

V.I.S.I.O.N.

‘Visual Ideation and Storytelling for seeking Innovative Organizational North Star’

Visual storytelling for greater Impact

Exciting stakeholders with a compelling vision of the future

What is visual storytelling?

Not storytelling

- Opinions, assertions, facts, data, ideas, arguments, possibilities
- Ads or marketing
- Exploitation
- Posting content on social channels and calling it “stories”

Storytelling

The **emotional** transfer of information (opinions, assertions, facts, data, ideas, and arguments) through the introduction of a **character, plot, and conclusion**.

What we do

End-to-end experience design



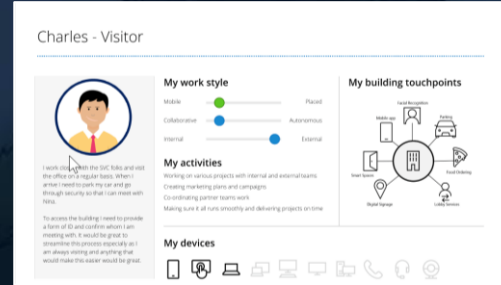
CREATING THE V.I.S.I.O.N.

We spark discussion and then create order out of chaos to align around a shared vision



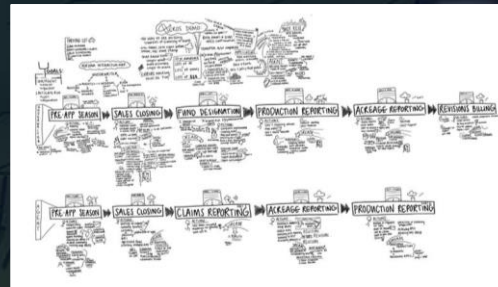
DEPICTING THE FUTURE

Illustrations, storyboards, and agile prototypes align stakeholders to support changes efforts



RESEARCHING EVERY ANGLE

By fully understanding users, data and devices, we drive business process improvements



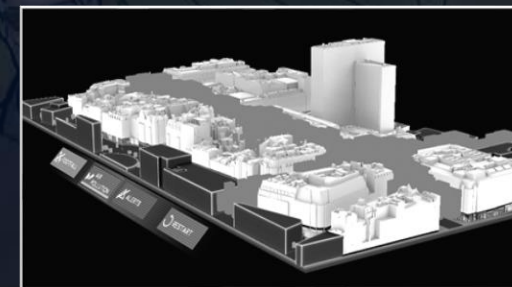
EXPANDING OPPORTUNITIES

Design thinking workshops identify entirely new business opportunities and user requirements



MAPPING USER JOURNEYS

Emerging technologies require design-led expertise to prioritize scenarios, infrastructure and business value



DRIVING INNOVATION

We lead the end-to-end digital vision with a dedicated Holistyx team and partners leading to business success

How we help

Our capabilities at a glance



STRATEGY DEVELOPMENT

Customer centric – we are obsessed with understanding your vision and your desired experiences



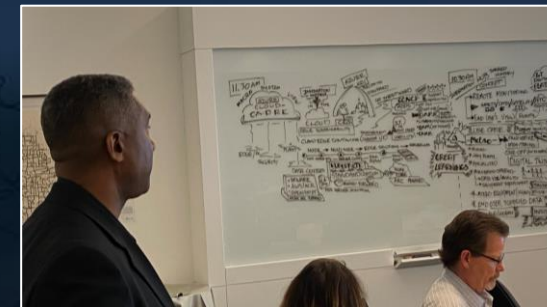
V.I.S.I.O.N. STORYBOARDS

We believe that a picture is worth a thousand words and best equipped to get stakeholder alignment



