



Infinite Video: Business Case -

FROM...

Tailor made design

Custom features per
customers

A dedicated design
team per customers

+2 years of development
per project

TO...

A customizable productized UX

A unique platform based
product

A unique product design team

4 month of product
configuration

FOR...

Greater scalability

A more powerful product enriched with all customers features requests

A more efficient resources allocation plan

A faster go to market

ON TV ON DEMAND MY LIBRARY

10:43 PM



CBS

Moonlight

9.30-11.30 PM

WATCH

Now on tv



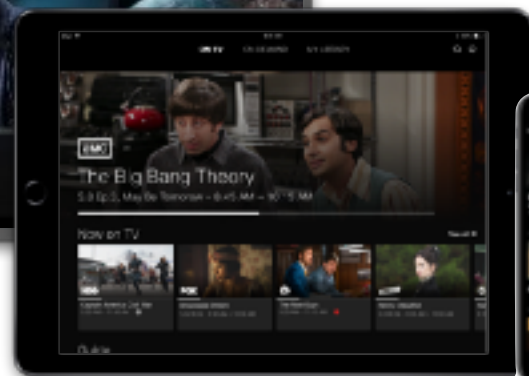
The Chronicles of Narnia:
The Voyage of the Dawn Treader
9.30-11.30 PM



American Idol
9.30-11.30 PM



Westworld
9.30-11.30 PM

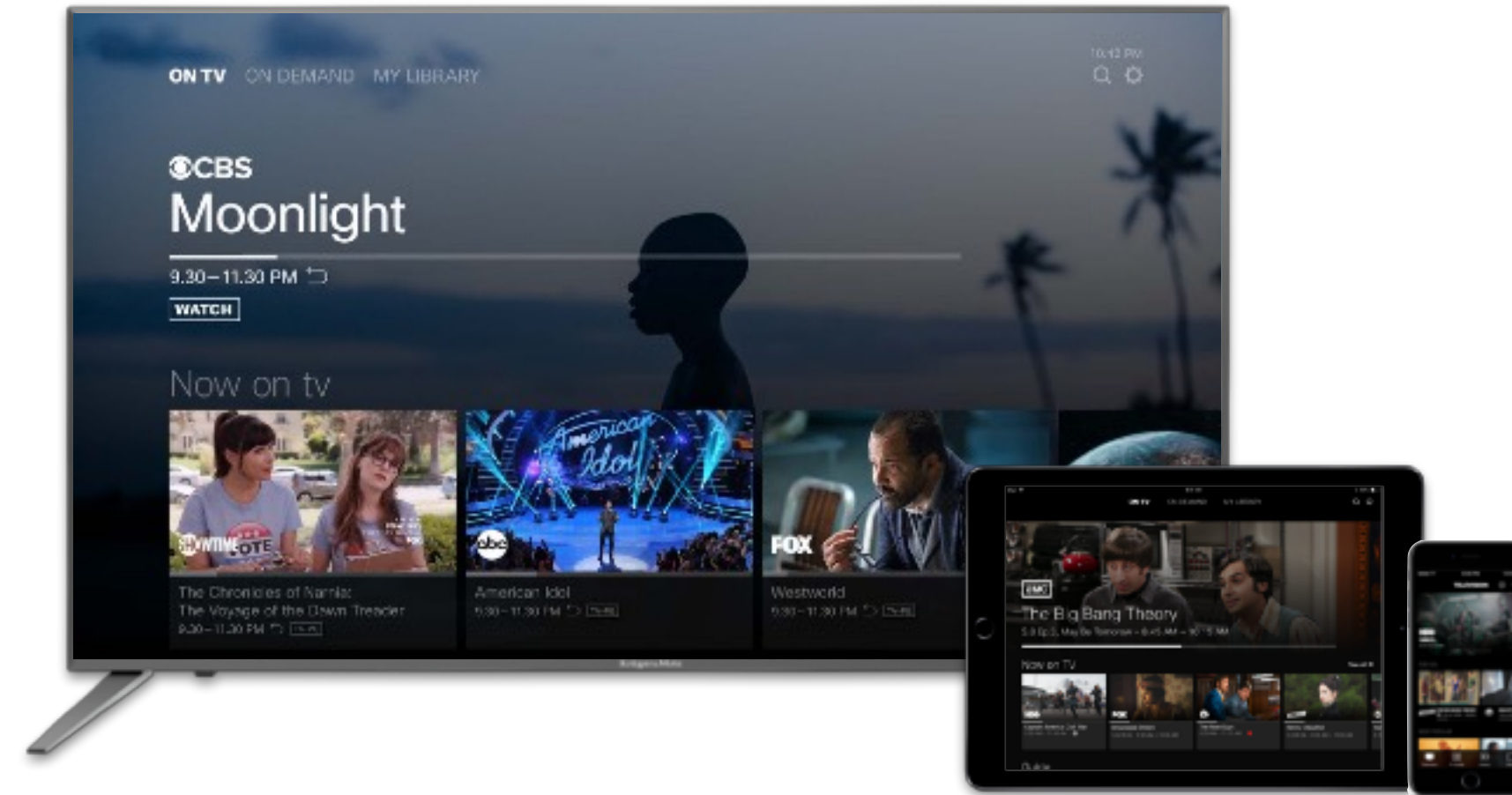




CISCO

TM

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- Infinite Video: Process -



Problem statement



Define



Design



Execute



Action

Build

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

- Define the UX information architecture
- Build the design system
- Run user tests

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

Outcome