THiNK DESIGN

A Havas company

A **Havas** company ● hello@think.design ● https://think.design

Intelligence
Doing the right thing

Craft
Getting the thing right

We deliver incredible outcomes

Powered by Intelligence + Craft

Since 2004, we have been working with organizations and brands of varying sizes and maturity.

Founded and led by designers, we continue to transform industries and ecosystems at scale.

4
design studios

100+
team strength
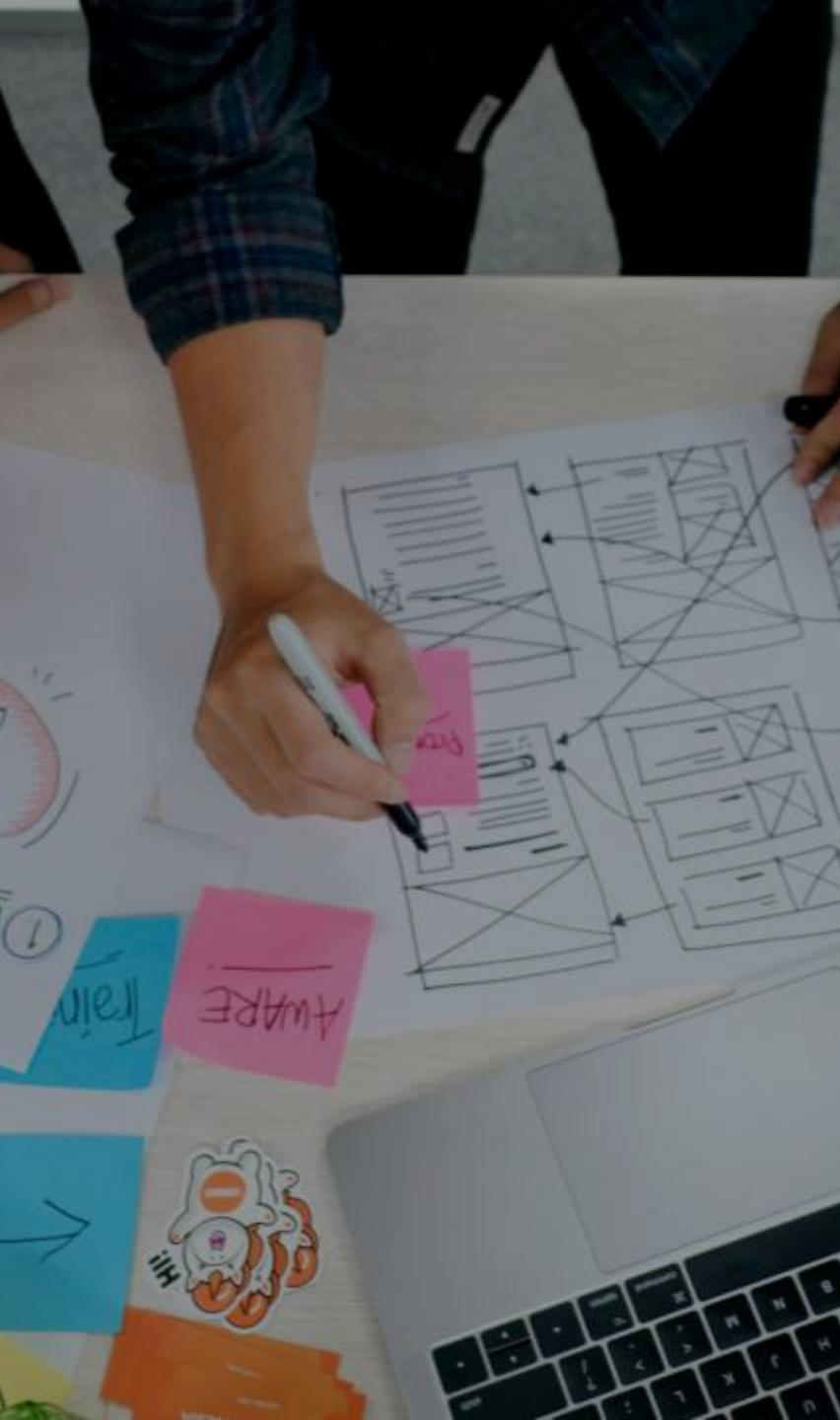
300+
clients engaged

12
industries impacted

20
years of practice

20+
awards

Our Service Offerings

UX/UI Design

We build innovative, user-focused mobile & web applications at scale

Data Design

We empower clients with intelligent data dashboards & interactive visualizations to derive actionable decisions.

