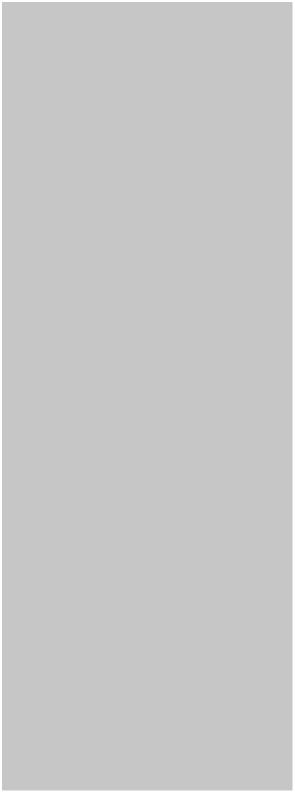
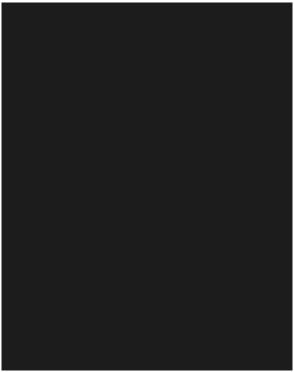
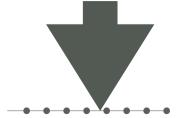
Thomas DUGUE

Product Design Consulting



- The Design Mission: Value Creation & Capture -









Value **Capture**

Capture more value by increasing customer's willingness to pay

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

Reduce resources costs

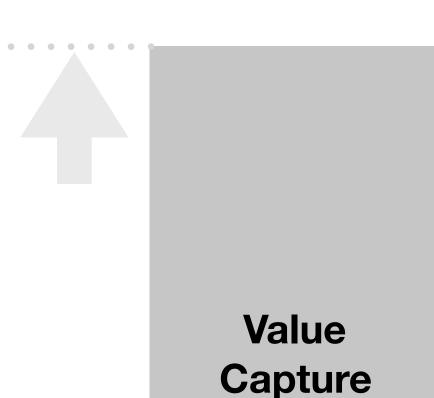
- Design system

- UX processes
- UX standardization
- Reduce customer care support

- The Design Mission: Value Creation & Capture -

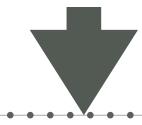
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Resources

Costs



Reduce resources costs

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- The Design Activities -