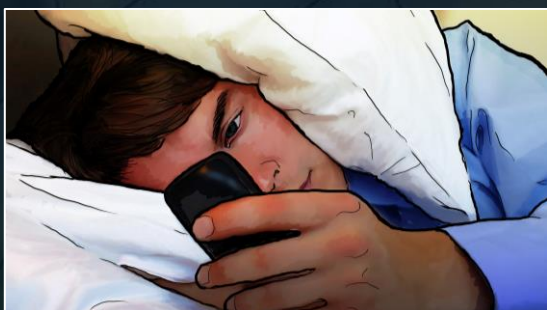
WORKSHOPS ONSITE & VIRTUAL

We spark out of the box thinking and then create order out of chaos to align around a shared vision



DESIGN SESSION SUPPORT

We visualize the discussions in real time to resonate instant feedback



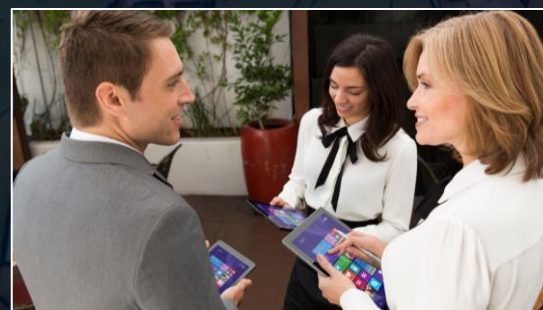
SCENARIO AND PERSONAS

Our master storytellers will develop the appropriate level of user stories, scenarios, and personas



DESIGN SERVICES

User experience is paramount and is accomplished with compelling videos, presentations and storied scenarios



CUSTOMER RESEARCH

Extensive background research is done to understand the customer and ensure that we build the right experience



CONTRACT & RFP RESPONSE

We help you look from your customer's perspective to craft compelling responses to your customer queries

Key Persona Sample... who are we solving for?



Camille

26, Persona Sample

Camille is a young urban professional who is five years out of college. She is ambitious and looking to make the right decisions in her quest to move up in her career. She is very adept at finding innovative solutions for her business unit's needs. She looks at all aspects of the solutions with a keen sense of business value. Her mantra is to "run it like I own it".

Persona Facets

Social Media Blogger

Global reach

Competition

Tech savvy

Not brand loyal

Influenceable



Needs/Desires

RELIABLE CONNECTIVITY



APP COMPATIBILITY



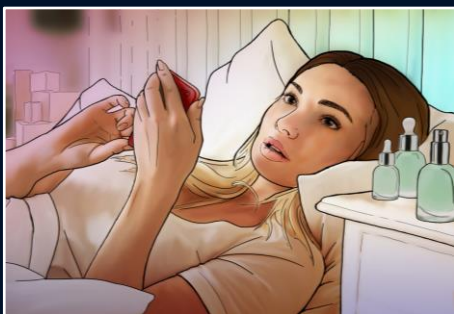
TECHNOLOGICAL CAPABILITIES



The V.I.S.I.O.N. Sample... Concept Poster Storyboard

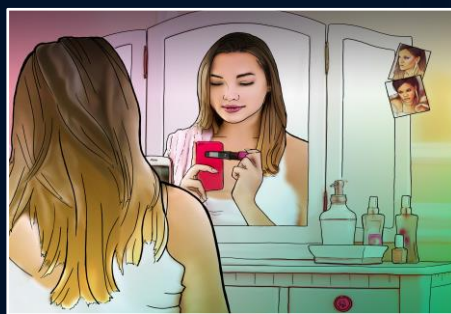
Storyboard experience / user journey

Camille checks out the generative AI suggested TryOnTrends! to start her day...



Awakening to a fresh morning, Camille lifts her phone and says, "Another day, another trend to uncover." She glances at the beauty products on her nightstand, musing, "Always evolving, always improving. That's the mantra of the beauty world and, of course, mine too."

Camille books with TryOnTrends!'s Top Ranked consultant, Aimee R...



Enthusiastically opening the **L.U.X.U.R.E.** app, she books a virtual consultation with Aimee R., remarking, " **L.U.X.U.R.E.**'s one-on-one consultation feature is a lifesaver. Expert advice at the touch of a button, without leaving the comfort of home. What's not to love? Let's see what Aimee has in store for me today."

