

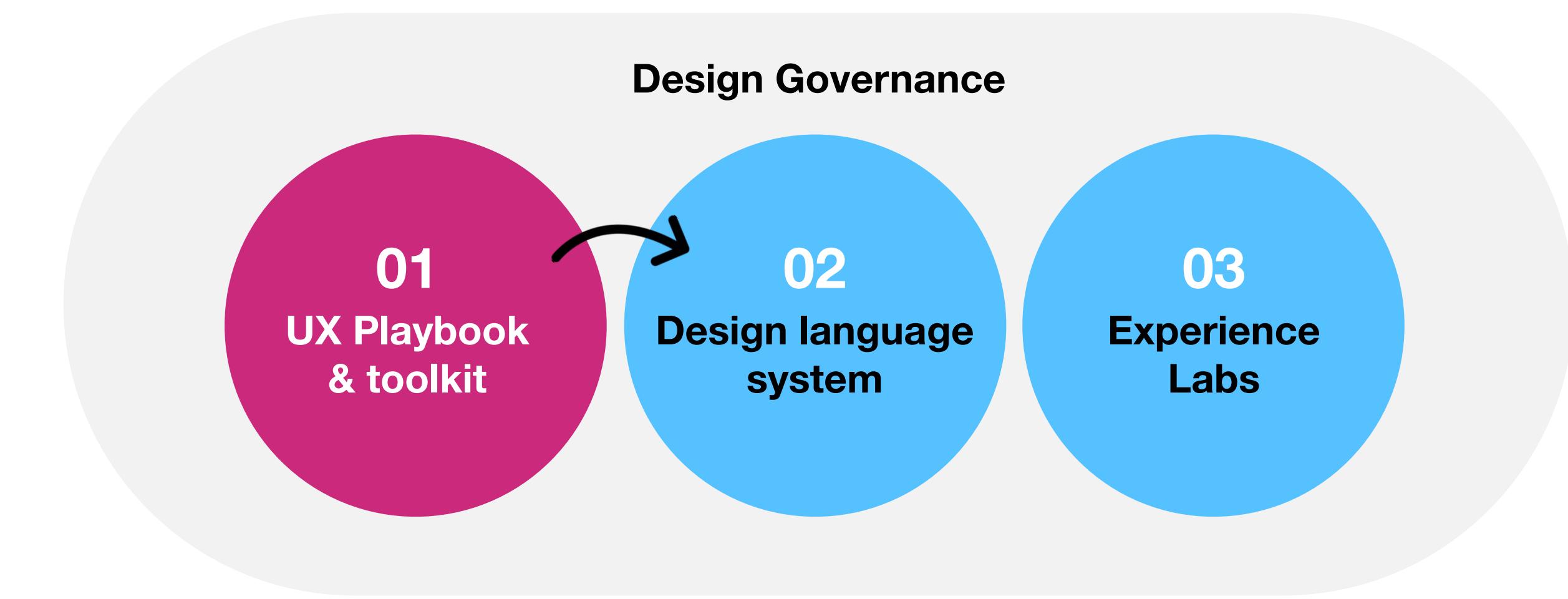
Diageo Experience Labs

Maturing your estate in terms of creating a physical space that encourages employees and business units to come together to innovate and co-create



