

Thommas

DUGUE

Product Design Consulting





CISCO

TM

Activity

Deliver end to end video products for international Pay TV companies, service providers and content providers.

Role

As the Head of Product Design, I am leading a cross functional team to deliver the best user and brand experience on TV, companion devices and desktop applications for Pay TV subscribers.

We build our products through an iterative process by analyzing customer needs, prototyping design solutions, testing it with end users and implementing solutions at a fast pace in an agile environment.



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- **Infinite Video:** Business Case -



Transform a service design activity into a scalable product

FROM

Tailor made design

Custom features per customers

A dedicated design team per customers

TO

Productized UX

A unique platform

A unique product design team

FOR

Productized UX

A more powerful product enriched with all customers features requests

A more efficient resources allocation plan

<https://www.cisco.com/c/en/us/solutions/service-provider/infinite-solutions/index.html>