

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 we do

End-to-end experience design



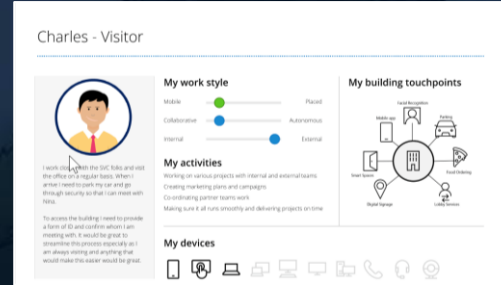
CREATING THE V.I.S.I.O.N.

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



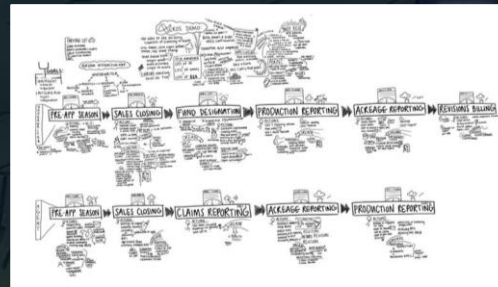
DEPICTING THE FUTURE

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



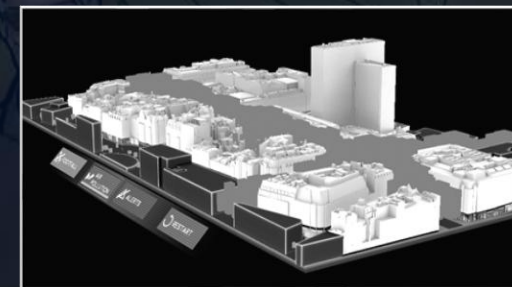
EXPANDING OPPORTUNITIES

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

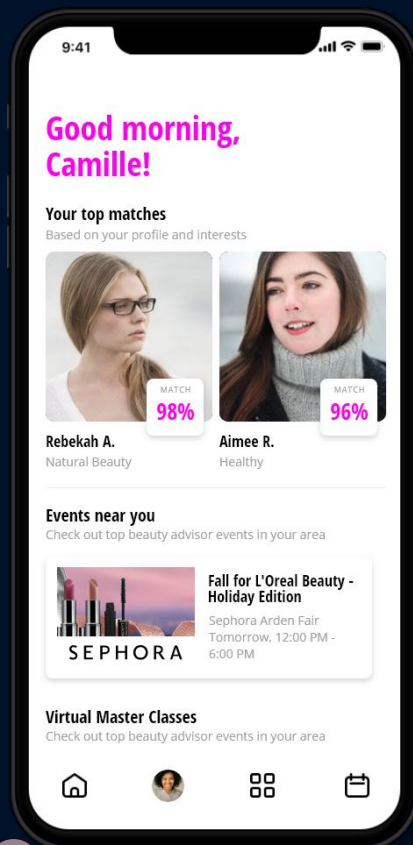


DRIVING INNOVATION

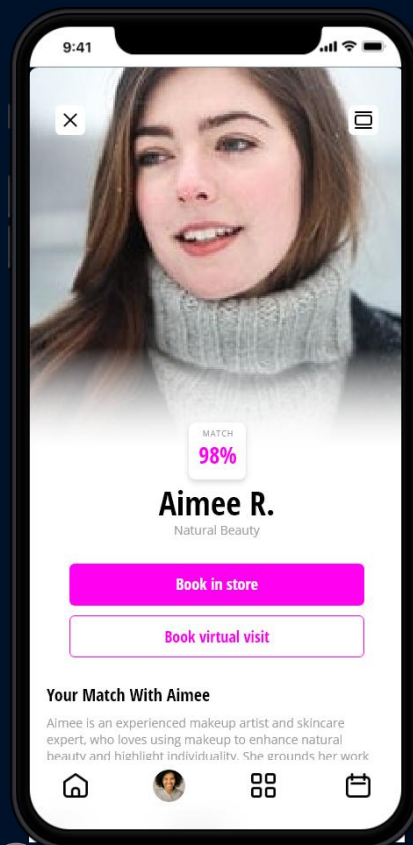
We lead the end-to-end digital vision with a dedicated Holistyx team and partners leading to business success

