

DESIGN

TO TRANSFORM

PRAVEEN JUYAL

Head, Design Centre of Excellence

BUSINESS **CHALLENGES**

In today's dynamically changing **VUCA** world , businesses are constantly facing challenges due to the changing landscape caused by the waves of **digital disruption**, change in **customer expectations**, **increased competition** and a **paradigm shift** in the core business offerings



The Struggle is real.

- Fragmented and mundane workflows
- Complex information architectures
- Declining customer engagement
- Entangled and partially digitalized legacy business processes
- Lack of front and back office co-ordination
- Tired of cumbersome business plans
- Stuck in Red Ocean(Heavily contested market spaces)

THE POWER OF DESIGN THINKING

How Design Thinking Impacts the organization

User Experience

80%

80% of online consumers are less likely to return to a website after a bad experience.

Good Design=Good Profits

219%

Design-driven companies have outperformed the S&P Index by 219% over 10 years

Design Culture

71%

71% of organizations that practice design thinking report it has improved their working culture on a team level

Market Share

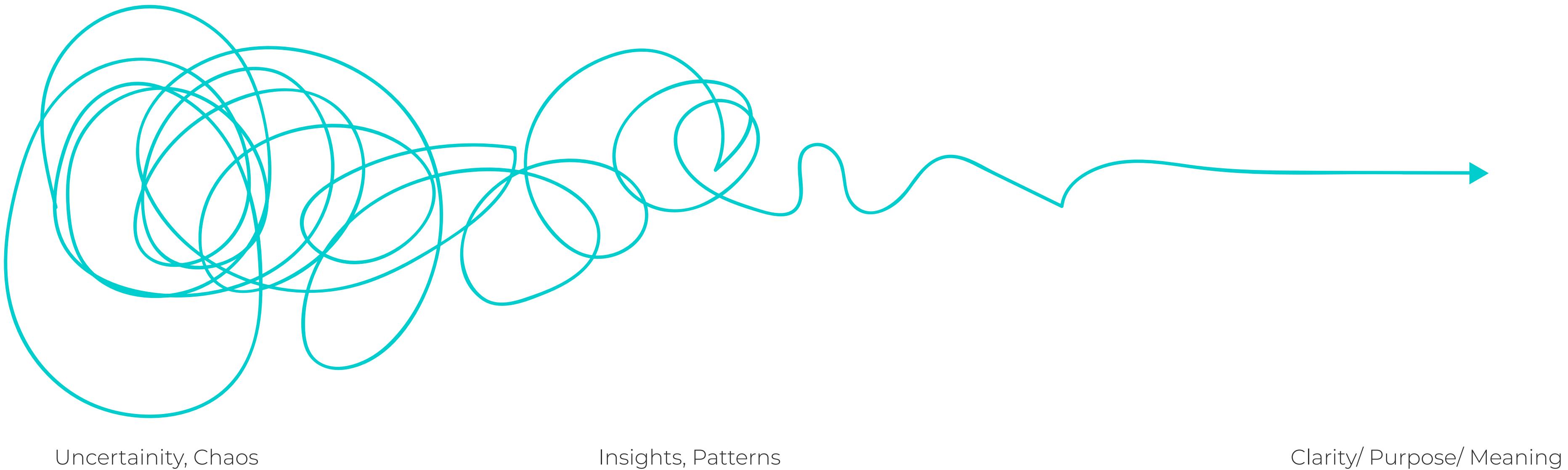
1.5x

Companies that foster creativity enjoy 1.5 times greater market share.

WHAT IS DESIGN THINKING?

“To design is to devise courses of action aimed at changing existing situations into preferred ones”

Herbet Simon



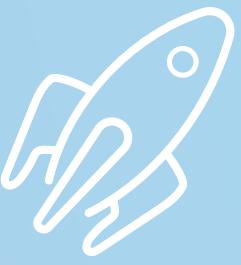
OUR TEAM

We are multidisciplinary team of designers, business consultants, service designers and researchers



Product Designers

User Experience Designer
Interaction Designer
User Interface Designers
Graphic Designers