Camille tries on several recommended products from Aimee R!...



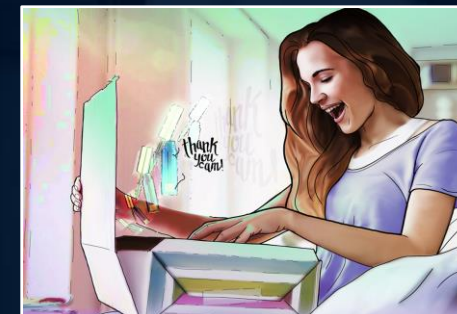
As she virtually "tries on" various products, she can't help but exclaim, "This is mind-blowing! I get to see exactly how each product looks on me before deciding to purchase. **L.U.X.U.R.E.** has truly revolutionized the beauty experience." After exploring different options, she submits her order saying, "Love these choices. They're so 'me'. Can't wait for them to arrive!"

Camille receives the recommended products within hours from TryOnTrends!...



Upon receiving her order within just 2 hours, she beams, "Incredible! It's like **L.U.X.U.R.E.** can read my mind. Fast and efficient, just the way I like it. I'm impressed, really. They've nailed the delivery service."

Camille is delighted by a! personal AR/VR message with her purchase...

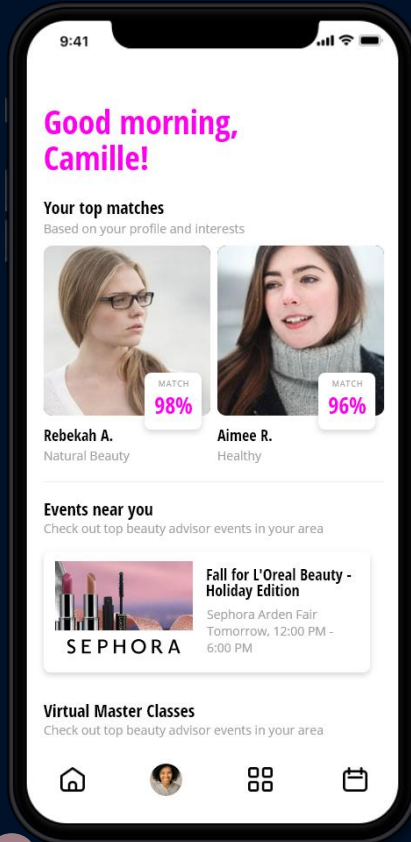


When an Augmented Reality surprise leaps out of the box, Camille gasps in delight, "Wow! **L.U.X.U.R.E.** you're full of surprises! An AR experience, this is amazing. The world of beauty and tech, beautifully intertwined. You've truly transformed the unboxing experience into something extraordinary."

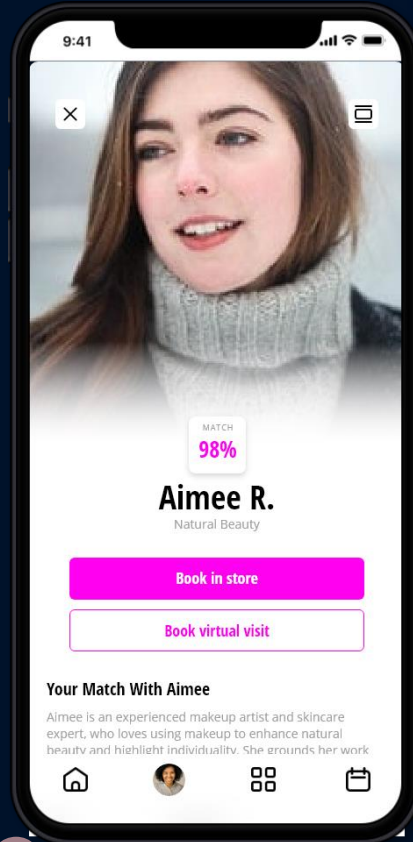
V.I.S.I.O.N. - Everyone is beautiful. Helping to uncover their true selves one beauty at a time.