User Research

Our data-driven design recommendations are backed by our proven research framework.

Website Design

We build performant eCommerce & corporate product websites driven by user journeys & intent.

We are part of Havas Global Network and play a key role in the HCX Design Group.

As one of the key agencies in HCX Design group, we hold an important position in our global network. Through the work we execute along with our peers, our practices spread far and wide...

Through our group, we conceptualize and deliver work across North America, Europe and APAC and we have together impacted more than a billion users.

6
countries

14
studios

250+
designers

We work with some of the most amazing people in this world

We are excited to be working with organizations and brands of varying sizes and maturity. Together, we have been transforming industries and ecosystems at scale...

Banking and Financial Services

News

Enterprise Systems

Consumer Electronics

Healthcare

Telecom

Education and EdTech

Entertainment

Travel and Tourism

IoT, Automation and HMI

Retail

World Renowned Awards that Endorse our Commitment to Good Design

We have won some of the world's most coveted awards in the field of Design. More importantly, our work across almost all the industries we worked in has been recognized with a reputed design award.

We believe this is an endorsement of our commitment to good design.

CII DESIGN EXCELLENCE AWARD

CII DESIGN EXCELLENCE AWARD

INDIA'S BEST DESIGN STUDIO

INDIA'S BEST DESIGN STUDIO

INDIA'S BEST DESIGN PROJECT

IF DESIGN AWARD

INDIA'S BEST DESIGN STUDIO

GOOD DESIGN AWARD

GOOD DESIGN AWARD

A' DESIGN AWARD

GOOD DESIGN AWARD

GOOD DESIGN AWARD

Think Design's Value Creation across your Journey

Concepts

Strategic initiatives leading to identification of interventions. Hit the ground running with design and innovation as the key drivers of change.

INSTANCES

- Research interventions to address user expectations from paid news services – For a leading news media company.

- Identification of bottlenecks along B2B user journeys and solutions to mitigate them – For a leading global enterprise platform.

- Identification of design interventions to increase adoption of dashboards across organization – For a top fintech

Projects

Time-bound initiatives focused on specific products or services. Improve, transform or create new products and services from ground up.

INSTANCES

- User experience optimization of provisioning, monitoring and troubleshooting platform – For a leading telecom player.

- UX research to assess usability and perceptions of process automation engineers - For a global automation platform.

- UX transformation of buy and sell journeys across product portfolio - For a top insurance aggregator
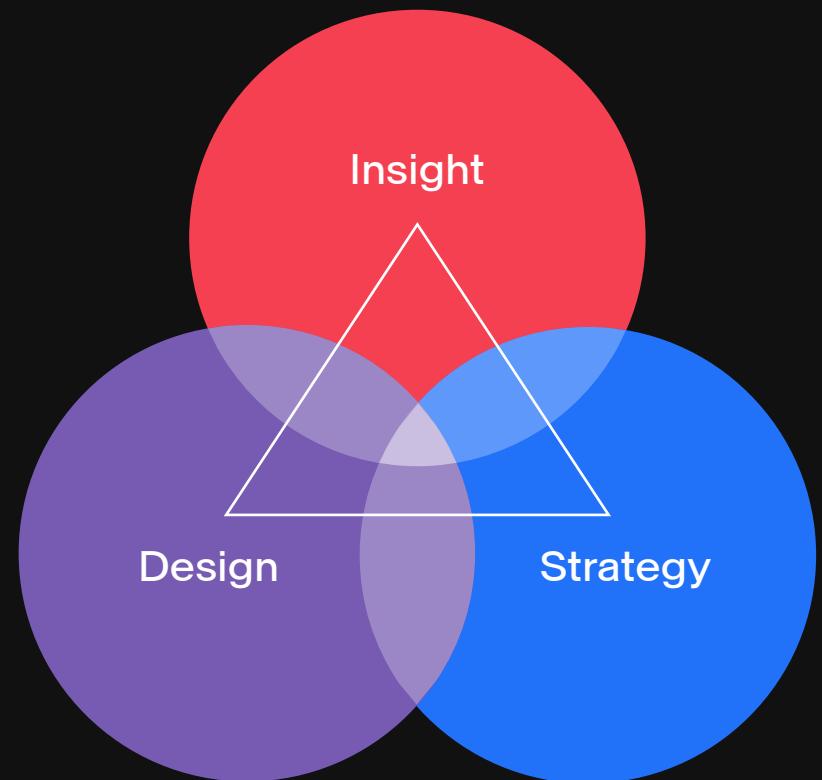
Programs

Transformative missions addressing system-level interventions. Leverage our expertise in design, research and data to transform at scale.