Business Consultants

Strategic Foresight & Vision specialists
Business Designers
Design Strategists



Service Designers

Service Designers
Business Process Designers



Researchers

User Research Specialists
Behavioural Researchers
Ethnographers

THREE DOMAINS

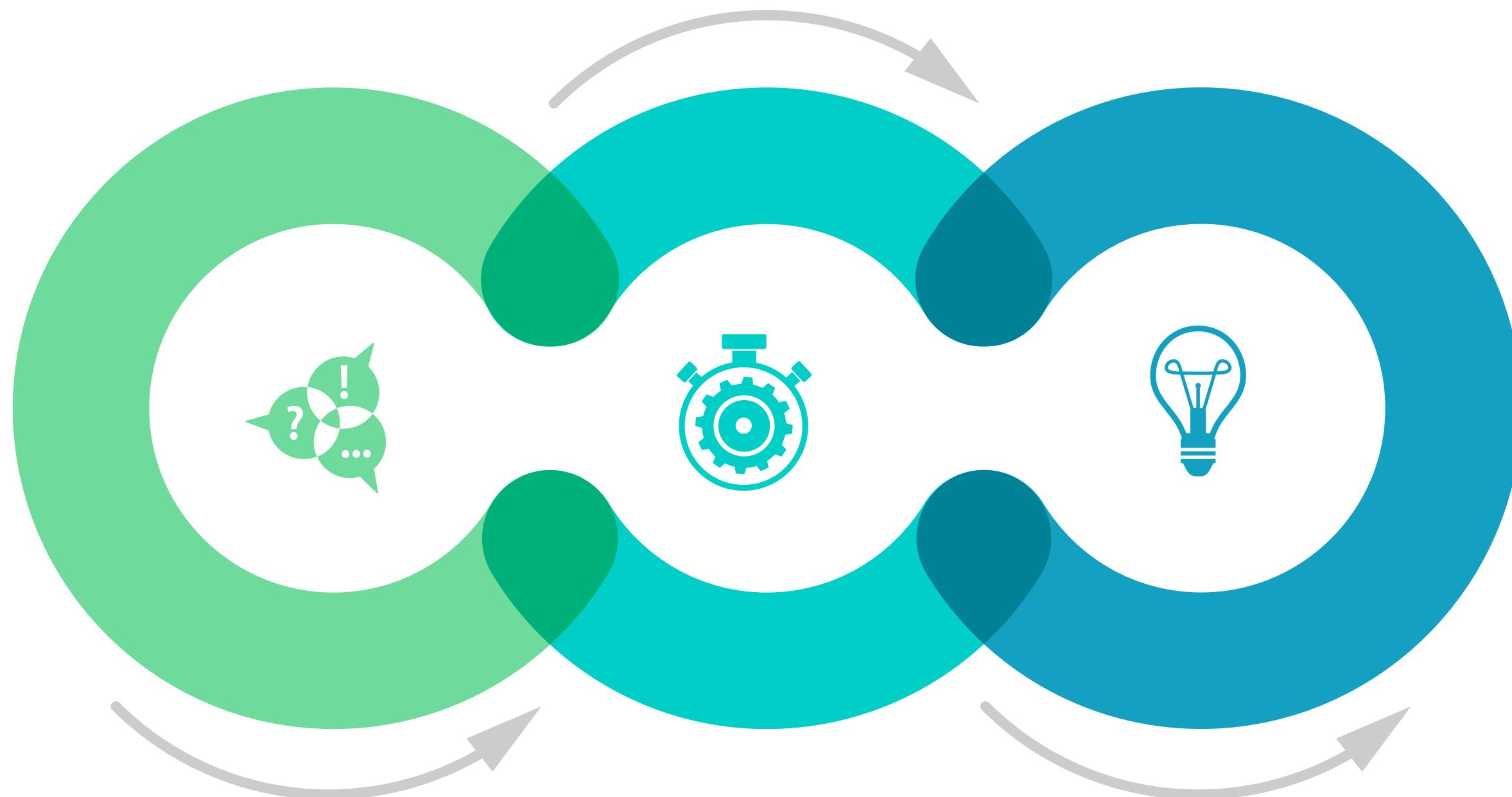
We work on diverse project by forming teams on adhoc basis.

RESEARCH AND DEVELOPMENT

New Frontiers and Value Propositions

Building a body of knowledge through research in following domains

- Design for AI, AR/VR, Blockchain, IOT
- Design for Digital Disruption & Transformation
- Design for Ventures
- Design for Emerging Futures
- Organizational Design



EXECUTION AND DELIVERY

Projects and Engagements

Undertaking the design projects that utilize the body of knowledge to better inform the design intervention in following areas

- Digital Experience Design
- Service Transformation and Design
- Strategic Foresight and Visioning
- Business Model Innovation

KNOWLEDGE SHARING

Connect and Evangelize

Creating meaningful interactions between Corporate, Academia and Design Agencies to understand the ever evolving needs of Design Thinking and its application for enhanced effectiveness with in a business context

