

CREATING DIGITAL PRODUCTS THAT PEOPLE CARE ABOUT



RESULTS. GUARANTEED.







Balance between Clients, Onliners and Online



We know that when great people, who share a set of common values, work together, they can accomplish great things.

- Chuck Loewen
President and Chief Executive Officer



Organizational Change Management • Project Management • Quality Assurance • Cloud Deployment • Systems Integration • Application Development

Application Management Services • Data Services



WE ARE THE

DIGITAL STUDIO

Digital Experiences that Accelerate Business.

VISION TO PLAN

PLAN TO PRODUCT

PRODUCT TO CUSTOMER



BRAND EXPERIENCE

- Brand-Market Fit
- CX Vision & Roadmap
- CX Program Development
- Go-to-Market Strategy
- Digital Product Strategy
- Experience Design
- Content Strategy & Creative

PRODUCT VISION

- Product Mapping
- Personas, Wireframes & Journey Maps
- User Research
- Technology Architecture
- Requirements & Story Map
- Road Map & Estimate

PRODUCT DELIVERY

- User-Centered Design
- · User Research & User Testing
- Agile Delivery
- Cloud Native (Azure, AWS)
- Security
- Accessibility

PRODUCT OPERATIONS

- Monitoring, Analytics, Analysis
- Experimentation & Enhancements
- Support & Defect Resolution
- Security Monitoring



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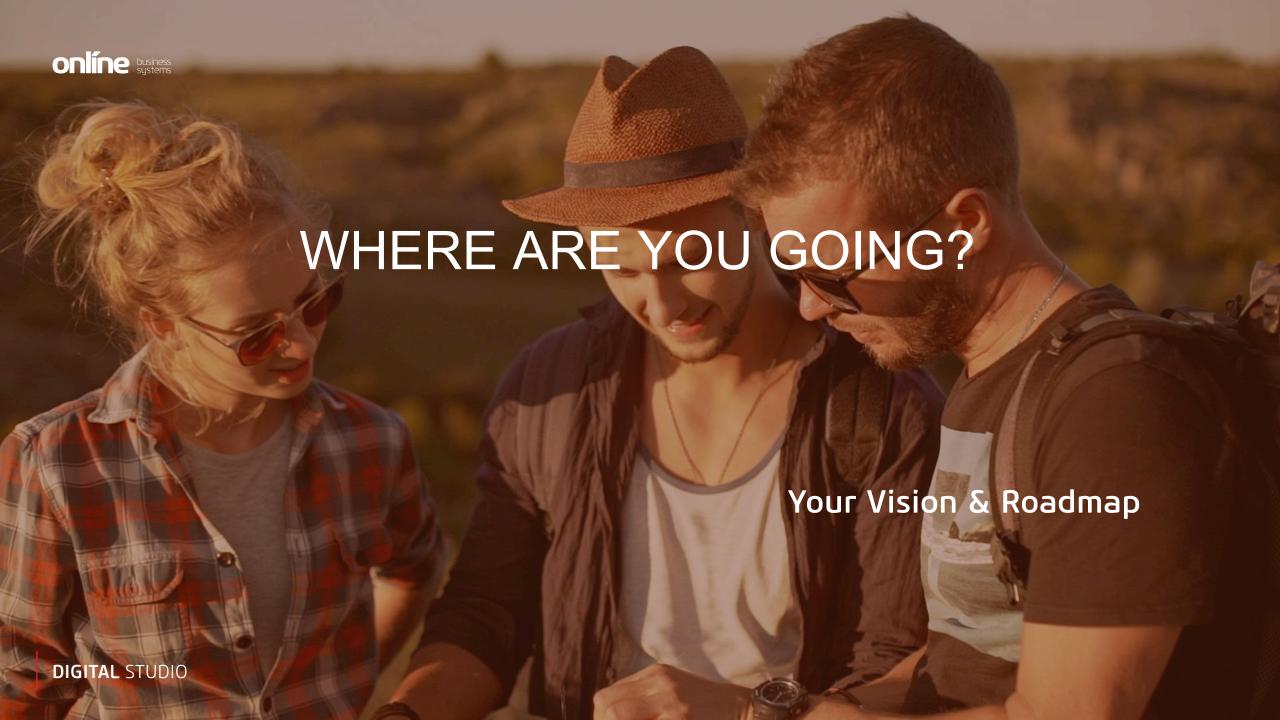




WHY ARE YOU HERE?

