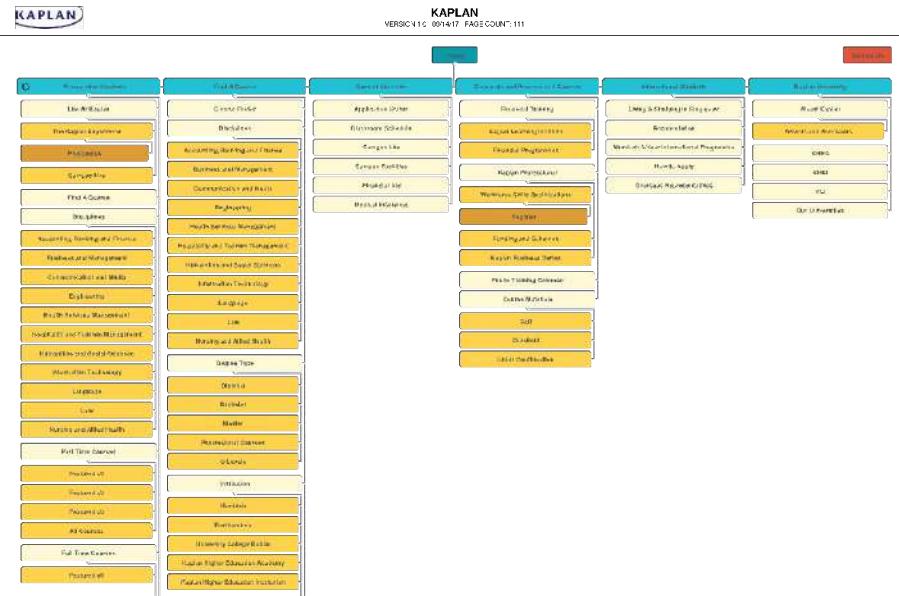
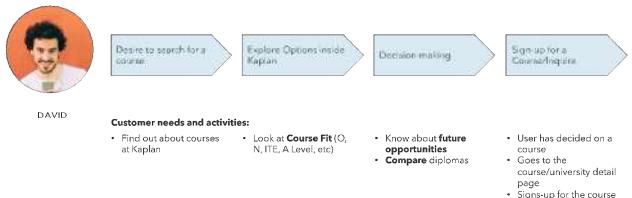
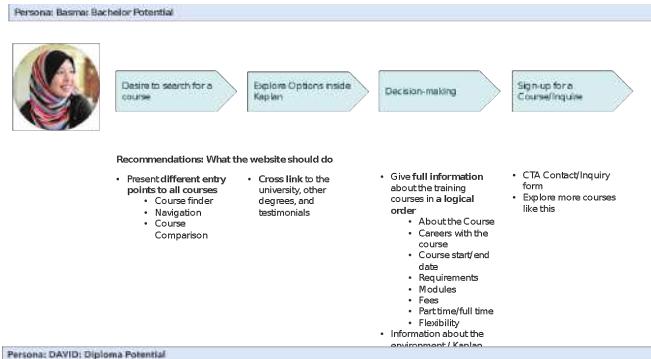


# Case Studies

# Kaplan International

# UX Journey

The requirement gathering exercise along with persona journey mapping helped us develop a sitemap and course finder to increase time on site, user stickiness, and to capture leads.



# Case Studies

## Kaplan International

The outcome

Website on Wordpress CMS.

Hosting and Security Maintenance by Construct since 2019.

The old website design features a prominent 'Course finder' section at the top. Below it, a large image of a smiling student sitting outdoors. A call-to-action button says 'I achieve the best edge possible. It's my choice.' A sidebar on the left lists various study programs like Accounting and Finance, Business and Management, Engineering, Hospitality and Tourism Management, Humanities and Social Sciences, International Business, Language, Law, Nursing and Allied Health, and Psychology. At the bottom, there's a small note about Kaplan's accreditations.

