

Thons DUGUE

Product Design Consulting



Infinite Video: Business Case -

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...

Greater scalability

A more powerful product enriched with all customers features requests

A more efficient resources allocation plan



CISCO

TM

ON TV ON DEMAND MY LIBRARY

10:42 PM



CBS

Moonlight

9.30 - 11.30 PM

WATCH

Now on tv



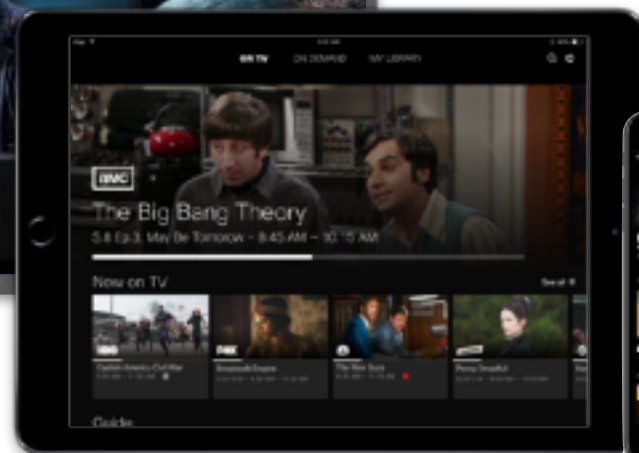
The Chronicles of Narnia:
The Voyage of the Dawn Treader
9.30 - 11.30 PM



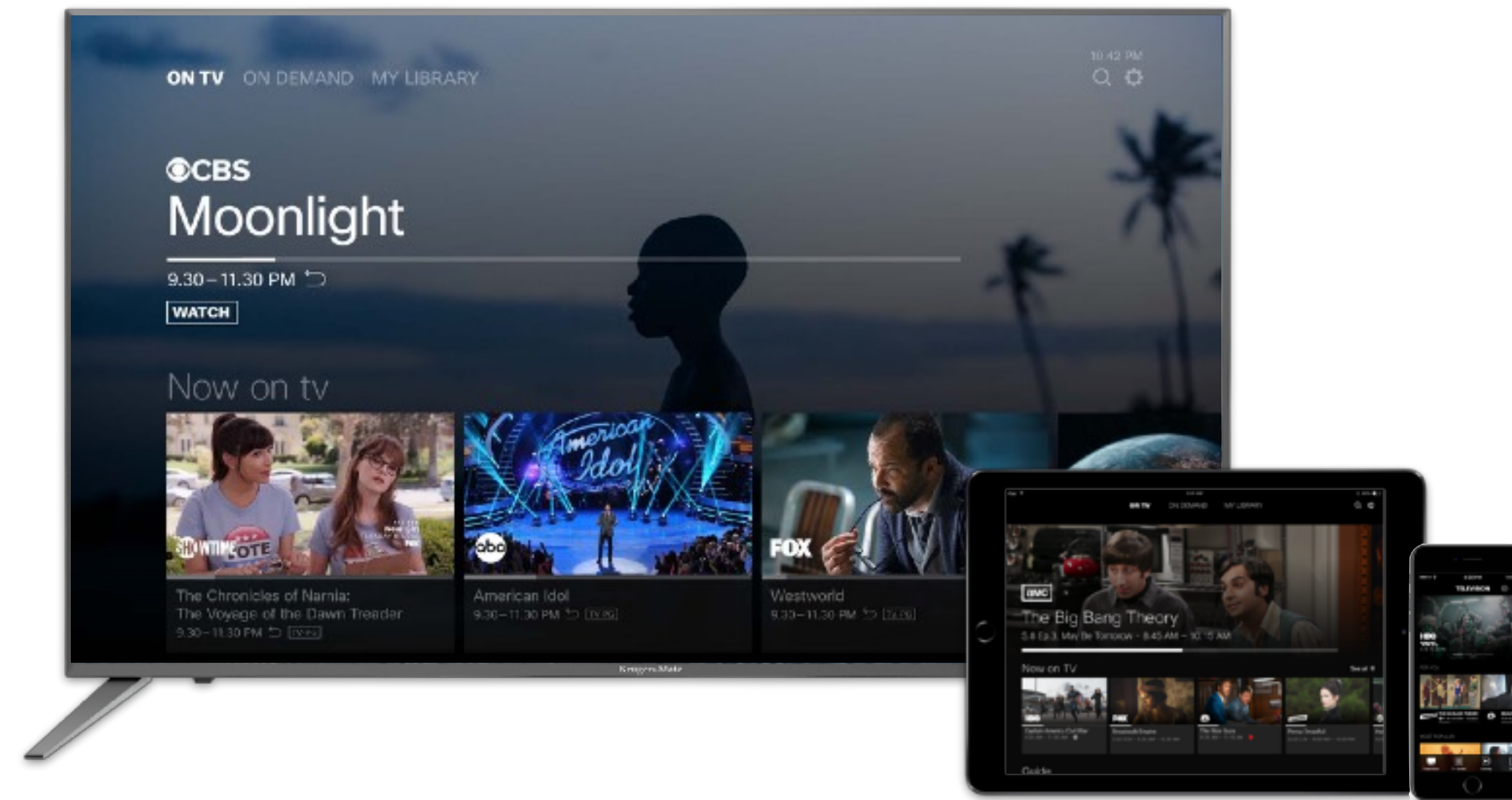
American Idol
9.30 - 11.30 PM



FOX
Westworld
9.30 - 11.30 PM



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- Infinite Video: Process -



WIP

Problem statement

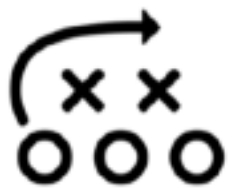


Define



Design

Execute



Action

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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Outcome