



Thons DUGVE

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...

Better 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



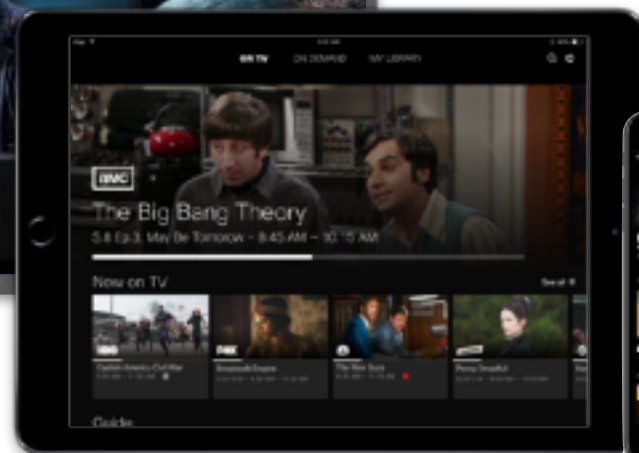
The Chronicles of Narnia:  
The Voyage of the Dawn Treader  
9.30 - 11.30 PM



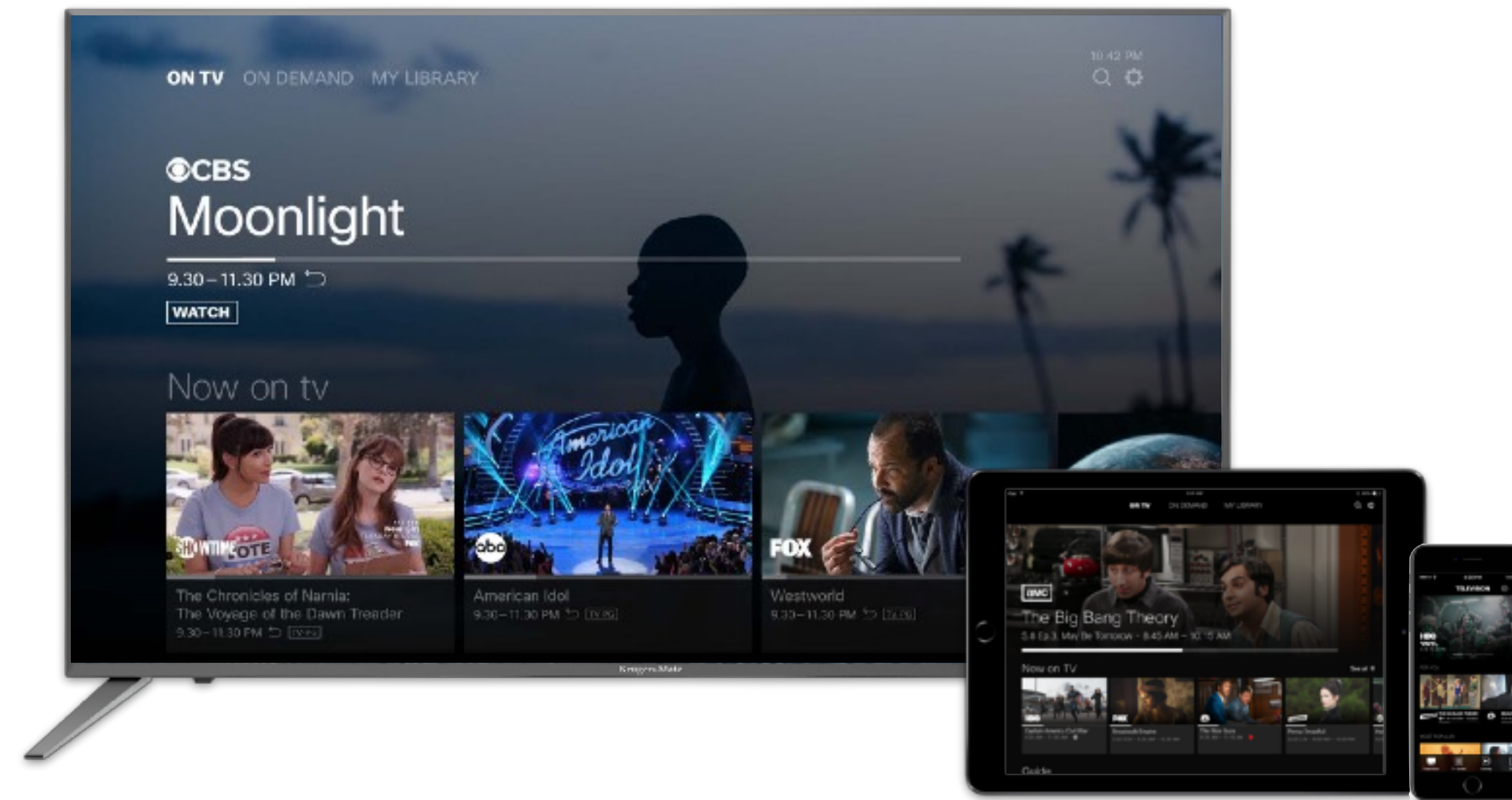
American Idol  
9.30 - 11.30 PM



FOX  
Westworld  
9.30 - 11.30 PM



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- **Infinite Video:** UX Strategy -



## Responsibilities

- Define the design value proposition
- Streamline UX process shifting from waterfall to Lean + Agile
- Reorganize the team according to the new strategy
- Run pre-sales design workshop
- Build product demo for tradeshow

## Outcomes