Old website design

The new website design is more modern and user-friendly. It includes a search bar at the top, followed by sections for 'Programme Disciplines' and 'Previous & Events'. A 'Why Kaplan?' section highlights the institution's accreditations and international presence. The layout is clean with large images and clear calls to action.

New website design and user experience resulted in **33% increase in traffic** and **18% increase in active users**



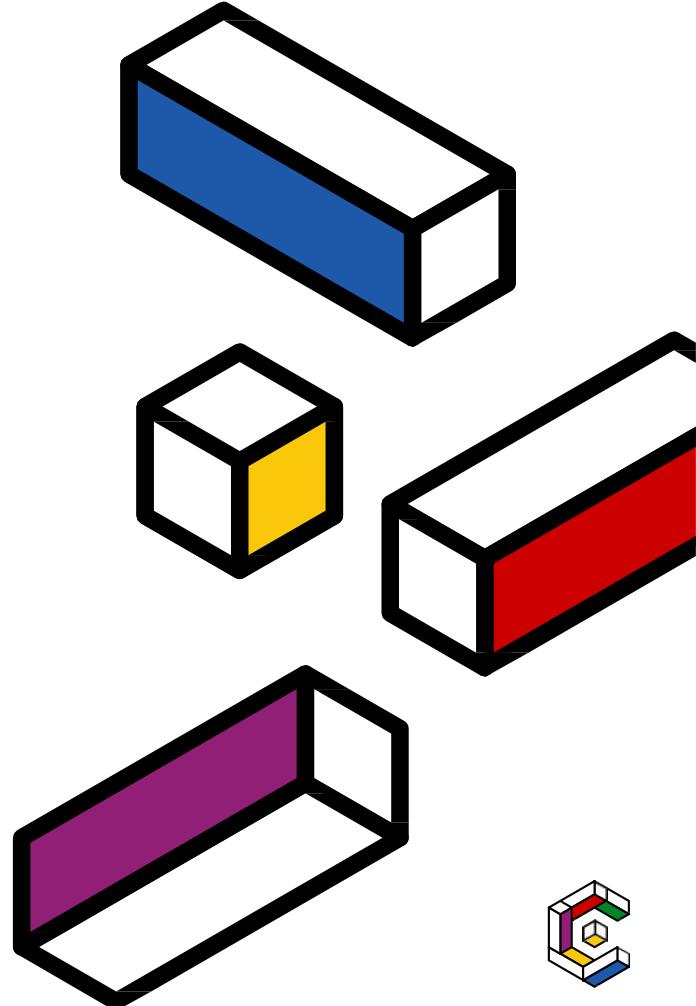
This screenshot shows a 'Search Results' page where users can filter courses by university. It displays several course cards for institutions like Murdoch, Monash, and Deakin, each with a thumbnail, title, and a 'View Details' button.



# ITMA

## Case Study:

- Persona Journey Mapping
- Information Architecture Overhaul
- UX/UI Redesign
- Integrations across multiple third-party tools & platforms
- Kentico .Net Development
- Maintenance



# Case Studies

## ITMA

### Challenge, Insight and Action

#### THE CHALLENGE

With live events on hold for the foreseeable future, ITMA needed to continue to engage its members and generate interest in their involvement in the textile industry in a post-COVID world. Their previous website was dated, stifling, and uncoordinated, giving users a poor experience and not reflecting the organization's reputation. User acquisition was low and unoptimized for mobile.

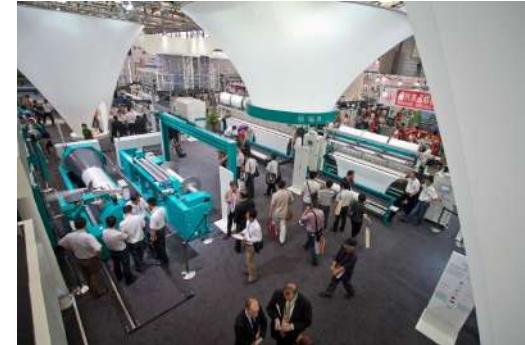
#### THE INSIGHT

ITMA Visitors had to take a long journey from homepage to the content they wanted, and it was difficult to find relevant information required as an Exhibitor, Visitor & Media.