- Design Thinking Bootcamps
- Design Workshops
- Service Design in Action
- Industry Academia Connect
- Design Community connect
- Open Innovation Connect

DIGITAL **EXPERIENCE DESIGN**

Value Proposition

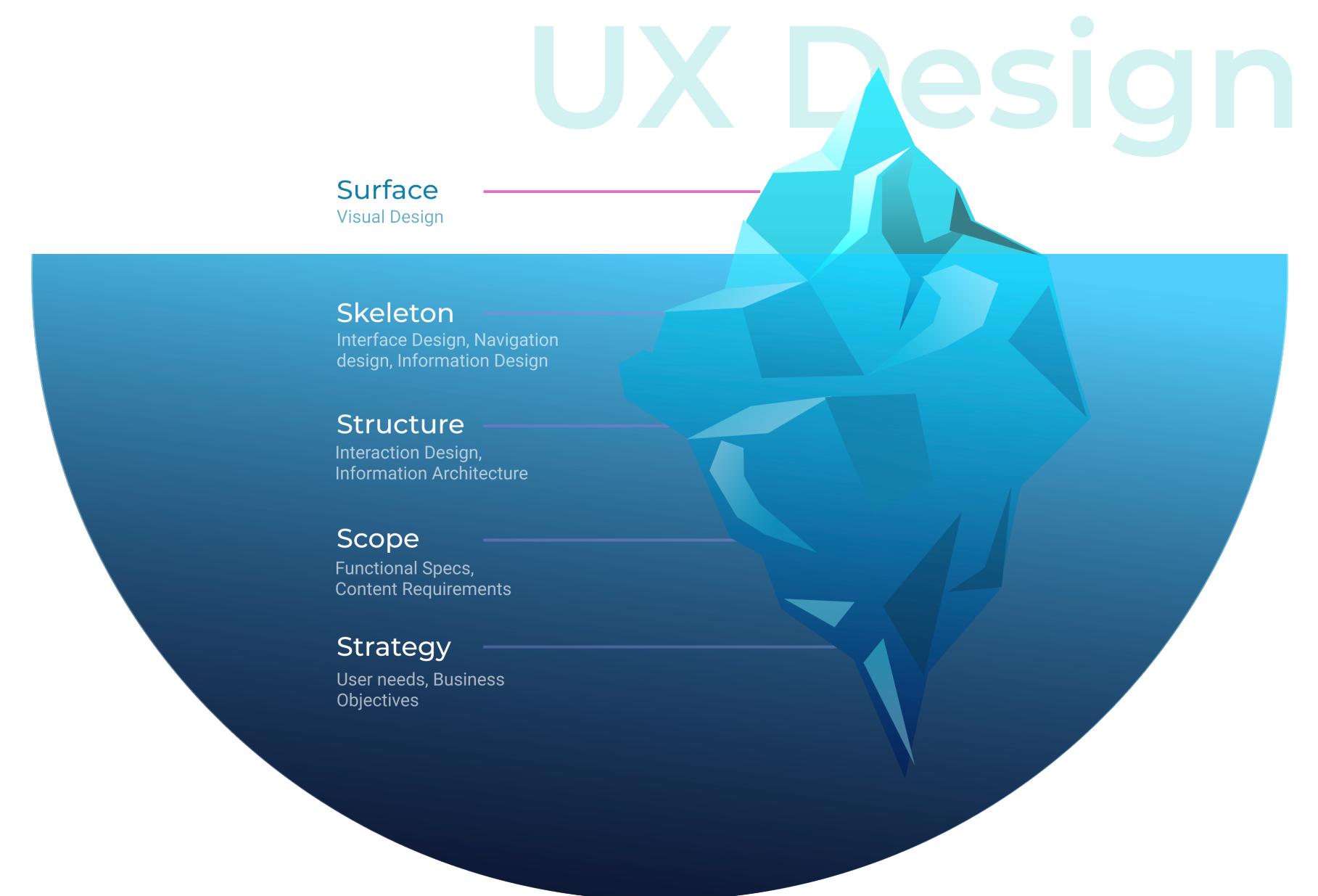
We imagine, strategize and create unique digital experiences that focus on moments that matter to customers. By engaging with stakeholders in co-creation workshops, we find the convergence of feasibility, viability and desirability enabled by lean methodologies

Offerings

Design for Digital Product and Platforms
Design for Emerging Technologies

Our USP

A complete suite of skills and competencies required to Design and End-to-End **Digital Experiences**