Transforming your estate

**A sneak preview of the
future state of where
we envision Diageo
maturing towards**



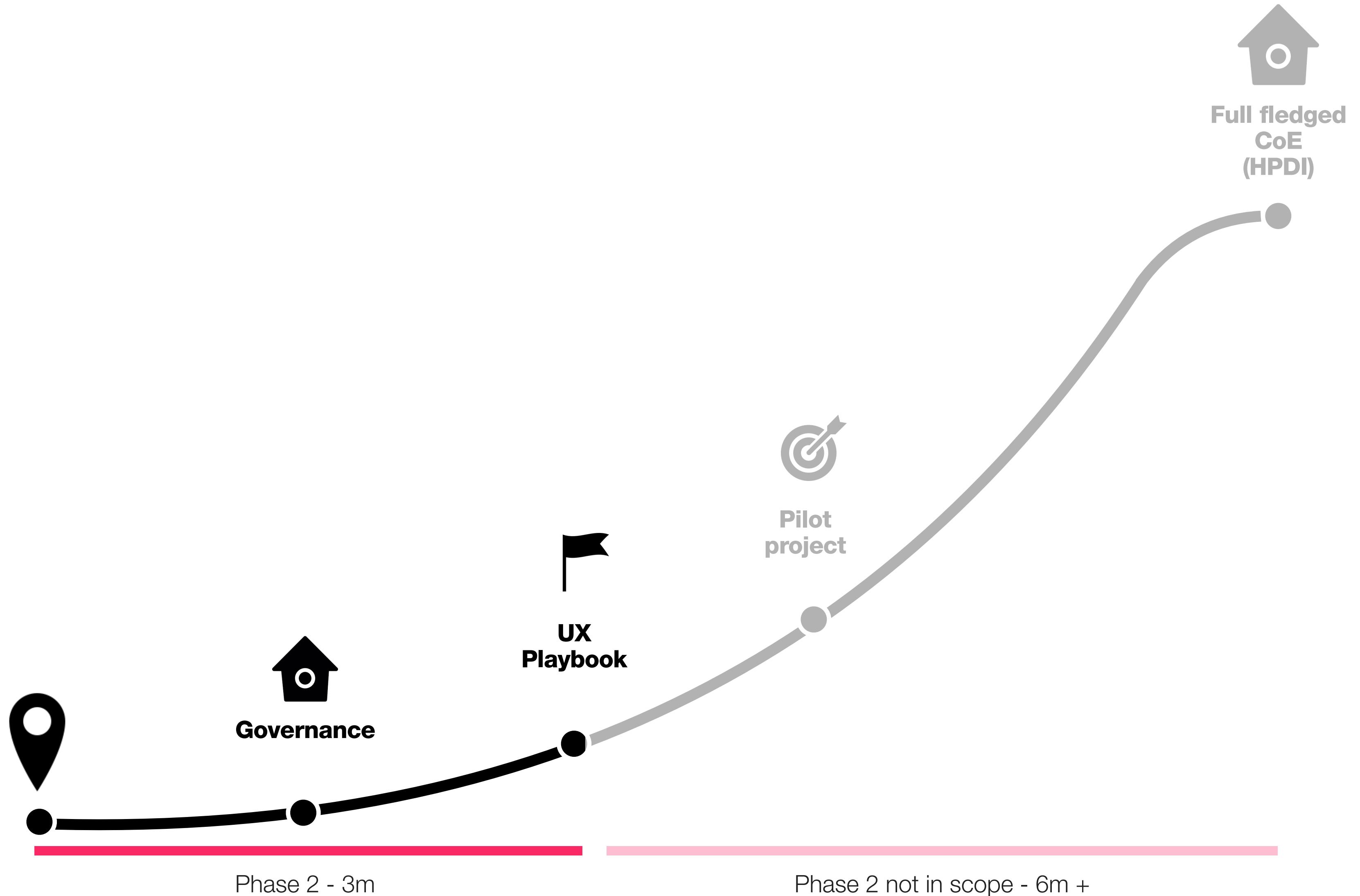
We want to create an extensive ecosystem spanning processes, systems and most importantly - people - to enable transitioning the organisational culture into a experience-led, digital-first standardised ecosystem where employees are empowered, informed and aligned to the organisational objectives.

