Thomas DUGUE

Product Design Consulting

20

- **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

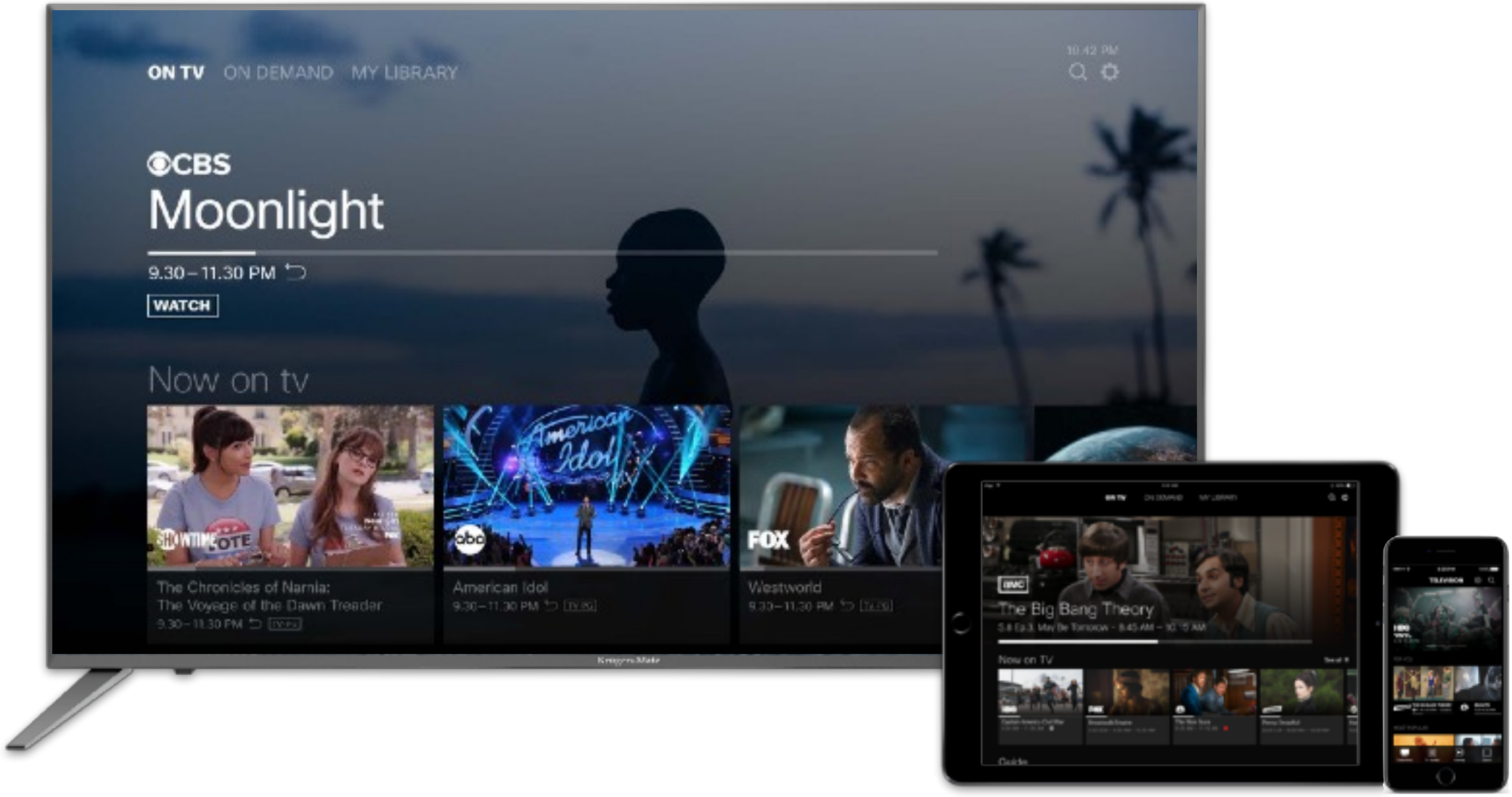
FOR...

Better scalability

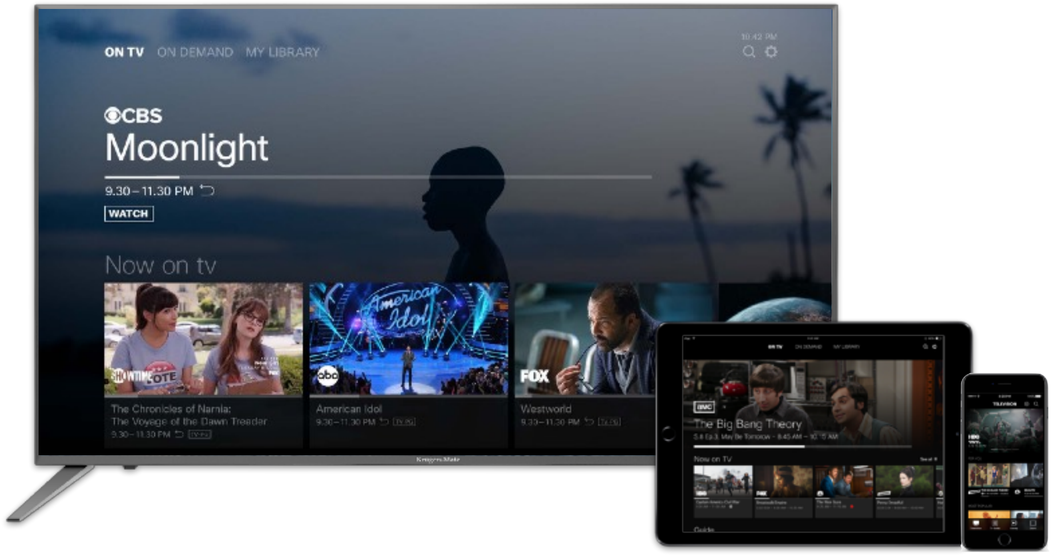
A more powerful product enriched with all customers features requests

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
Westworld
9.30 – 11.30 PM
The Big Bang Theory
Now on TV
Guides

- **Infinite Video:** Business Case -



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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 tradeshows

Outcomes

https://www.cisco.com/c/en/us/solutions/service-provider/infinite-solutions/index.html