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User Experience & Front-end Interactions

Lorna Neville：5-7 minutes：3/4/2024

People are moved by emotion, instinct and intuition. That's why it's essential for humans to feel a connection with anything they interact with – brand, product, or system – to influence adoption and advocacy. Seamless total experiences without disruption or frustration: from the tiniest interaction to exhilarating multisensory immersion. Get ready to immerse yourself in the future with Capgemini. Feel the power.

That's why it's essential for humans to feel.

To feel a connection with anything they interact with, brand, product, or system.

To feel the trust.

Spanning strategy, design, execution, and deployment – the **Immersive Experiences** offer creates moments of interaction (experiences) – independent of device or place – appealing to the customer or employee's natural and intuitive experiences that evoke emotion and create value across multiple modes of interaction including Front-End, VR and AR.

It's undeniable that a new era of customer behavior is presenting itself, where expectations have changed, and people want more out of their experiences.

80% of customers say that the experience provided by a company is as important as its products and/or services. So, companies are expected to stay ahead of the curve – by engaging the senses and using new modes of interacting. This means enriching their offering to become more valuable and meaningful to the customer and the employee.

Immersive technologies have the power to radically transform how both customers and employees interact with brands. Recent technological advances are pushing UX to new heights as multisensory devices and interfaces are increasingly used to stimulate more than just our eyes and ears. While mobile technologies changed the face of UX over the last decade with brilliant 2D UI apps and web design, it will take much more to do the same in this new era.
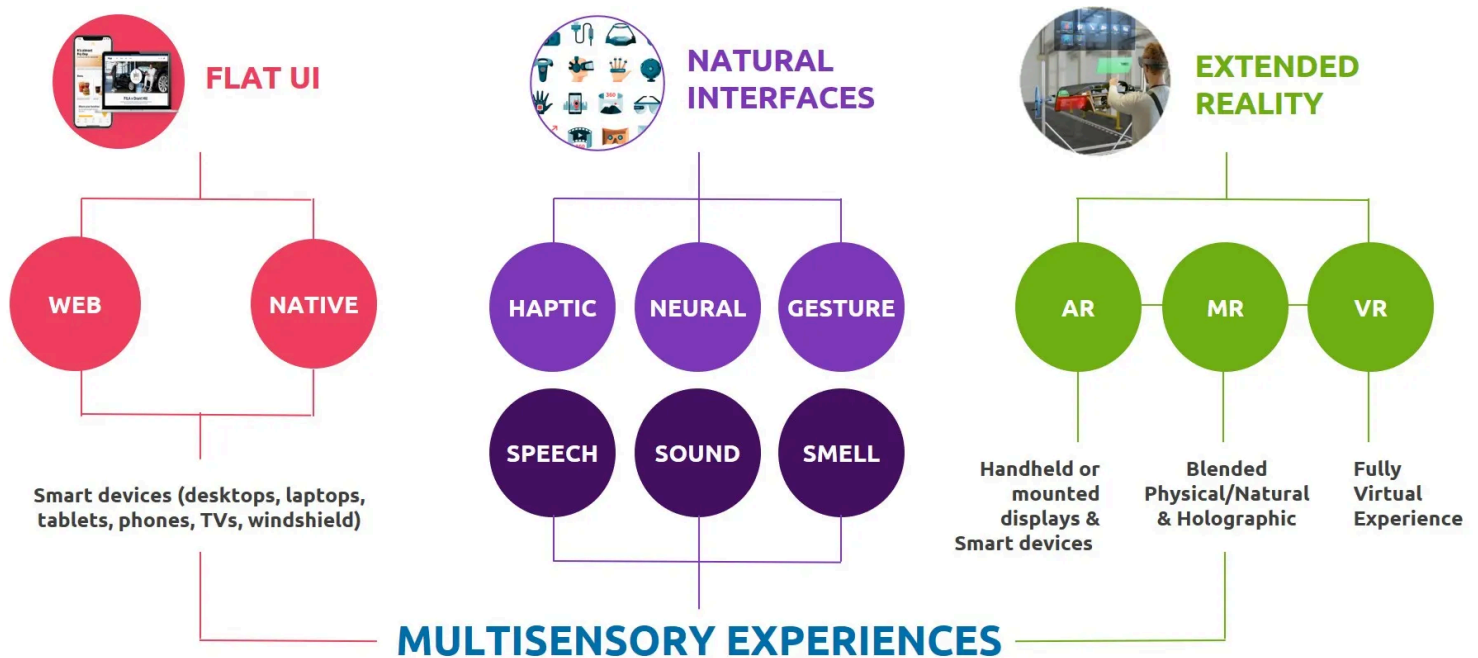
BUSINESS CHALLENGES