Phased approach

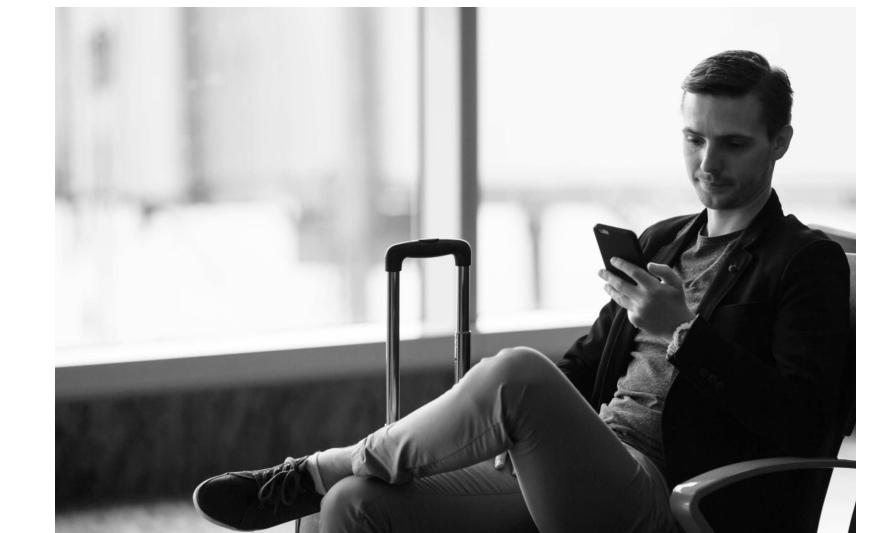
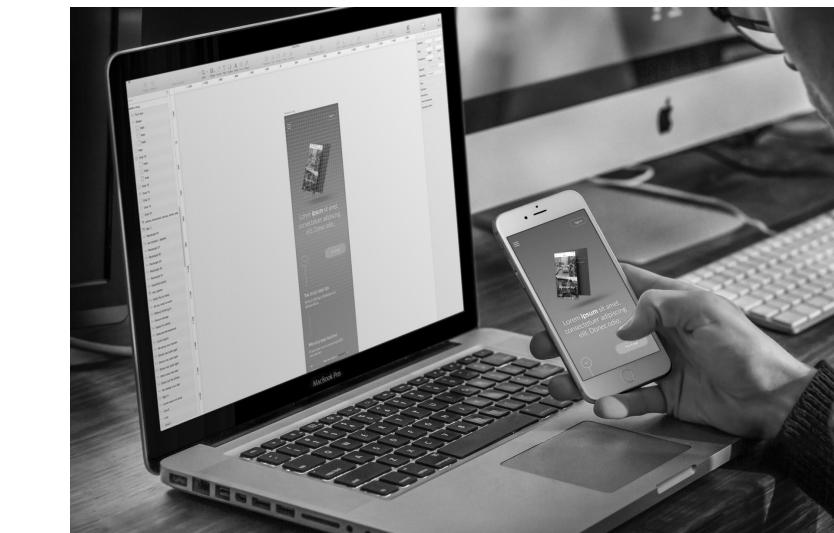
Where you are and where you want to go

We propose a phased approach that defines and codifies the ways of working via a UX playbook and a practical implementation via a pilot project.

This then, informs ongoing projects / programs with an added growth in team to create a full fledged centre of excellence



Design Methodology - as a starting point



Insights & opportunities

Identifying key insights and opportunities to set the foundation for your future vision and experience.

- As-is journey mapping
- Operational audit
- Market and trend analysis

Future vision

Defining the value proposition, experience framework and main future customer journey.

- Concept ideation
- Value proposition development
- Validation with service users and stakeholders

Concept, prototype & validate

Translating the chosen concept we design and build in parallel so we can put a testable product.

