



Thons DUGUE

Product Design Consulting



**-InfiniteVideo:Pres-**



**CISCO**

TM

**Problemenstatement**

**Definite**



**Design**

**Exercises**





Build the UX strategy allowing to reach companies' target through robust work process, smooth execution and a cost control approach.

- Assess to current product UX and features.
- Consolidate customers/prospects requests











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**WIP**

- Infinite Video: Process -



Problem statement



Define



Design



Execute



Action

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Outcome

- **Infinite Video:** as the Head of product design -



## Responsibilities

- Define the design value proposition
- Streamline UX process shifting from waterfall to Lean + Agile
- Reorganize the team according to the new strategy
- Build the product roadmap jointly with customers and product management
- Run pre-sales design workshop
- Build product demos for tradeshow

## Outcomes

- A successful transition from service to product on TV, companion devices and Desktop.
- Optimize UX process by reducing production costs by 60% supporting +40 scrum teams.
- Break the project team allocations to create UX centers of excellence.
- Simultaneously manage roadmaps from 4 devices on 5 technologies.
- Turned 4 prospects into paying customers 6 month of the latest product release
- Showcase product demo during IBC and CES for the last 4 years.