

**“DESIGN IS NOT JUST WHAT IT LOOKS LIKE &  
FEELS LIKE, DESIGN IS HOW IT WORKS.”**



# WHAT

## DESIGN TEAM AS SERVICE

Deliver every aspect of design and implementation to your B2B, B2C, G2C, G2G customers to meet the rapidly, ever-evolving demands of their users.

Experience  
Design

Rapid  
Prototyping

Design-led  
Digital  
Transformation



# WHY

USER EXPERIENCE

UI DEVELOPMENT

PREDICTABLE OUTCOMES

While you will continue to focus on your business, we will help you with ‘pleasing the customer’ through design thinking and owning your customer’s problem

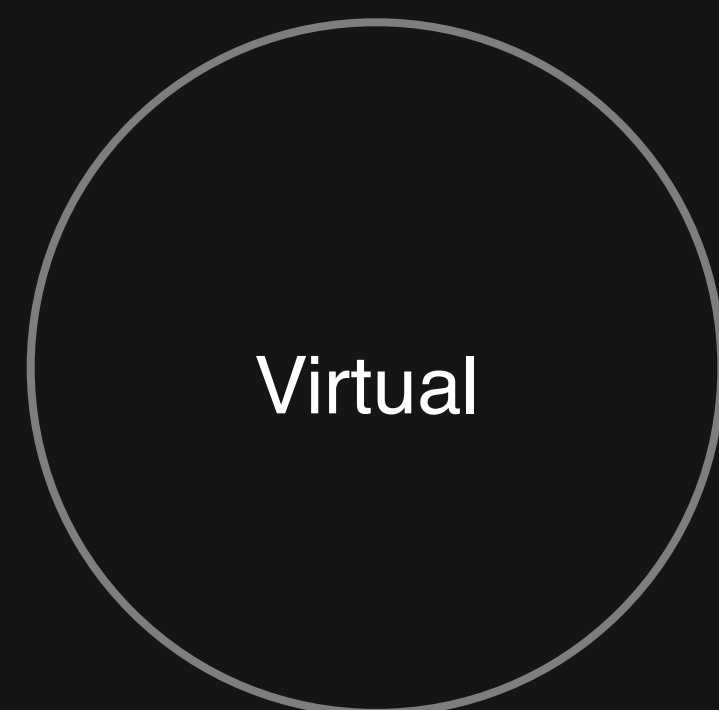
We stand with a foot in two worlds. The world of technology and the world of people and human purposes. We bring the two worlds together purpose-building user experiences and interfaces with a deep understanding of expectations and behaviour



# WHERE



in your premises



remotely provide  
services



part in-house,  
part remote



# DELIVERABLES

## 1 UX Design & Development



every aspect of design and development

## 2 Lab/incubator



a research environment to explore, prototype and pilot new technologies

## 3 Design Thinking Workshop



high impact design thinking workshops at regular intervals

## 4 Showcase



a dedicated demonstration environment to showcase solutions

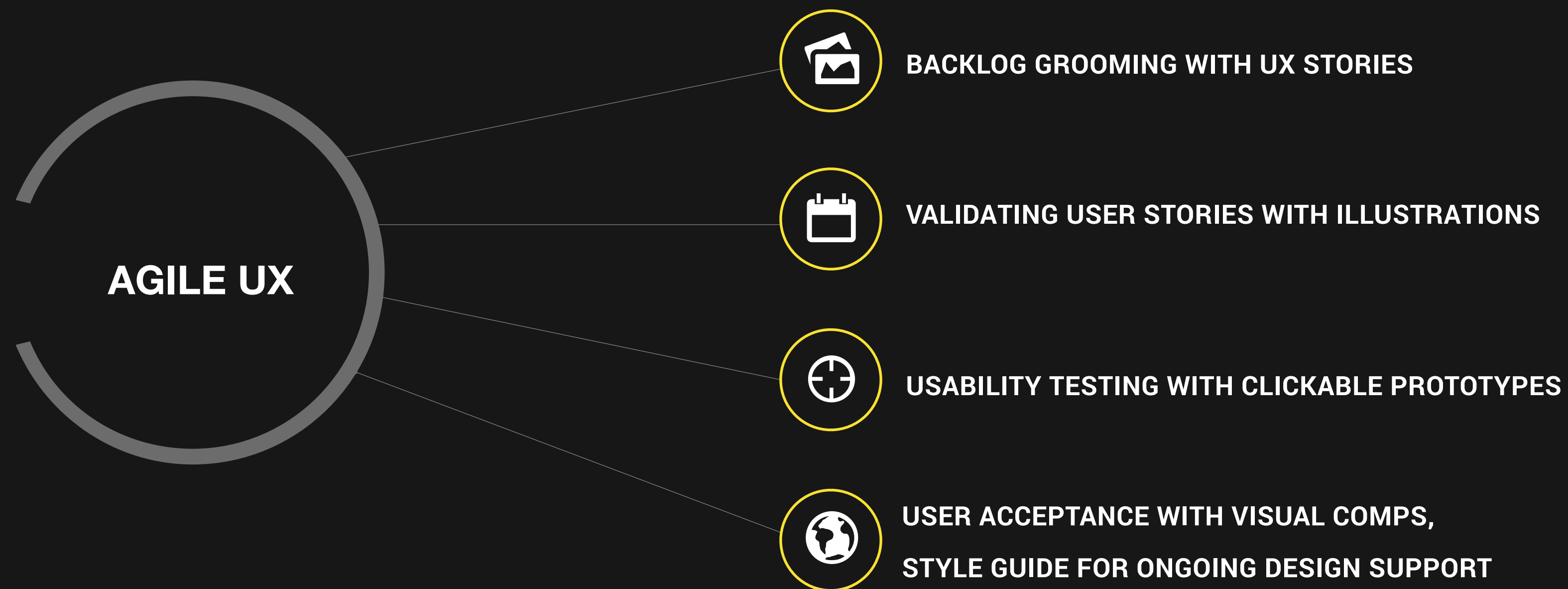


# HOW IT WORKS

CO-EXIST

CO-DESIGN

CO-DEVELOP



## HOW IT HELPS

**ZERO RISK**

**HANDLE UX WORRIES**

**AVOID UX BENCH**

**OPTIMIZE RESOURCE UTILISATION**

digital studio ensures you deliver extraordinary user-friendly design experiences to your customers by integrating people, design and technology



# GETTING STARTED





**Thank you**