- User testing sessions
- Data driven validation
- Experience design and detailing

Design, build, test & learn

Working iteratively and incrementally with a built product to move towards delivering your vision

- Product backlog definition
- Iterative development sprints
- Regular reviews and testing

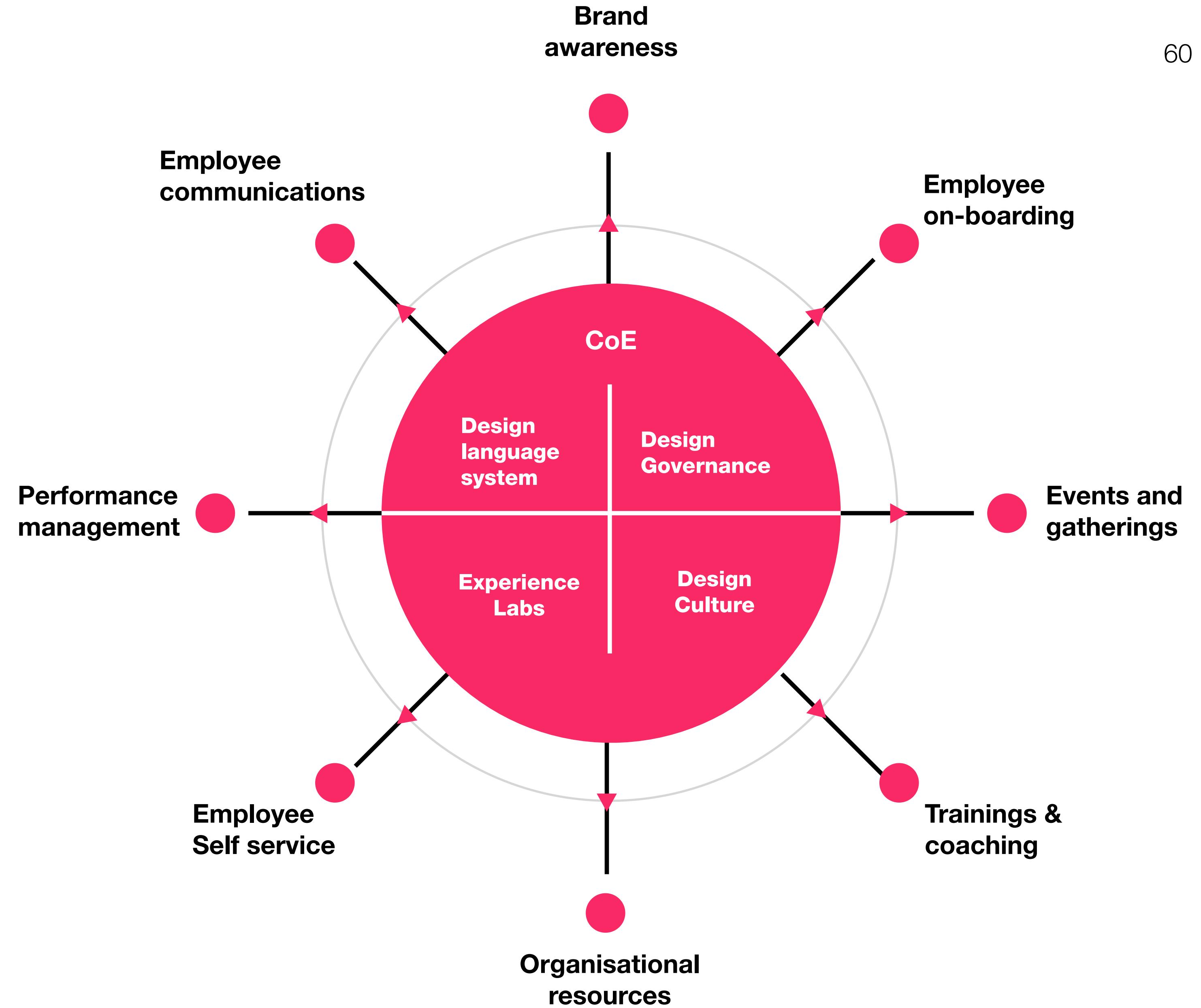
Launch & beyond

Establishing the appropriate governance and process to ensure your product grows and evolve.

