

+02 Epic Architecture

Our team of architects define the solution in stages to meet each milestone (called Epics). We examine the users needs and their key flows, the business processes that support the user flows, and the underlying technology to bring it to life. We build prototypes and test new technology to ensure that the build process is smooth and that we're launching distinct features that are ready for people to use and deliver value to your business. Working a step ahead of development, our architects are ready to pivot and adapt to changing market conditions, business requirements and new findings.

// CASE STUDY

White-label Loyalty Platform

An international client that traditionally sells B-to-B print-based products for redistribution was looking to move into digital loyalty platform development as one of their new product offerings.

Since this was their first B-to-C product undertaking, they wanted to ensure they were applying best practices in User Experience Design. Digital Studio created a digital design strategy for their in-house developers to implement.

After working with them through several design thinking exercises, and prototype testing in the form of a Design Sprint—our UX team helped them validate a concept with real users and form a clear picture of the product roadmap. We gained valuable alignment across all departments which allowed their development team to confidently move forward with a clear direction and purpose.

The client is now successfully marketing their Loyalty platform with several organizations currently using the product and several more in their sales pipeline looking to use it in the coming months.

