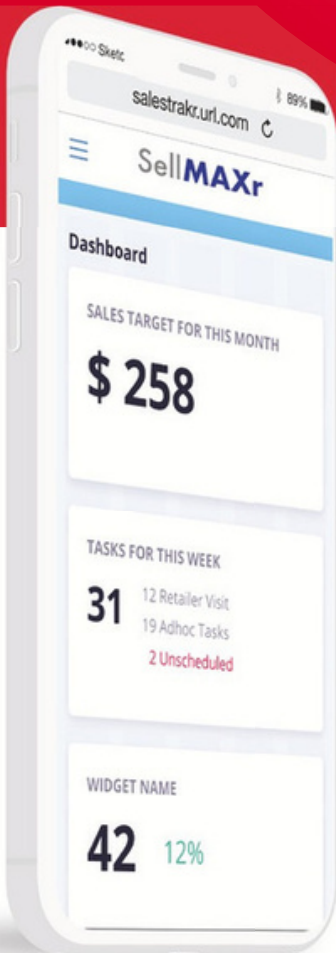


01 Product Discovery

Uncover strategic direction for your product by aligning your vision with your value. We employ Design Thinking, User Research and Lean Startup methodologies to ensure we're pairing the right problem with the right solution and defining your product release roadmap.



// CASE STUDY

Lottery and Gaming Distributor

As one of the world's leading instant ticket printing firms, our client was under pressure from generational gaps in their market due to the emerging digital landscape. With the help of our strategic digital transformation consultants, they have started to undergo the process of digital transformation by creating a multi-year product development roadmap.

Among their first Digital Transformation projects was developing a frontline sales tool for lottery customers and third-party sales representatives to improve product placement in-store and expedite the product reordering process. Through comprehensive requirements gathering and in-the-field interviews, our Digital Studio UX research team completed a multi-user, end-to-end journey mapping and prototyping exercise that helped validate the value proposition.



Digital Transformation
Consulting