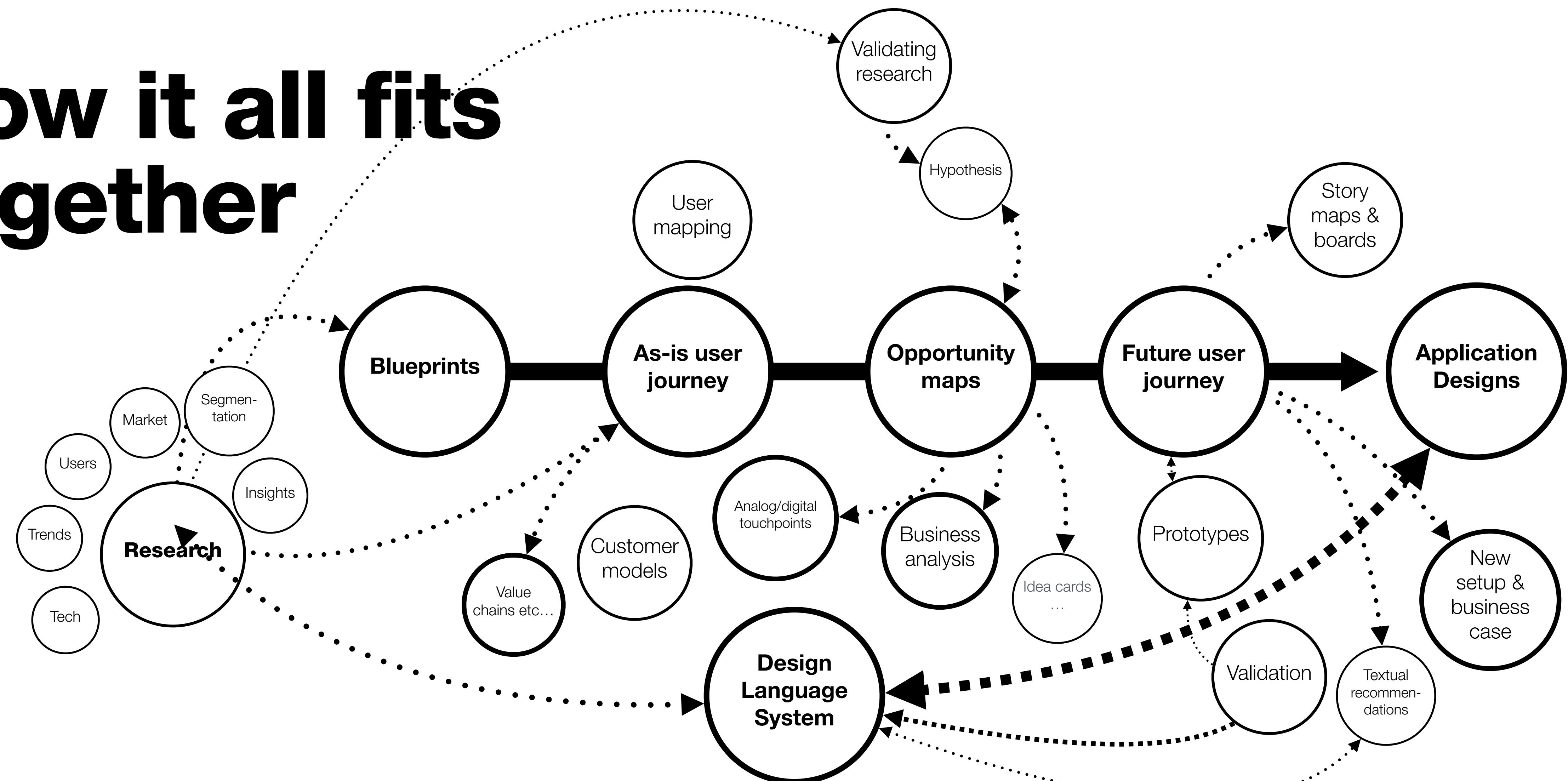
- Deployment steps
- Post-launch optimisation
- Continuous delivery of new / enhanced features

Service ecosystem

Creating a robust and extensive ecosystem that orchestrates each and every touchpoint for the employee experience within the organisation



How it all fits together



Program plan on a page