The experience design makes it real

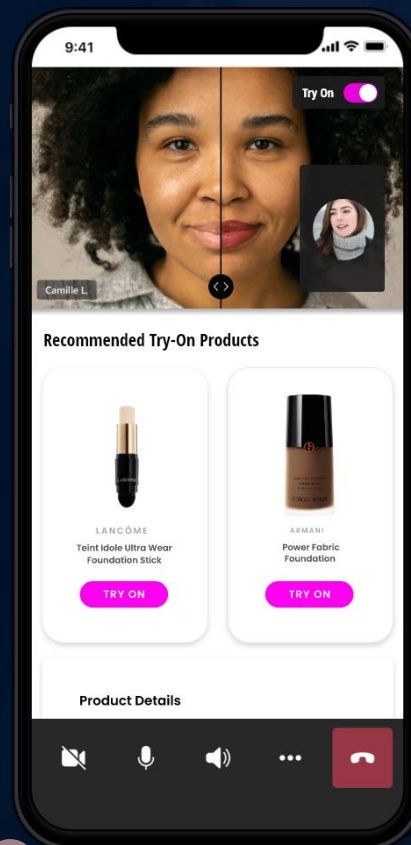
Hands-on clickable user flow scenario prototypes



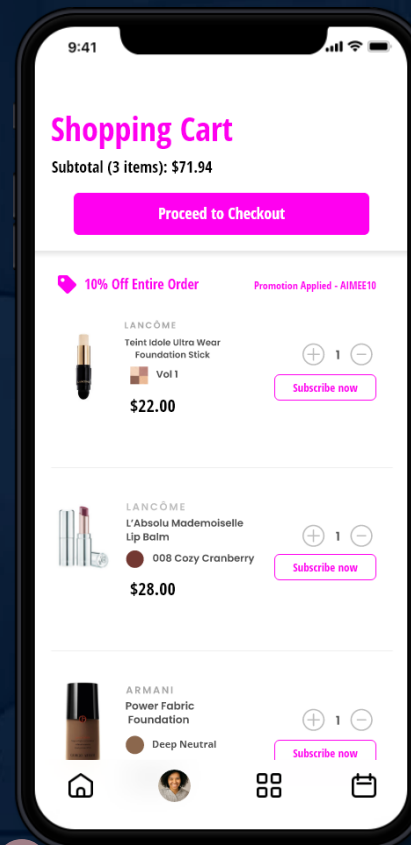
1 Camille checks out the generative AI suggested TryOnTrends! to start her day.



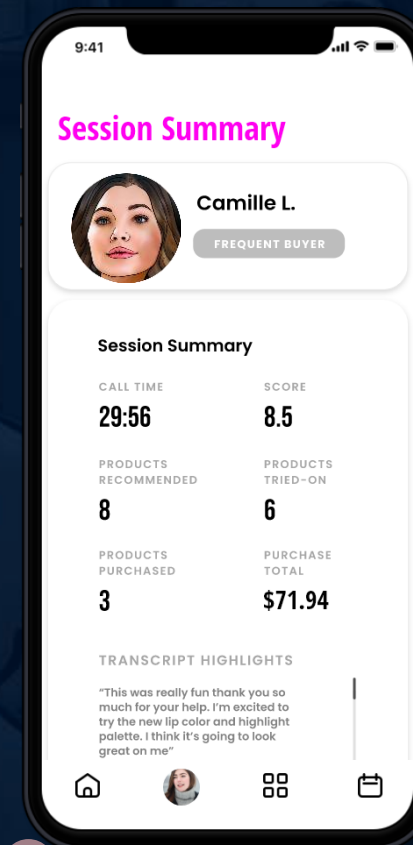
2 Camille books appointment with TryOnTrends!'s Top Ranked consultant, Aimee R.



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.

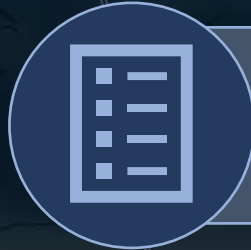
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Session Work Products



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

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



T H E
HOLISTYX
G R O U P

"Simplifying the complexity of change"

THANK YOU!