Your North Star

DIGITAL STUDIO











WHAT DO INEED TO KNOW NOW?

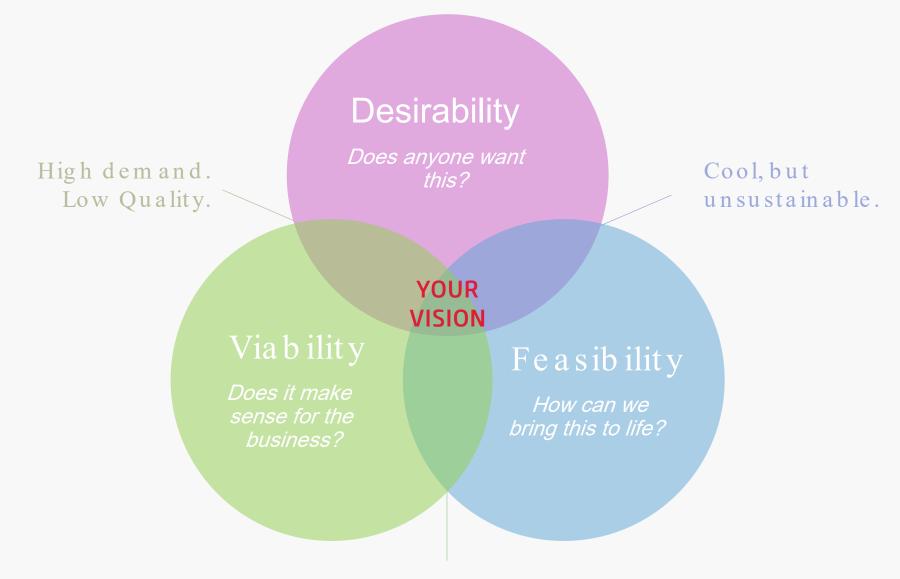
WHAT CAN I LEARN LATER?



START WITH YOUR WHY

THEN, YOUR WHAT





Works. But can't get traction.



PRODUCT VISION STATEMENT

FOR Our Customer Segment

WHO Have this Desire

WEBELIEVE This Solution

WILL RESULT IN This Change In The Market

THIS MATTERS BECAUSE It supports our Mission



PRODUCT VISION STATEMENT



FOR Rebels in a Galaxy Far, Far Away

WHO Seek to thwart an evil Emperor

WE BELIEVE Destroying the Sith

WILL RESULT IN Democracy in the Galaxy

THIS MATTERS BECAUSE We aim to bring peace and freedom to the galaxy.