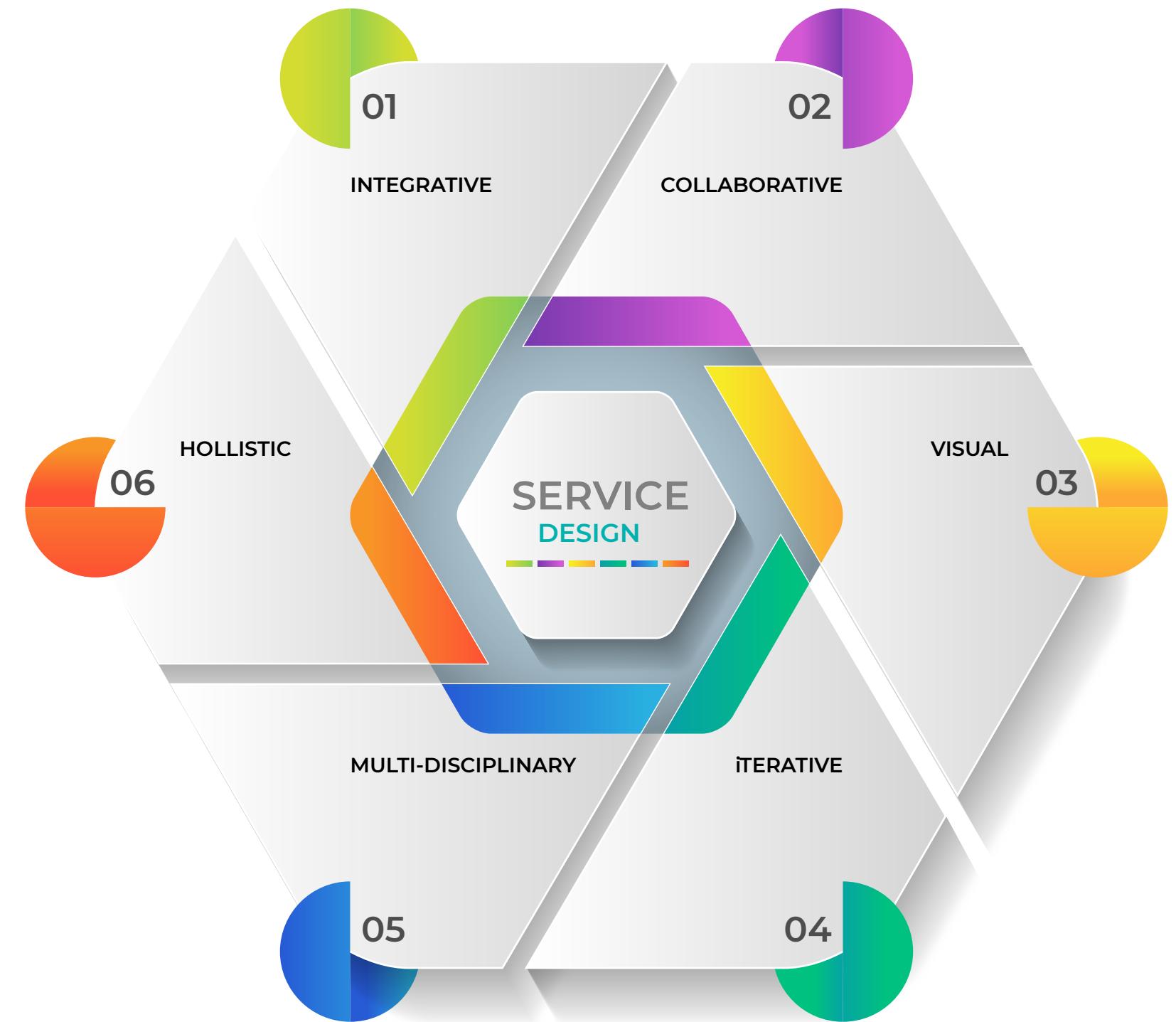
SERVICE TRANSFORMATION

Value Proposition

A creative, human-centred process to **service innovation**

Visual representation of Services, enabling system-wide understanding (**End-to-End, surface to core**) thereby encouraging meaningful and insightful conversations to design **delightful experiences**

Eliminating **organizational silos** by leveraging collaborative & co-creative methods that engage both customers/ users and service delivery terms



Offerings

- Process Design/ Operation Experience
- Employee Experience Design
- Digital Transformation Design
- Client Experience Design

