

Rapid Design and Visualization (RDV)

Sira Sissoko : 2-2 minutes : 4/1/2024



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RDV helps in creating Innovative and User-Centric Solution in a unique approach of requirement gathering through Agile way along with Domain Consultants, Experience Designers and Technical SME's in collaboration with business stakeholders by adopting a UserCentered Design process.

Elevator Pitch



Definition: The Rapid Visualization and Design (RDV) is an innovative consulting offer to enhance **User Experience** in the customer's products and services. Using proprietary methodologies, it helps both Business and Technology to come together to capture the requirements and visualize the future product using rapid simulations. Superior design principles are deployed by highly skilled UX designers to create the User Experience visualization and roadmap.



Why Capgemini? Capgemini has **700+** Experience Design Consultants globally which includes researchers, interaction designers, and visual designers. We also have a **CoE** dedicated to Engineering Design.



External Recognition: [Leader for CRM and Customer Experience Implementation Services – Gartner 2021](#)



Business Issues: In most enterprises, typically requirements are captured by a BA and shared with the technology experts. However, user experience and customer journeys are usually missed out, leading to poor user experience. Also, businesses are unable to visualize the final product unless it is coded. All these issues are solved by deploying RDV Consulting services.



Best-in-class partnerships: Adobe



Did You Know? For a Malaysian Bank, we developed a Mobile App, through which the loan process timeline was reduced **from 4 weeks to 1 week**. The solution also allowed for the documents to be scanned and uploaded through the mobile app itself.



Our Offer Stack:

- **Scientific Design Assessment** - Expert review based on scientific principles of heuristics and accessibility
- **Domain Driven Design Consulting** - User research & analysis to understand the end user needs, key pain areas to re-define the user journeys as per business
- **Rapid Design Simulation** - Agile based Innovative approach to define the future product through high-fidelity interactive prototypes as per latest trends and business requirements
- **Marketing Creative Services** - Motion Graphics and Animation Video Creation for Marketing, Product Branding and Knowledge Management



Did You Know? We provided a superior user experience for a large European private banking client where we simplified their **onboarding** and provided connected banking and self-service using an app bot and chat engine.

Notes by Portfolio Team or Experts

- More details can be found in the Battlecard attached in the collaterals.
- Client Decks and Success Stories are also good reads.

Key documents

CLIENT DECK RDV Experience Design Overview

BATTLECARD Experience Design and Engineering

SUCCESS STORIES – Experience Design and Engineering

Go To Market Documents

[Click here to open the offer assets](#)

Offer Owner

Person responsible for offer.

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Partners



GTM Tools that are available to better manage your Sales Campaign

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