The experience design makes it real

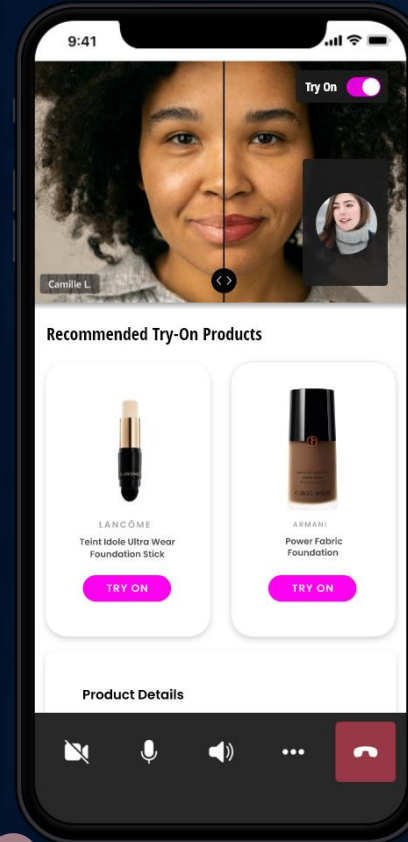
Hands-on clickable user flow scenario prototypes



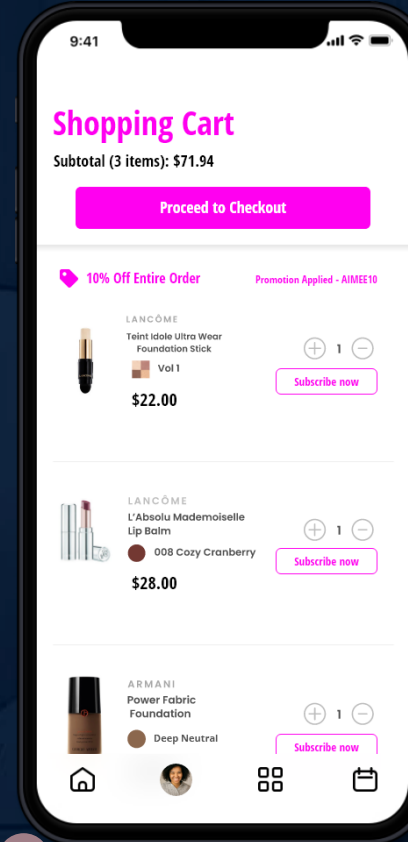
1 Camille checks out the generative AI suggested TryOnTrends! to start her day.



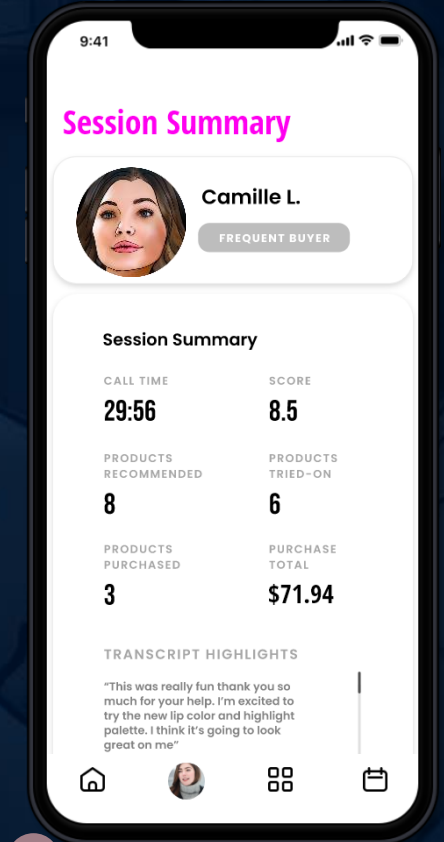
2 Camille books appointment with TryOnTrends!'s Top Ranked consultant, Aimee R.