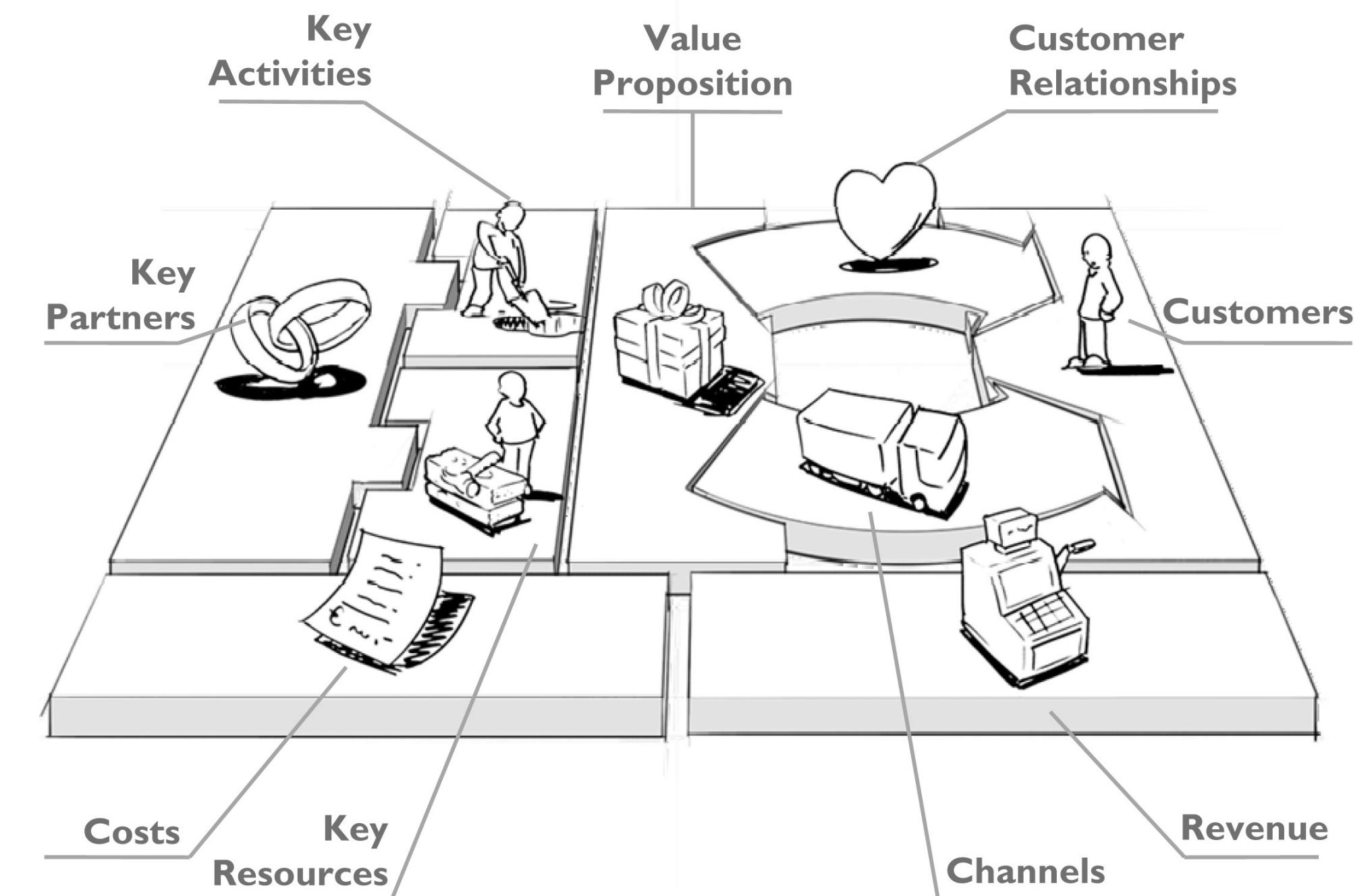
BUSINESS MODEL INNOVATION

Value Proposition

Business model is a lean approach towards creating business models built around **customer-centric** value propositions in order to **survive and thrive**, even in disruptive market conditions

It is about **redefining** business outcomes from competing in red oceans to the identification of blue ocean opportunities and capture uncontested market spaces

It powers new growth engines for the organization and helps foster a **culture of innovation**, allowing businesses to not only survive disruptions , but become **disruptors** themselves.



