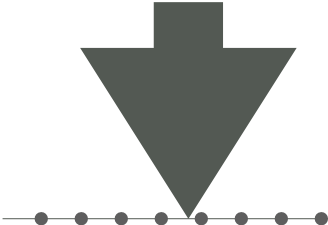




The Design Mission: Value Creation & Capture





Value Capture

Capture more value by increasing customer's willingness to pay

- Design delightful user experience,
- Create emotional bond between the customer and the product,
- Increase conversion rate,
- Increase ARPU,
- Increase customer's loyalty

Reduce resources costs

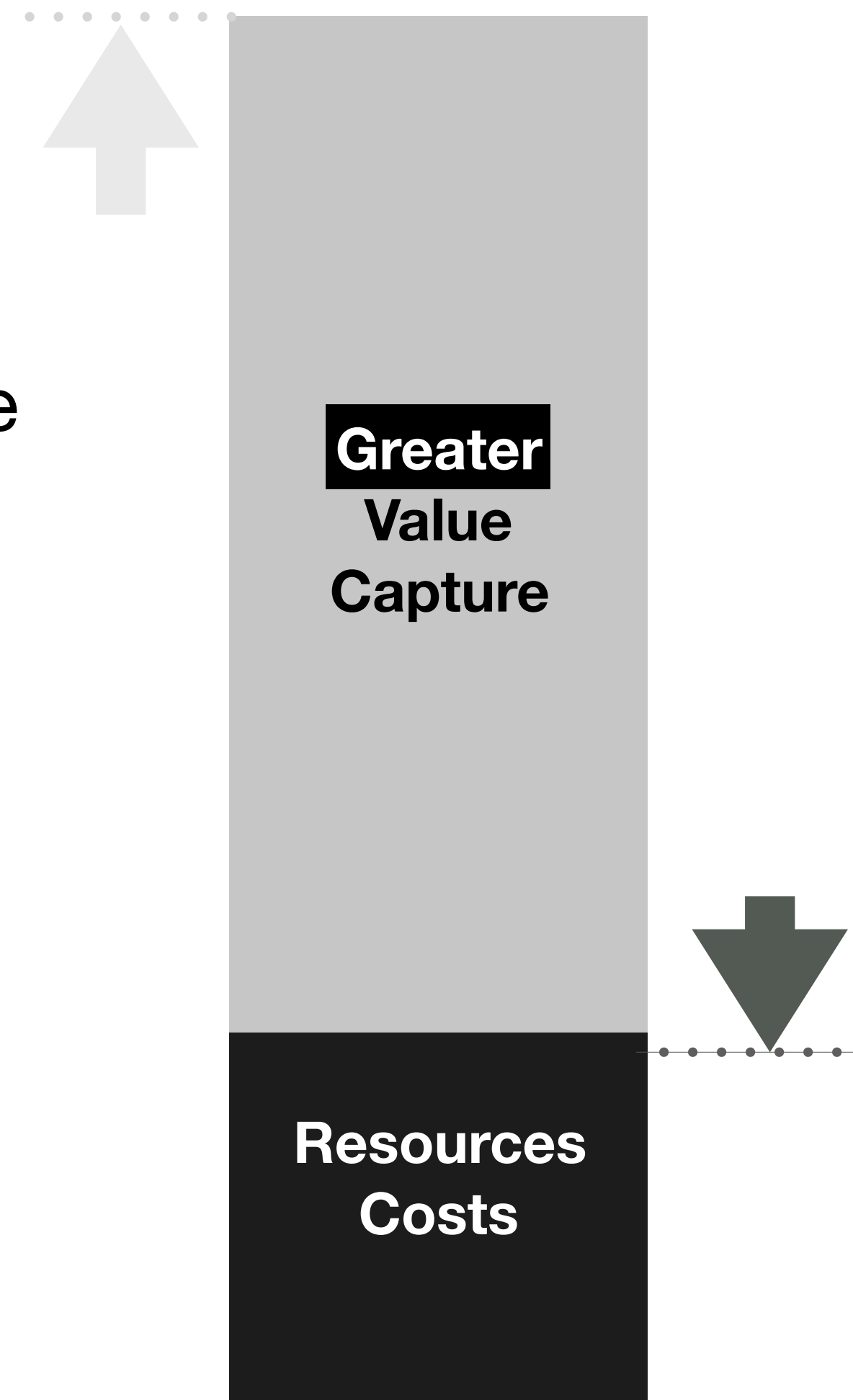
- Design system
- UX processes
- UX standardization
- Reduce customer care support

Greater

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- The Design Activities -