- **Contactless**: 82% of customers expect contactless experiences in 2021 and beyond.[1] Immersive will be a key enabler to drive contactless experiences for both the customer and the employee.
- **Revenue**: Organizations are under pressure to increase revenue and decrease costs. Immersive technology, although richer and more expensive in itself, will deliver to the client better efficiency, productivity, and safety. In addition to reducing overall operational costs.[2]
- **Differentiation**: Immersive will change how enterprises differentiate to serve customers, train employees, design and create products, and manage their value chains, and, ultimately, how they compete.[3]
- **Hyper-personalization**: 80% of consumers are more likely to make a purchase from a brand that provides personalized experiences.[4] AR, VR and MR have the potential of shaking up the customer experience by individualizing offers and configuring products.[5]

TARGET AUDIENCE & MARKETS

- CXOs: CMO, CTO, CIO, CXO
- Head of LOBs: VP of Commerce/eCommerce, VP Customer Service
- Extended personas: Chief Digital Officer, Chief Transformation Officer, Product Owner/Product Manager
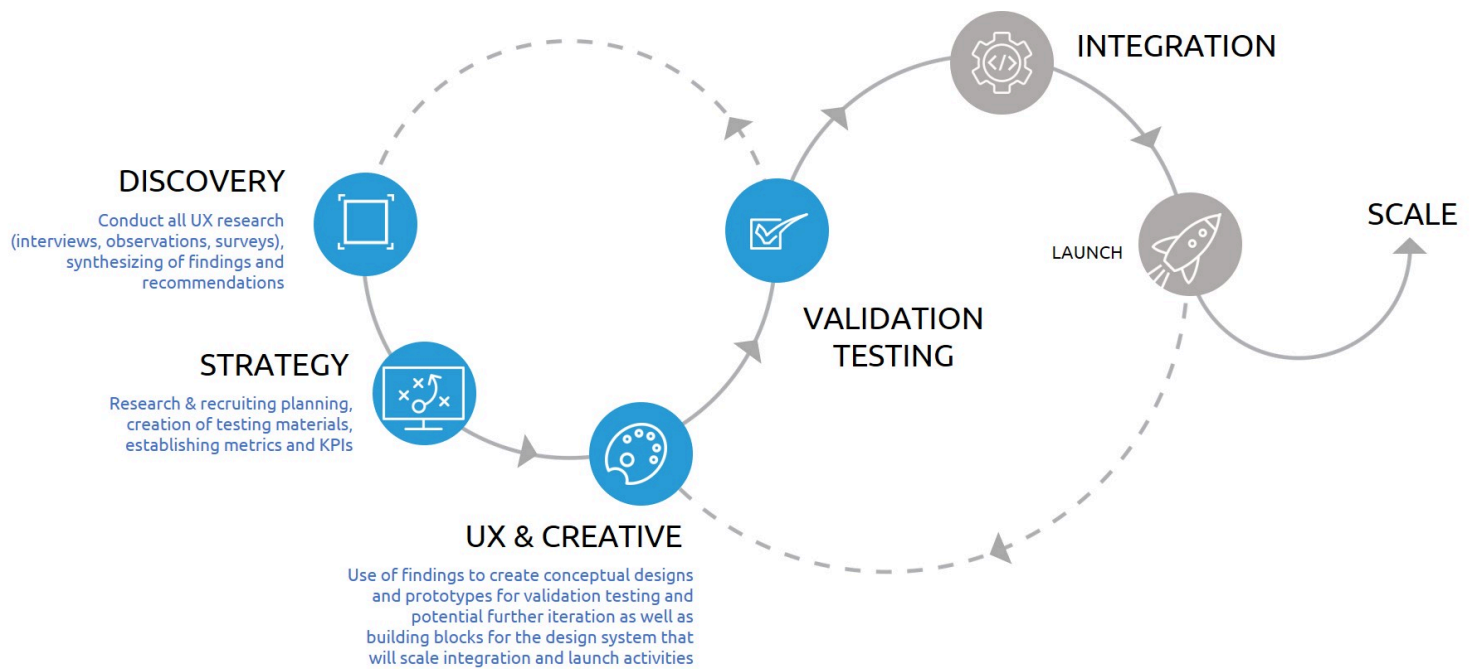
OUR VALUE PROPOSITION

We create **immersive human experiences that evoke emotion** and **create value** across multiple modes of interaction including Front-End, VR and AR.