PRODUCT VISION STATEMENT



FOR Other BlueCross organizations

WHO Seek to compete in a dynamic market

WEBELIEVE A White -labelled Wellness Marketplace

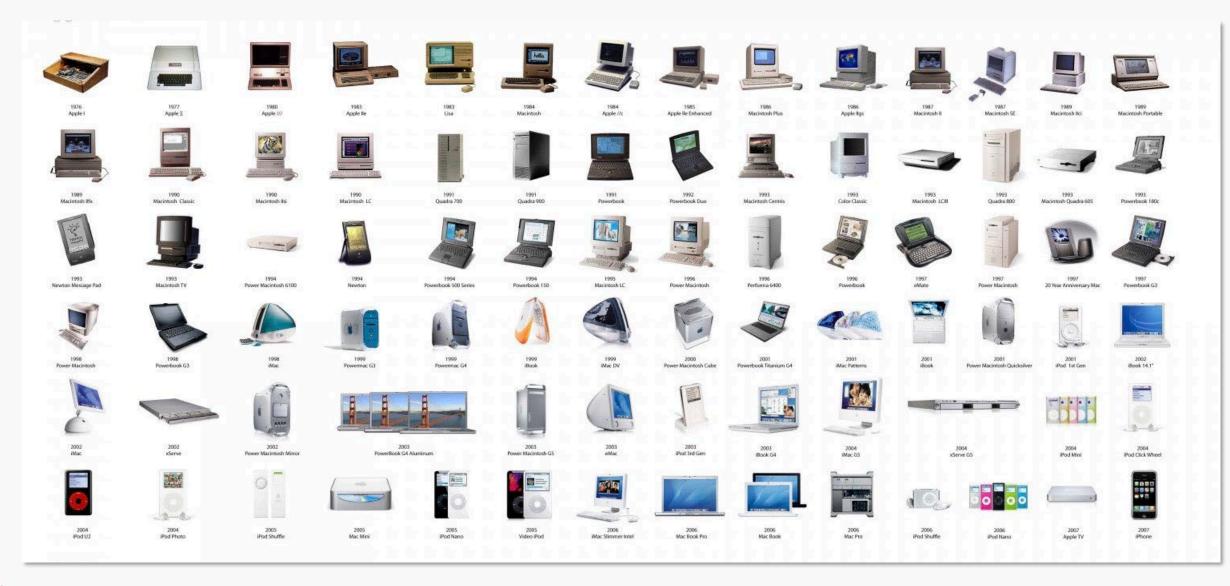
WILL RESULT IN New revenue channels

THIS MATTERS BECAUSE We aim to be recognized as the leader in Wellness in Canada

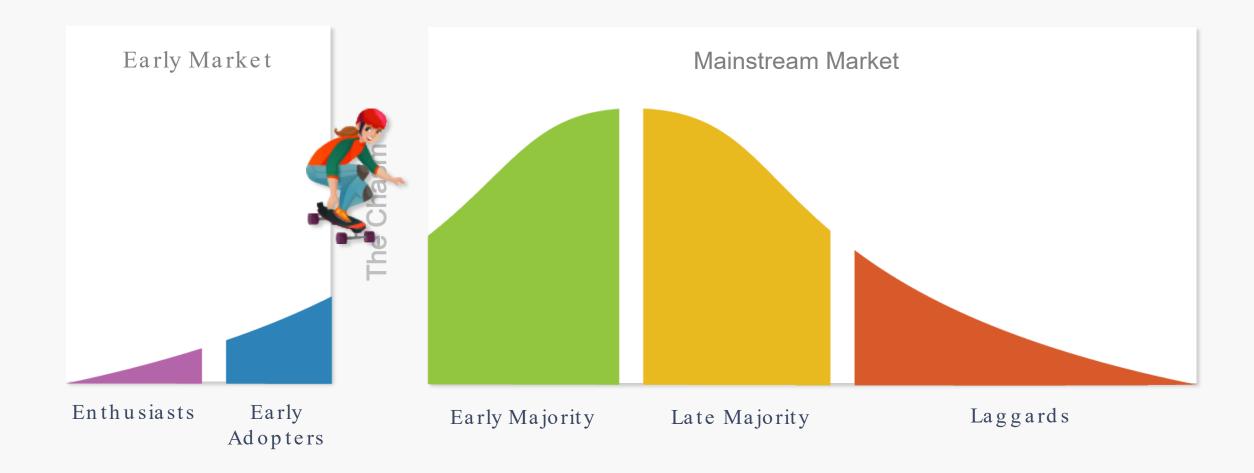














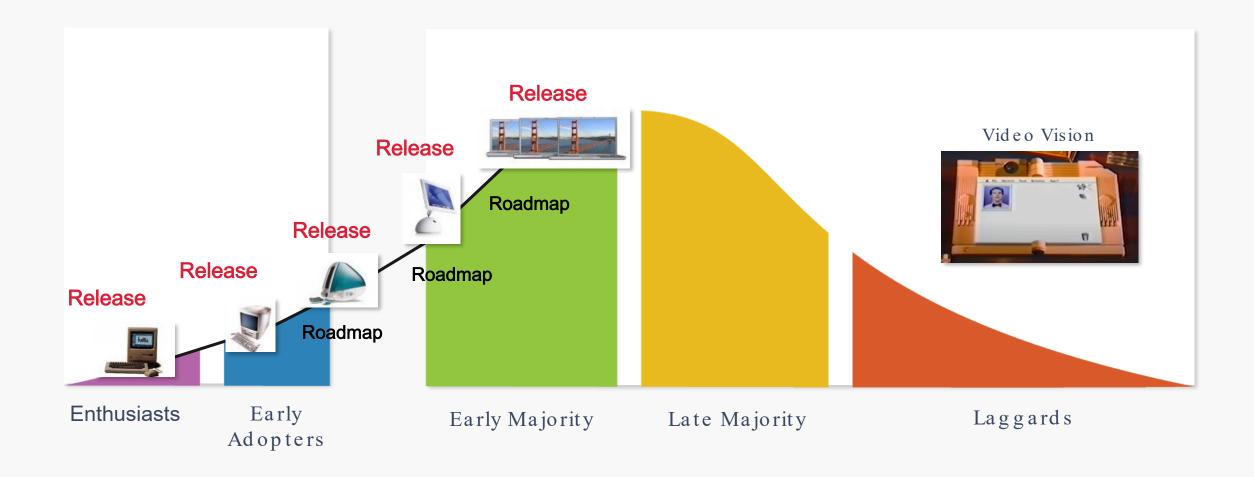


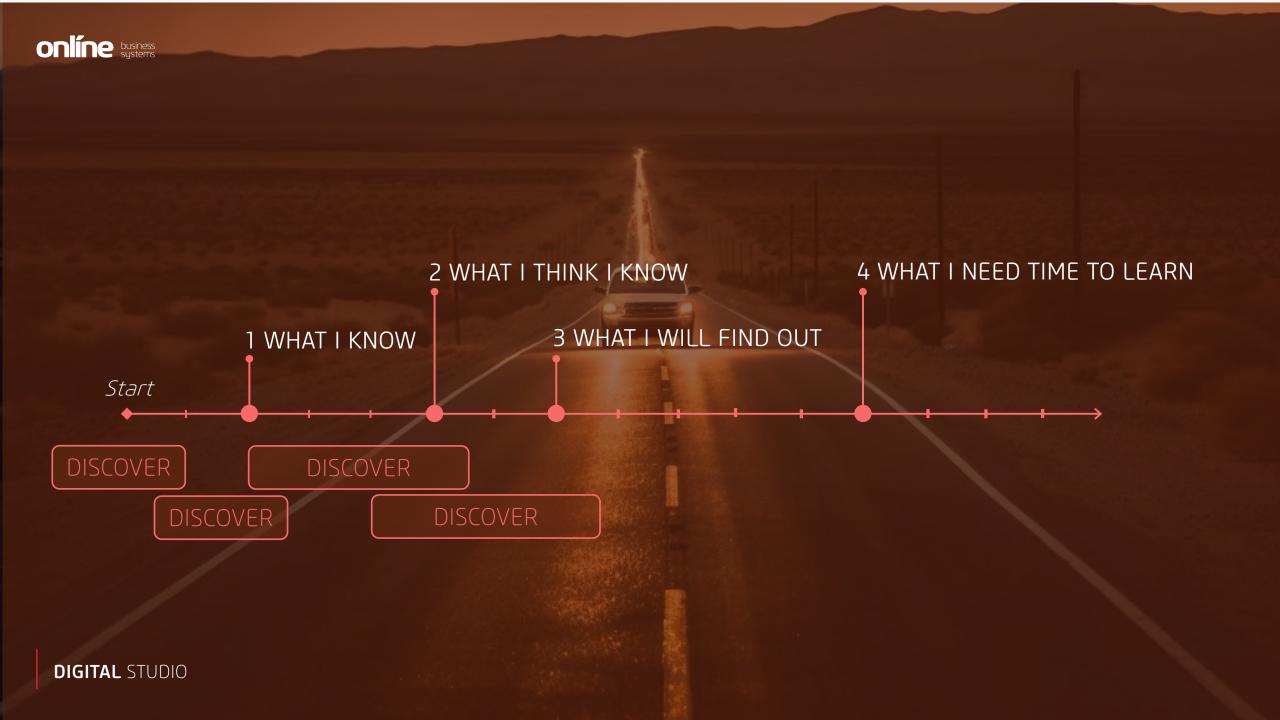
I set and forget my Vision and Roadmap



I review and redefine my Vision and Roadmap regularly









Align your team with:

- Your North Star
- Your Vision
- Roadmap

Meet the market with:

- Desirability
- Feasibility
- Viability

Stay Sane with:

- What do I need to know now?
- What can I learn later?



WHAT DO INEED TO KNOW NOW?

WHAT CAN I LEARN LATER?



PRODUCT VISION WORKSHOP

FOR Attendees

WHO Have an idea that needs a boost

WE BELIEVE A 2-hour workshop

WILL RESULT IN The start of something incredible

THIS MATTERS BECAUSE We are a catalyst for new possibilities



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