

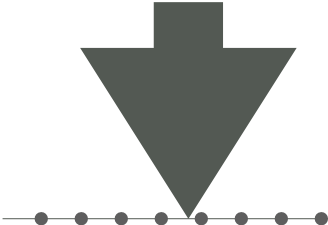






The Design Mission: Value Creation & Capture











# 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

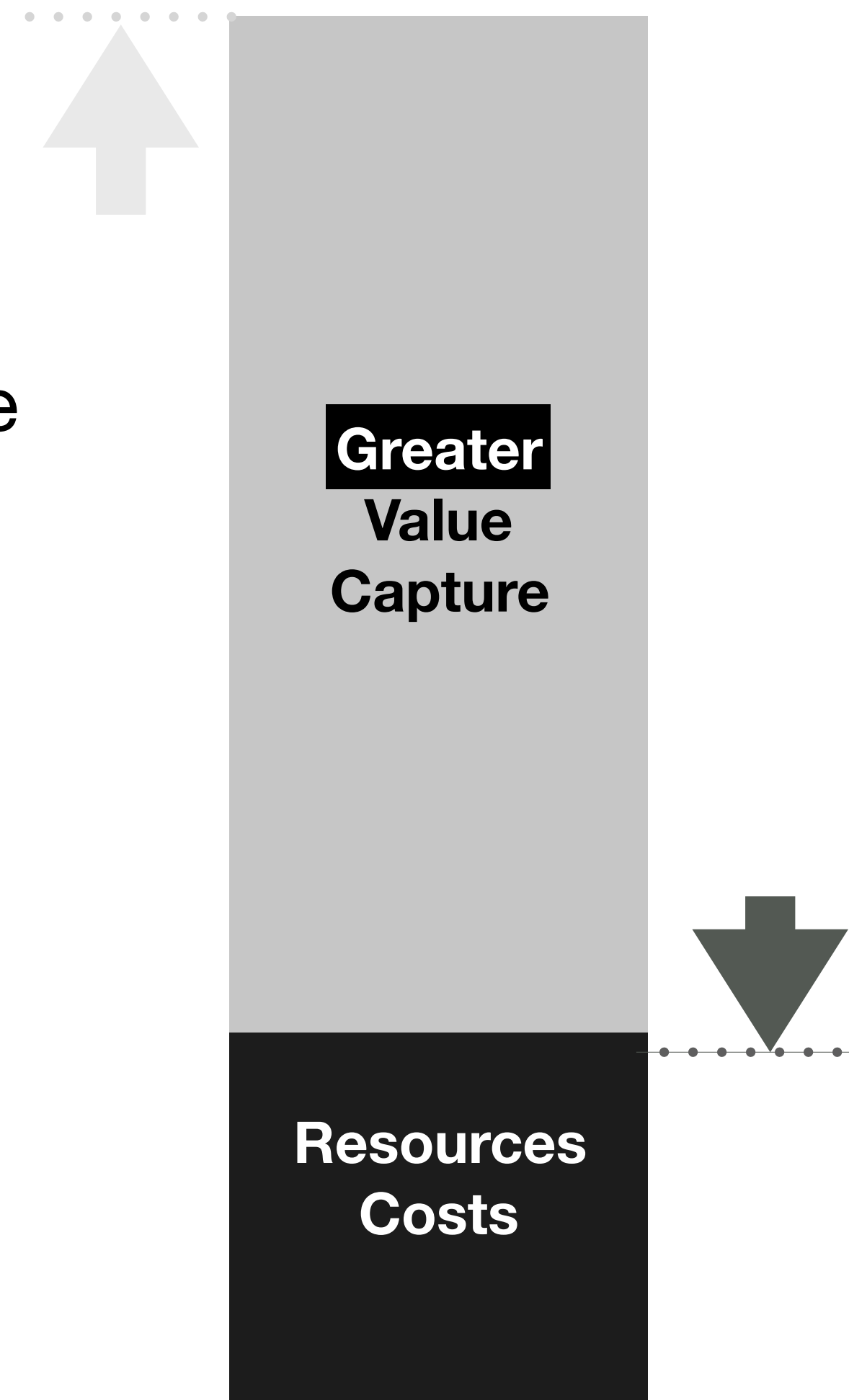


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# - The Design Activities -