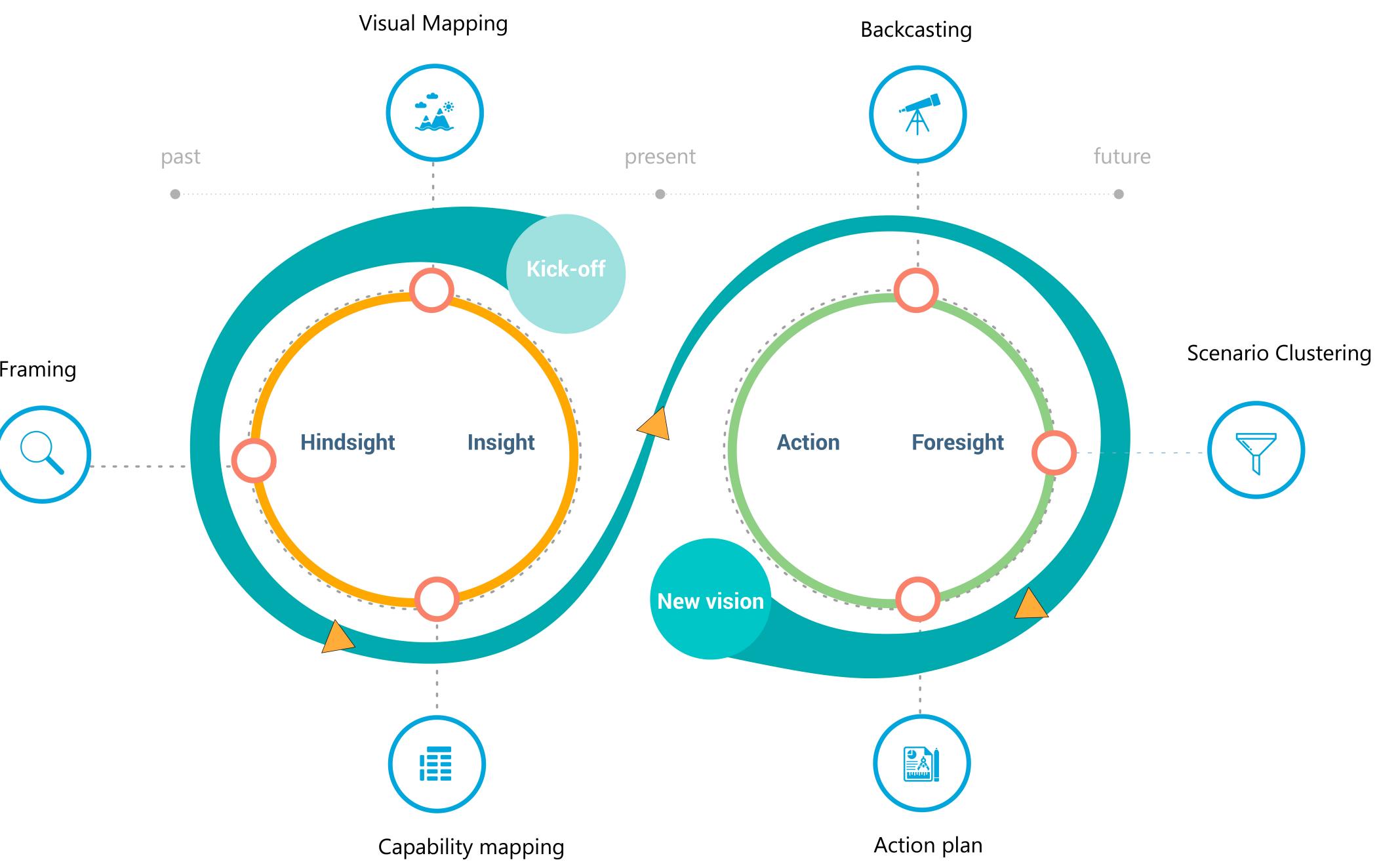
drawings by JAM

STRATEGIC FORESIGHT & VISIONING

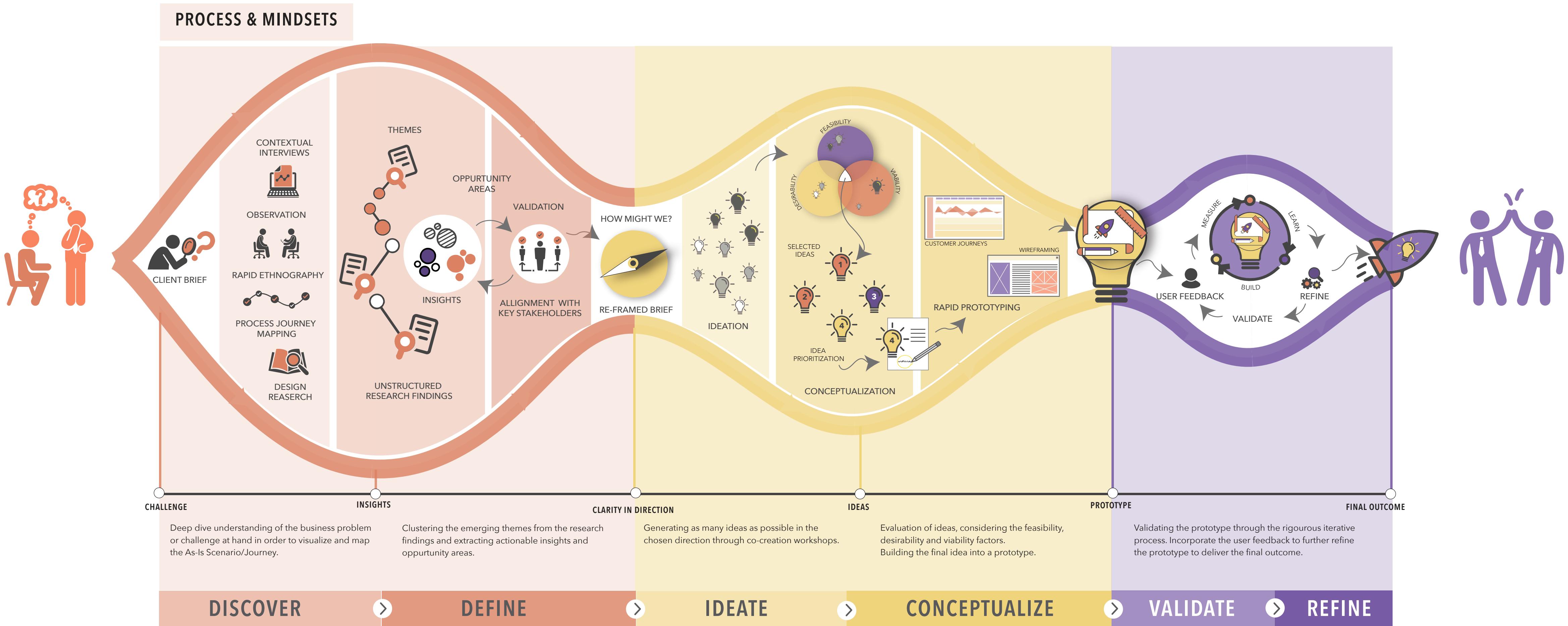
Value Proposition

Creating scenarios for organizations to assist in their strategic **thinking** and **planning** to build **resilience** against sudden impacts and changes in the business environment

Clients partake in creating compelling visuals to foster team vision, engage in **forecasting trends**, enabling them to foresee organizational **barriers and challenges** and develop **critical roadmaps and action** plans to align the business towards the **desirable future**.



OUR PROCESS

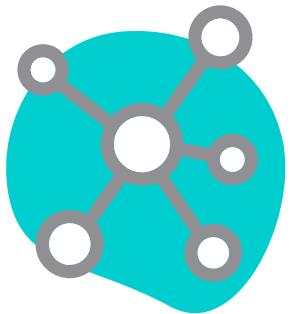


OUR MINDSET



DEEPLY EXPLORATIVE

Exploring the depth and breadth of the business **ecosystem** to reimagine the plausible futures.



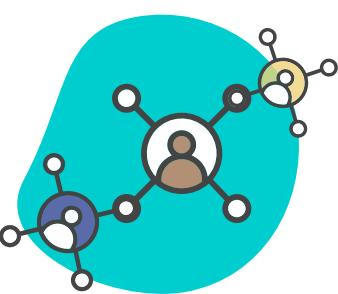
COMPREHENSIVELY HOLISTIC

Integrative blend of contextual and systemic viewpoints.



HUMAN CENTRIC

Empathetic, Emotive & Experiential.



CREATIVELY COLLABORATIVE

Breaking organizational silos through multi-disciplinary teams.