INSTANCES

- Digital Transformation of supply chain intelligence and reporting portal experiences – For a global Pharma giant.

- Transformation of products, portals and apps spanning enterprise users and end users – For a leading bank.

- Overhaul of data solutions impacting merchants, financial institutions and internal users – For a fortune 100 company

Insight

Insight for us is the highest form of intelligence. Lack of Insight often results in design that does not meet users' expectations. Whether we start with data, deep users' understanding or stakeholders' vision, we always insist on starting with some level of Insight. Our design outcome thus is a result of the collective insight; and that insures delivery of uncompromising outcomes.

Strategy

Strategy manifests in our decisions, the directions we take and those that we don't. Strategic alternatives open up as we think, probe, discuss, explore, prototype, validate. Precisely where our Intelligence begins to meet the Craft.

Design

Design, an iterative activity that uncovers our future as we journey along... from Concept to Code. Design is the experience that gets delivered to our users and the results we see on our balance sheets. This is where the buck stops!

PRODUCT DESIGN   USER RESEARCH   DATA DESIGN   DIGITAL DESIGN

Transforming products, experiences and interactions at scale...

We transform at scale with our expertise and resources + our depth and breadth to draw from insights we've gathered over decades of practice. We address these concerns and more:

- Vision, Roadmap & Workstreams

- User Journeys, Workflows & Processes

- Modular & Scalable Design Approaches

- Design Systems

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Delivering insights with definitive user orientation.

We transform at scale with our expertise and resources + our depth and breadth to draw from insights we've gathered over decades of practice. We address these concerns and more:

- Exploratory Research & Forecasts

- UX Research, Heuristics, Usability & WCAG

- Focus groups, Surveys, Workshops & Interviews

- Competitive research, Landscape study & Benchmarking
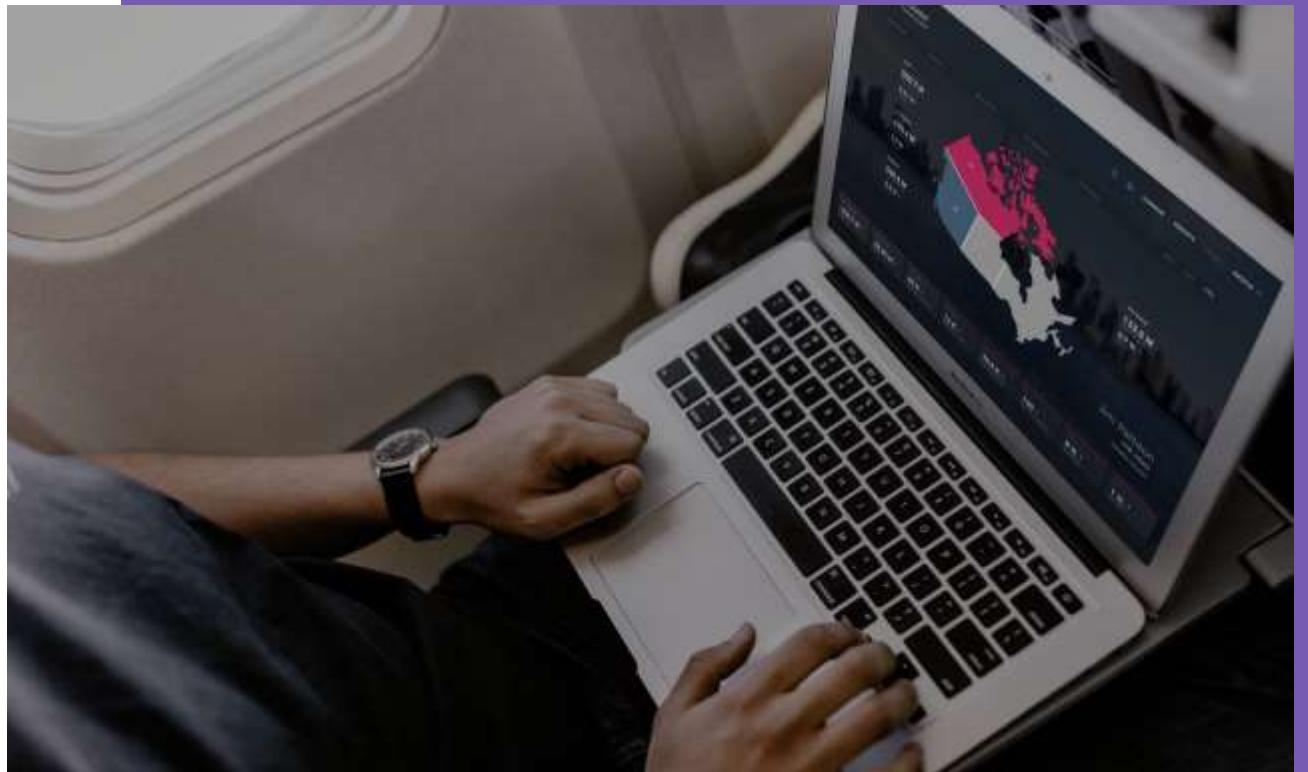
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Envisioning actionable **intelligence** through design approaches.