We have the **craftsmanship** of boutique agencies.

But we do it **at scale**.

OUR APPROACH

We take a collaborative, agile way of working with our clients which continuously delivers value at scale.

OUR SERVICE OFFERINGS

Our immersive experiences services include strategy, design, execution, and deployment of experiences independent of device or place.

Experience Research & Strategies
(The Brand, Users & Context)

As a foundation, you must know who your customers are and what journey they're on. We apply customer research and analytics to get to the heart of what's important.

- Customer Research
  - Usability Testing
  - Moderated Interviews
  - Digital Surveys
- Behavior Analytics
- Customer Journeys/Personas
- Assessments & Audits
  - Competitive
  - Usability & Best Practices
  - Content & SEO

User Experience (UX) & Creative Design
(Types of User Immersive Modality)

Design-thinking is a user-centered, strategic process used to solve problems and grow revenue.

- Award-winning user interface and experience design
  - User Interface Optimization
  - Personalization & Content
  - Guided Selling
  - Product Configurators
- Expertise across commerce, content, portals and mobile
- Domain expertise across B2B, B2C, industry verticals and leading platforms

Unified Design & Content Systems
(Platforms, Channels, and Design Libraries)

Deliver cross-channel consistency and personalized content at scale.

- Standardize design systems, tools, asset management and content delivery
- Facilitate the adoption of best practices and
- Digital capabilities to drive usability and revenue growth
- Facilitate collaboration and the reuse of shared assets

UI Front-end Build (Channel Dev)
(Technologies, Platforms, Frameworks, Devices)

- Mobile
  - Mobile Consulting/Roadmaps
  - Verification & Validation
  - Implementation
  - Managed Services
  - Build to Run Mobile Factory
- Web & Platform
  - User Interface Development
  - Technical Architecture
  - Technical Roadmaps
  - Implementation
  - Managed Services
- Low-code/No-code
- Mendix
  - Outsystems
- AR | VR | MR
- Accessibility

OUR ASSETS

Our capabilities across Connected Marketing, Empowered Sales, Augmented Service, and Commerce Realized can all be extended by adding immersive elements to the mix, driving personalized and emotionally charged experiences across the whole customer lifecycle.

Capgemini already has everything that's needed to spearhead this CX evolution:

- **CornerShop** is a live store where we transform retail shopping and customer engagement. This is a big asset for us and a perfect example of how we combine 2D UI with augmented reality, giving customers a chance to try on clothes virtually and enjoy offers tailored specifically for them.
- **Andy3D** is a simple, intuitive remote platform with advanced immersive features (AR, VR, 3D) that can be used to facilitate collaboration and knowledge-sharing between mobile workers, making remote servicing, remote quality control and remote training possible.
- Our **5G labs** accelerate the many new possibilities of the 5G and Edge revolution. A lot of immersive use cases will be enabled because of 5G.
- **Exist** is a platform used in manufacturing to develop solutions that use a combination of extended reality, AI, 5G and Edge computing.
- Our **Blocx** optimized component toolkit includes the latest tech to offer gesture and facial recognition capabilities

OUR PARTNERS

[1] https://www.getapp.com/resources/contactless-experiences/

[2] https://www.capgemini.com/wp-content/uploads/2018/09/AR-VR-in-Operations.pdf

[3] https://hbr.org/2017/11/why-every-organization-needs-an-augmented-reality-strategy

[4]   https://www.forbes.com/sites/blakemorgan/2020/02/18/50-stats-showing-the-power-of-personalization/?sh=6d40dafd2a94

[5]   https://www.gartner.com/en/newsroom/press-releases/2019-04-01-gartner-says-100-million-consumers-will-shop-in-augme

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