RELENTLESSLY ITERATIVE

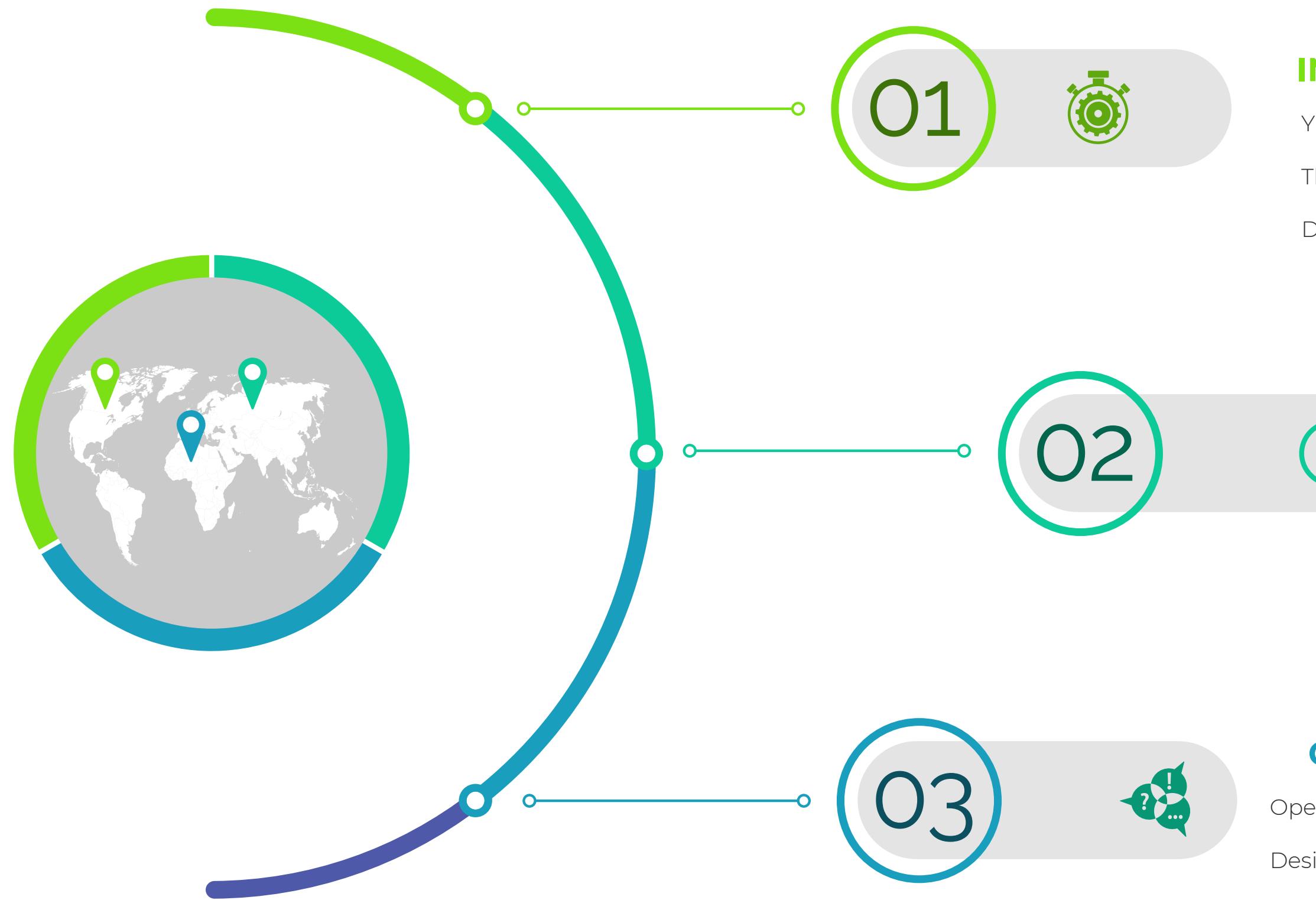
Tackling complexity, ambiguity and volatility through sustained re-alignment and refinement.



OUTCOME DIRECTED

Sustained quest for actualizing organizational outcomes.

RECENT PROJECTS



INSTA KYC-YKY

YKY is an internal startup that aims to enable KYC Analyst and QA to perform fast and accurate KYC remediation.

The Project included

Design research, Insight Generation & Creation of a clickable Minimum Viable Product

EAZ-INVEST

EAZ Invest is an internal startup that aims to provide a comprehensive marketplace for crowdfunding.

The Project included

Define their Value Proposition, Design their Business Model, Product Design guidelines

CATALYST

Open Innovation Program

Design Mentorship for 17 startups on different fronts like

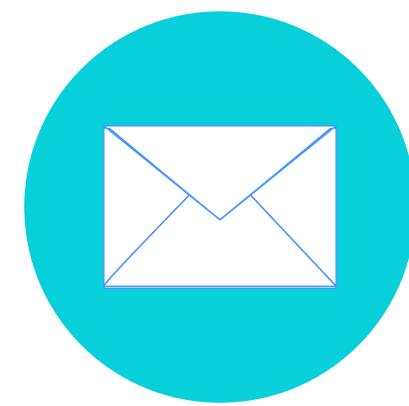
Problem framing, Defining Value Proposition & Generating Insights

REACH US



ADDRESS

Societe Generale
Global solution Center
Bangalore



EMAIL

praveen.juyal@socgen.com

design | **coe**