We transform at scale with our expertise and resources + our depth and breadth to draw from insights we've gathered over decades of practice. We address these concerns and more:

- Business Intelligence: Dashboards & Reporting

- Data Products & Portals

- Information Design and Visualization

- Intelligent Systems

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Transforming brands to make meaningful connections with their users.

We transform at scale with our expertise and resources + our depth and breadth to draw from insights we've gathered over decades of practice. We address these concerns and more:

- Corporate Websites
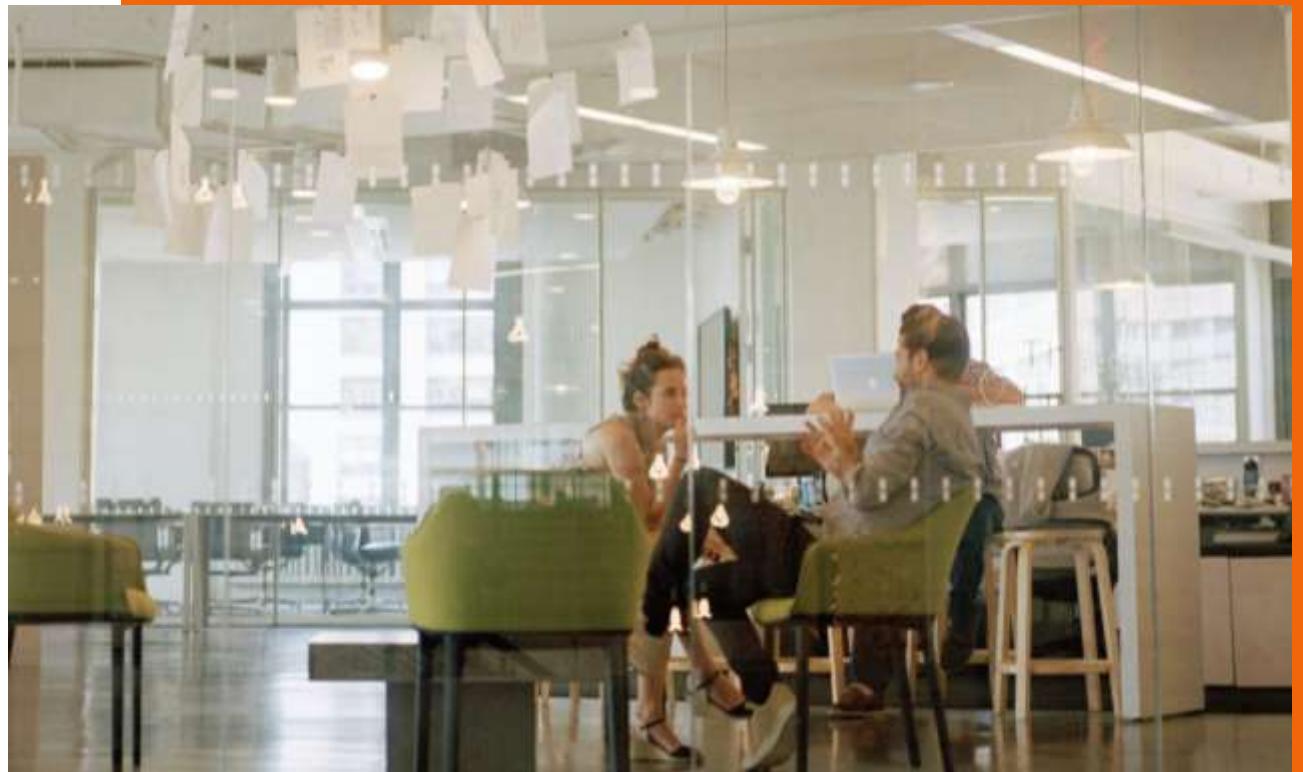
- E-commerce Websites

- Digital Collaterals

- Design Systems

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