3 Camille virtually tries on several recommended products from Aimee R. and TryOnTrends!...



4 Camille receives the TryOnTrends! products within hours of trying with Aimee R.



5 Aimee is intrigued to see a Generative AI summary, including transcription highlights of the virtual consultation.

Realizing the Vision

Each Pillar Journey is an Accelerating Vector towards your Objectives

New Product Plays & Solution Motions

- IMPACT- impacts the customer experience
- Know your customer/ insights
- Waterfall financing

Platform Ecosystem on Windows, IOS, etc.

- IMPACT- enables their employees to sell more 360 customer view

Partnership Alliances & Collaboration

- IMPACT- Future – Grow, innovate and launch... together!
- Unified platform that can be implemented at licensee stores
- Drive brand enhancement

Customer Productivity Solutions

- IMPACT- impacts the store manager to do more
- Margin controls- sales mgt overrides with remote approvals

Data Monetization & AI Infusion

- IMPACT- PLATFORM to enable omni cart
- The power of expertise
- Engine to drive revenue and innovate

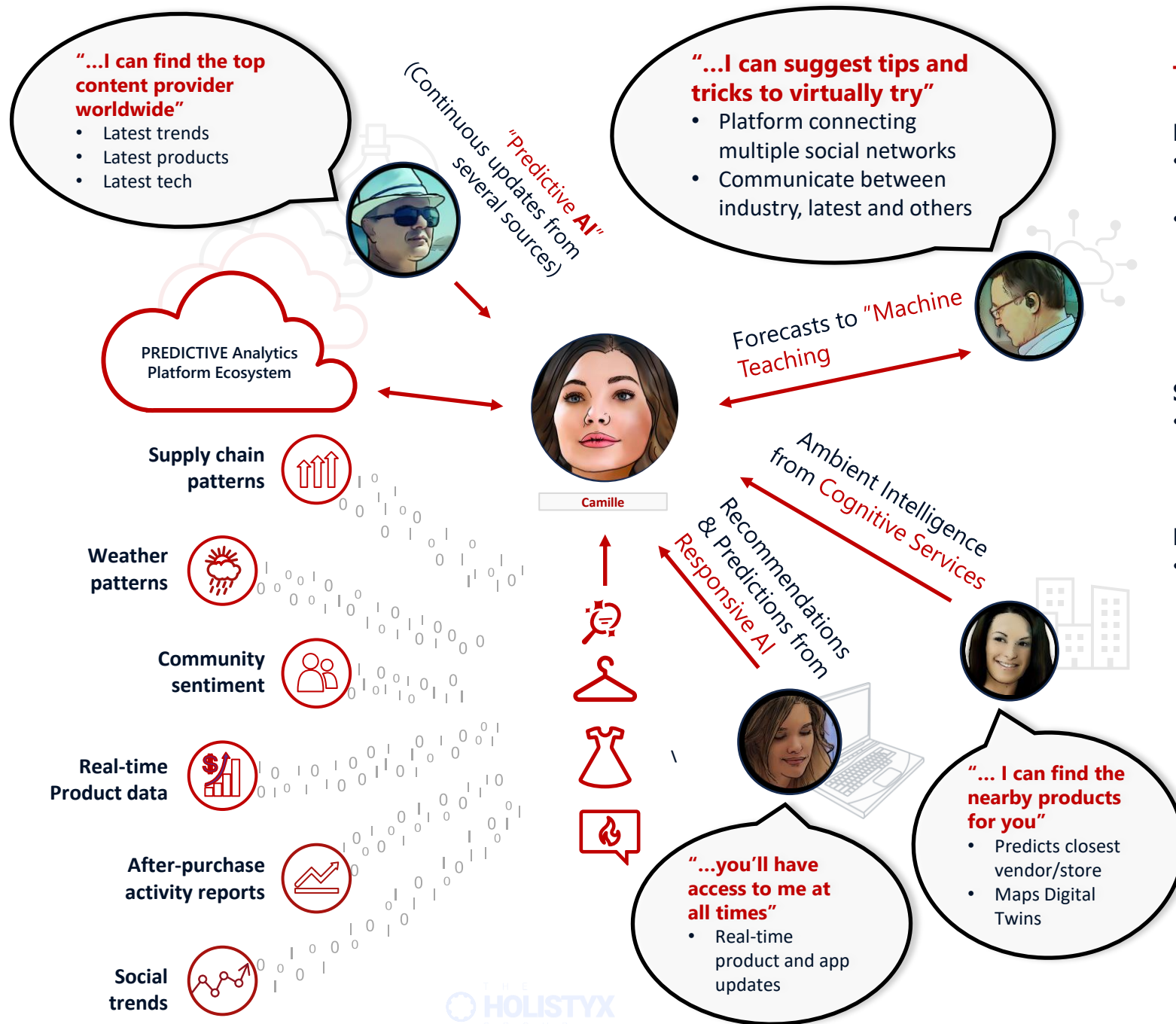
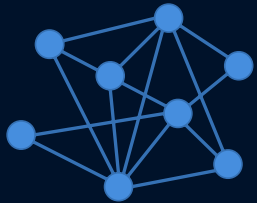
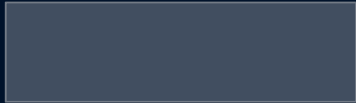
Sample

