

Product Design Services



Offering summary

When you deeply understand your customers, you can create exceptional product experiences that meet their wants, needs and expectations. To deliver on your brand promise, our Product Design Services can help you design and deliver the utmost value for your customers. By standing up integrated product teams led by experts in experience strategy and design, product management and engineering, we help you identify and create the best products through research, testing, validation and continuous optimization.

Solving digital transformation challenges

Great product experiences win in the market

Today's digital age brings consumers an overwhelming array of options at their fingertips—literally. Various alternatives are continuously just a click, touch or swipe away and preferences and behaviors are ever-changing. With a wealth of choices, consumers can effortlessly discover other options.

With this rapidly evolving revolution comes the opportunity for organizations to win in the market when they truly prioritize exceptional product experiences. The challenge is in creating the right product design. Impactful product design requires addressing a full breadth of both functional and emotional needs that create memorable experiences. The more the product experience covers the full range of human needs, the more value for both customer and business.

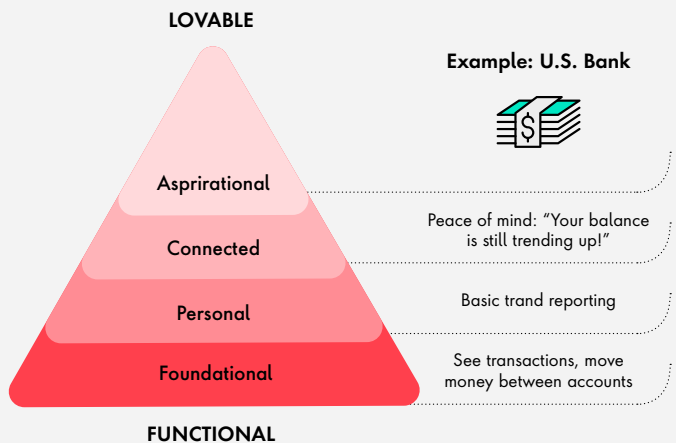
Yet, in every challenge lies an opportunity:

- 1 How does your business separate itself from the pack by serving a variety of consumer needs to prevent them from switching to a different brand, service or product?
 - ➔ Differentiate your product by addressing a full range of functional and emotional needs, helping to solidify customer relationships and drive loyalty using our multidisciplinary Product Design Services.
- 2 The exponential rate of change and choice continues to grow and presents an existential threat to brands that cannot master it.
 - ➔ Allow Publicis Sapiens to translate business goals in the context of change into a conducive experience strategy.
- 3 Organizations have promising ideas yet struggle to execute a simple, streamlined and scalable experience in order to deliver on the idea.
 - ➔ Amplify your brand values and messaging within your digital customer relationships by partnering with our team to create frictionless scalable design solutions.

Great product design requires addressing a full breadth of functional and emotional needs to create memorable experiences.



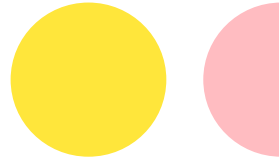
Value for the customer and business increases, the more product experiences cover the full range of human needs



Benefits of Product Design Services:

Good design makes good business

- Improved time to market, optimization and evolution
- Improved brand perception
- Faster revenue growth
- Increased conversion
- Improved delivery velocity
- Improved efficiency of front-end developers
- Increased scalability of products
- Happier employees



What sets Publicis Sapient apart?

For over 30 years, we've been helping clients leverage the power of experience through every evolution of digital and consumer transformation. What experience "first" can we create together next?

- Thanks to our rich history and legacy of driving breakthroughs in experience and design thinking, we excel at helping our customers realize value
- Combining various capabilities and skill sets to understand your customers, our team will build an experience strategy that ties to customer needs and design creative and compelling experiences to deliver outcomes that focus on speed, quality and value
- Integrating capabilities and speed, our experience sets the standard from the earliest days in the industry, continuing through today, tomorrow and beyond

Set your experience strategy up for success with Publicis Sapient's full suite of Experience Transformation offerings:

- **Customer Journey Transformation:** Reinvent your customer journey and elevate experience for customers, prospects, employees and partners
- **Salesforce Experience Design:** Connect the experiential and operational requirements essential to successfully implement your digital business transformation and maximize investment
- **Connected Retail Store Experience:** Drive real change in customer behavior by activating cohesive, frictionless customer experiences across your brand's digital and physical channels
- **Design Systems:** Construct a central source of truth for your brand's digital language to accelerate your product ecosystem

How we've made an impact:

LARGE PHYSICAL RETAILER

The imperative for change:

The retailer wanted to build a customer-centric shopping experience including:

- Redesigning its website as a mobile-first multichannel experience
- Developing the Canadian division's first consumer shopping app
- Launching the online grocery experience
- Bringing mobile into the store, with the omnichannel app, integrating Scan-and-Go, allowing for touchless checkout

The transformative solution:

- Created a mobile-first experience that fluidly adapts to any device and channel
- Developed a new website that incorporated "best of breed" technologies, modular architecture and consumer-driven insights
- Built solution that will evolve and integrate with future digital and physical experiences (e.g., curbside pickup, grab-and-go lockers)



The business impact:

The company now offers a seamless, flexible, omnichannel experience that addresses immediate consumer needs and allows for integration into future digital and physical experiences.

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LUXURY HOME-ELECTRONICS MANUFACTURER

The imperative for change:

The company pioneered innovative product design. Challenged to find its voice in the digital age, the company turned to Publicis Sapient for a solution focused on digital design and experience that would stand out in the market.

The transformative solution:

- Brought a fresh global digital flagship store to life
- Took a story-led commerce approach to engage consumers with immersive, curated content that showcases the company's history of innovation and high-quality sound and design
- Worked with the company's existing fulfillment system to integrate a microservices-based framework and e-commerce solution



The business impact:

New digital storefront serves as a trusted, one-point stop to buy world-leading luxury home electronics online.

- **23% increase in conversions**
- **27% increase in revenue**
- **42% revenue growth**



MAJOR U.S. CONVENIENCE RETAILER

The imperative for change:

As customer buying patterns and preferences changed, the company recognized the need to elevate its customer experience, enable new service models and invest in foundational technologies to fuel future growth. The company's digital transformation journey ran into a variety of challenges, resulting in slower than expected velocity and results.

The transformative solution:

We began working with the retailer and implemented new processes and frameworks to accelerate value creation while simultaneously reducing program risk.

New initiatives included:

- An experience strategy team to develop solutions for complex user experience problems earlier in the delivery process, leading to accelerated design sprints
- The development of reusable components and design standards that can be leveraged across applications and touchpoints
- The creation of a new front-end reference architecture to substantially improve developer efficiency



The business impact:

- **25% improvement in front-end developer efficiency**
- **90% reduction in the defect injection rate due to the simplified application**
- **30% improvement in overall delivery velocity**

For more information, visit publicissapient.com/solutions/customer-experience-transformation

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.