#### THE SOLUTION

Rebuild the website and bring it up to date with :

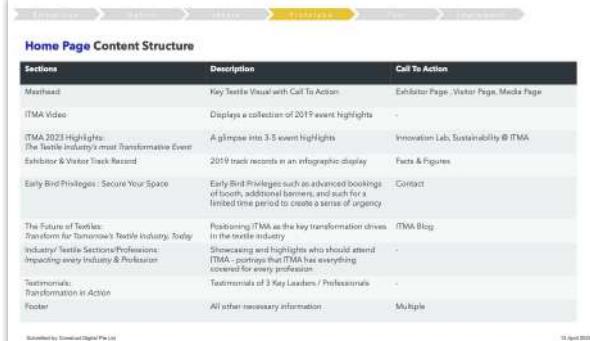
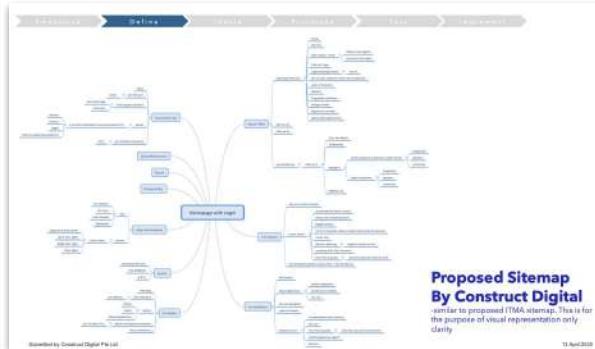
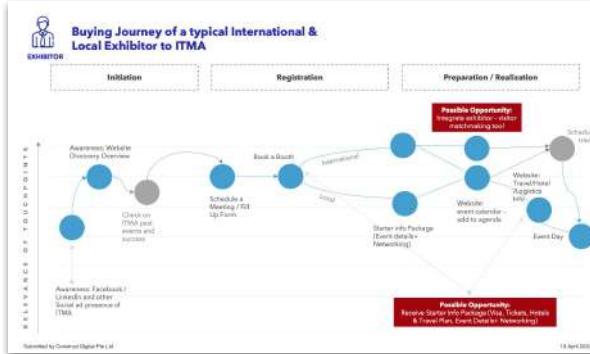
- Improved user navigation and UX; shorten the user journey to their desired content to as few clicks as possible
- A fresh new Mobile responsive Design
- User profile creation using SSO implementation
- GDPR-compliant User data management
- A flexible client-managed CMS to make uploading new content a breeze



# Case Studies

## ITMA

Persona-based Customer Journey Mapping which led to an improved User Experience.