Visual Architecture Overview



Camille

Sample Concept



The Visual Schematic

Productivity

- Individual to manage key relationships
- Recommendations based on weather, trend, availability data as well as purchase history

Synchronization

- Cross-vendor and geographic coordination

Platform

- Designed to capture, understand, assess, optimize, and improve the end-to-end experience.

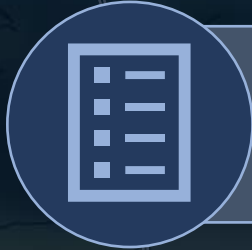
V.I.S.I.O.N.

Session Work Products



Scenario and Personas

- Graphical Output from Workshop
- Experience Demonstration Storyboard
- Persona Development



Wireframes

- User Flows
- Site Mapping
- UI Inventory



Visual Designs

- Branding Integration
- Product Unification
- Clickable Prototype



UX Design Strategy

- Account UX Strategy
- Next steps with the customer
- User Research and Insights

Our Journey with you begins here

This is where the 'art of the possible' meets innovation...

...thanks, the industries nuances and complexities can best be comprehended through the power of storytelling..."

Business Insights

Design Thinking

Technology Insights

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T H E
HOLISTYX
G R O U P

"Simplifying the complexity of change"

THANK YOU!

Our Supplemental Offerings

These supplemental offerings are designed to help your own consulting team to focus on developing key customer relationships and higher order engagement without needing to be mired in long planning cycles for workshop sessions. The quicker turnaround on workshop readouts, insights, etc. is key to reducing time to customer value.

Title	Description	Duration
Design Thinking Workshops	Design thinking workshop facilitation that will help your own consultants to focus on the co-creation of customer value.	1-3 weeks
Event Storming Workshops	Focused process modeling to free up your own consultants for higher value engagements	1-3 weeks
Visual Storytelling	Illustrations, storyboards, and agile visual clickable prototypes align stakeholders to support conceptional vision while demonstrating the 'art of the possible'	1-3 weeks
Design Services	Wire framing, interactive designs, sitemaps, personas, etc.	2-3 weeks
Account Planning	Develop a well thought out customer account strategy that is rooted in quantified business value	1-3 weeks
Value Engineering workshop	Co-develop multiple levels of business value cases – back-of-the-napkin to highly detailed versions through design thinking collaborative sessions	1-3 weeks
Value Management	Provide a value management plan to develop, track and course correct the value equation.	3-6 weeks
Bespoke Consulting	Technology and management consulting that is uniquely specific to the customer.	Varies