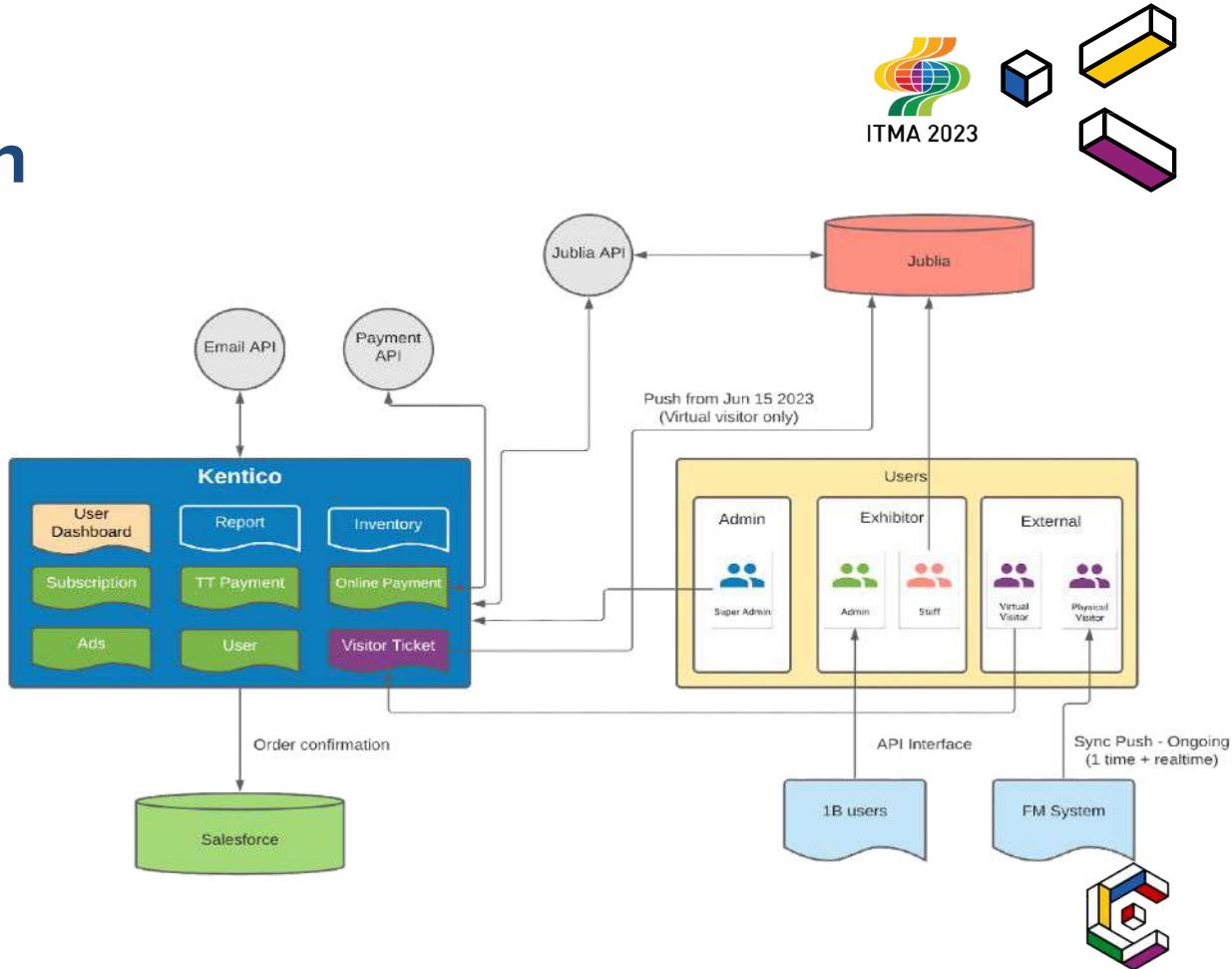
# Case Studies

## Technical Solution

Complex integrations to deliver a seamless Customer Experience.

### Integrations Delivered:

- IP Tech – One source of truth for getting the exhibitor information to Kentico
- Ingenico – 3rd Party payment gateway
- Jublia – Event and exhibitor management system
- Salesforce – User management system for Marketing
- FM system – Visitors Ticketing System and payment gateway provider



# Case Studies

## ITMA

### The Outcome

Website Built on Kentico .NET CMS

#### Technical Capabilities:

- Kentico Based CMS
- Hosting on Azure Cloud managed by Construct
- Integrated with Salesforce

The screenshot shows the ITMA 2023 website homepage. At the top, a banner displays a countdown: "Stand Space Application Opens In 23 DAYS 13 HOURS 21 MINUTES". The header includes the ITMA 2023 logo, navigation links for ABOUT ITMA, EXHIBITORS, VISITORS, MEDIA, PLAN YOUR TRIP, MEDIA GALLERY, ITMA BLOG, and HELP CENTRE, along with a search icon and login link. Below the header, the date "06 — 14 JUNE 2023" and location "PIURA MILANO PHO MILAN - ITALY" are listed. The main visual is a large, abstract image of colorful, flowing fabrics. The text "Transforming the World of Textiles" is prominently displayed in white. A sub-copy below states: "The world's largest international textile and garment technology exhibition, ITMA highlights innovations that will help textile and garment manufacturers transform and grow their business." At the bottom, three blue buttons with white icons and text are visible: "For Exhibitors", "For Visitors", and "For Media".

<https://itma.com/>



# We have delivered better performance

## Delivering on our Promises performance.

### What we said:

How can we...

- **Improve User Experience:**
  - Reduce Bounce Rates
  - Improve Average Time on Pages
- **Improve Search Engine Optimisation:**
  - Improve Search Engine Rankings
  - Increase Users coming from Search Engines

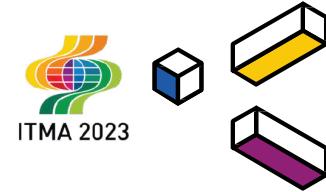
### What we achieved:

User Experience Achievements:

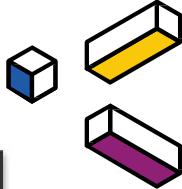
- **Overall Bounce Rates:**
  - 47.56% To 36.51% - **23% improvement**
  - Jan-Jun 2019 vs 2023
- **Overall Avg. Session Duration:**
  - 4m23s to 5m25s - **23% improvement**
  - Jan-Jun 2019 vs 2023

Search Engine Optimisations Achievements:

- **Organic Traffic Sessions:**
  - 207k to 253k - **22% increase**
  - Jan-Jun 2019 vs 2023
- **Avg. Keyword Position:**
  - 31.9 to 26.7
  - Jan 2023 to Jun 2023\*
    - \*Different date range due to Google Search Console not collecting data for the 2019 website.



# User Experience Achievements



2019



2023



Bounce rate has reduced by 23%



Session duration has increased by 1m 02s - 23% increase



Providing a **clear path for each type of User** and **highlighting the key information on the homepage** while **optimising page structures** have resulted in these improvements.

See you at ITMA 2023  
8 - 14 June 2023 Milan, Italy

ITMA live

Trützschler

COLORJET

Platinum Sponsor of ITMA 2019

Visit us at  
Hall No. H3 | Stand No. B102

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2019

2023

ITMAconnect Virtual Visitor

ABOUT ITMA EXHIBITORS VISITORS MEDIA EVENTS PLAN YOUR TRIP MEDIA GALLERY ITMA BLOG ITMA CONNECT HELP CENTRE

06 - 14 JUNE 2023 Add to Calendar

MILAN, ITALY

Transforming the World of Textiles

The world's largest international textile and garment technology exhibition, ITMA brings innovations that will help textile and garment manufacturers transform and grow their business.

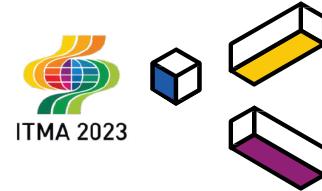
For Exhibitors For Visitors For Media

SHAPING THE FUTURE

06 - 14 JUNE 2023 MILAN, ITALY

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# SEO Achievements



## 2019 (Organic Search)

Users	New Users	Sessions
207,238 (50.78%)	191,177 (53.25%)	406,013 (55.23%)

## 2023 (Organic Search)

Total users	New users	Sessions
253,181	225,025	549,011



**Number of Organic Users** have increased by **22.2%**



**Number of Organic Sessions** have increased by **35.2%**



**Average Position of all keywords** improved by **5.2 rankings**

## Jan vs Jun 2023 (KW Rankings)

