TCS Digital Reimagination studio

REIMAGINING INDUSTRIES THROUGH DESIGN

TCS DIGITAL ENTERPRISE
Work Places
Business Models
Products / Services
Enterprise Experience
Business Processes
Customer Segments
Distribution Channels

REIMAGINING INDUSTRIES THROUGH DESIGN
What is Digital Reimagination™?

First, imagine our digital world and the infinite opportunities it has for your business. Now, reimagine what’s possible when working together with TCS.

Digital Reimagination™ is about looking at traditional innovation differently. It is about creating something fundamentally new by combining the Digital Forces (Mobility, Cloud Computing, Social Media, Big Data & Analytics, AI & Robotics, etc.) to reimagine the way you do business.

Companies that successfully undergo Digital Reimagination™ create a competitive advantage and become leaders in their industries.
What is Our Culture?

We believe success is impossible without keeping open minds, working hard, experimenting, and having fun.

We question the status quo and look for fresh, innovative ways to improve how business is done.

There is little success where there is little laughter.

Andrew Carnegie

Disruptive innovation is not a tactic, it’s a mindset.

Richard Branson
"It’s kind of fun to do the impossible."
Walt Disney

"You can’t use up creativity. The more you use, the more you have."
Maya Angelou
TCS Members of the Digital Reimagination™ Team

Analyzer

Lead Reimaginer

Designfinder

Visualizer

Marketizer

Empathizer

Logician

Tinkerer

Prototyper

Specialist
Who is On Our Team?

Diversity is the key to our success. We bring together a team of talented designers, researchers, analyzers, and builders whose experience spans a wide variety of industries. Our team has reimagined every aspect of business from B2B, B2C, B2E, to e-commerce environments.

Our diverse team, with its different perspectives and experiences, makes our brainstorming sessions a true combination of science and art.

Leveraging Different Perspectives

By Applying Design Thinking
REIMAGINING INDUSTRIES THROUGH DESIGN
TCS and Client Teams Work Together as One Team

What makes working with TCS different than other companies is that we dedicate our entire team to work in direct collaboration with you and your team. This gives us insight into your subject matter expertise and enables us, as a team, to improve and execute on the right opportunities.

The ideal team members will be your experts who are open-minded, influential, action-oriented and inquisitive. We’ll take them away from the distractions of their everyday work and immerse them with our team to make an impact on your organization, act as agents of change, question the status quo, and together, reimagine the industry.
Our Design Process

Allows for rapid prototyping and concept to creation

Discover

Deliver

Define

Refine

Prototype

Gather Feedback

Iterate
What is Our Process?

Our Signature Design Process involves four phases: Discover, Define, Refine, and Deliver. Throughout the process, we prototype daily, gather feedback, and iterate to continually improve on potential solutions.

Each week, we find design opportunities by looking through the lenses of business, technology, and best practices. There are multiple checkpoints during each phase to get feedback from your executive team and ensure that we are aligned with your internal organizational strategy.

We believe our process is the key to your success.
Invent Opportunities. Experience Reimagination.

Kickoff Week

We start off with a fun and engaging Kickoff Week to bond with the team members, which is essential for working together as one cohesive team.

Kickoff Week includes:

> Team building activities
> Touring of the TechShop and its resources
> Learning design methodologies
> Training on continuous prototyping
REIMAGINING INDUSTRIES
THROUGH DESIGN

Creating itinerary
- What to pack/carry & what not to (Permissible options)
- News update on destination
- Weather info
- Political scenario (strikes, etc. crisis)

Packing
- Currency needs (exchange?)
- Online checkin?
- Print ticket or Digital good?
- Data plan?
- Ground Transportation + hotel
- Lounge plan?

Positive Exp (informed, in control, happy)

Neutral

Negative Exp (confused, lost, not in control)

(Too many options to choose from)

(Many disconnected 'to-do')

Arrival to Airport (unsure)
- First follow rule
- Many disconnected 'to-do'
- Online check-in
- Baggage rules
- Document check etc...
- Many dis-connected 'to-do'

Wayfinding + impact on journey
- Maintain the area

Final follow rule
Discover Emotions

This is a critical exploratory phase where we will empathize with the user to better understand their needs and experiences and identify the right opportunities. During this phase, we focus on learning and understanding the user experience in great depth.

Key activities include:

> In-field observation
> Contextual inquiry
> Research
> Immersion
Define Opportunities

In this phase, we continue learning about the user experience and other stakeholders involved, like: customers, suppliers, competitors, or employees.

Afterwards, we brainstorm many possible solutions, prioritize them, refine them, and select the best ideas to develop. Using extensive rapid research and analysis, we zone in on the key opportunities.

Key activities include:

> Opportunity tree analysis
> Personas
> Low fidelity prototypes
> Feasibility analysis
Refine Experiences

This phase focuses on improving the designs through sketching, wireframes, journey mapping, storyboarding, interactive prototypes, and developing appropriate models. At this time, we also create a refined business model and financial model and gather feedback from organization teams at the studio.

This builds an opportunity for cross-pollination of ideas between the teams and we ensure that each team is from a different industry (no two competitors in the space together at any time).
REIMAGINING INDUSTRIES THROUGH DESIGN
Deliver Models

During this last phase, the team will wrap up activities and the key deliverables include: a **business case**, presentation deck, a solid implementation plan, and high fidelity final prototypes, including **CAD drawings** and a final **design intent model** to take back to your organization.
Typical Day

A typical day? There’s nothing typical about what our team does. We start with morning meetings to discuss action plans and delegate tasks for the day...but typical? Our team could be going out in the field, drawing on napkins, programming revolution apps or, working right here at our state-or-the-art Reimagination Studio. It’s anything but typical.
Why Pursue Digital Reimagination?

There are three key reasons to pursue an engagement with our Digital Reimagination team.

> We will help you break from the pack and become an industry leader or help you maintain your leadership position while increasing competitive advantage.

> Together, we’ll generate industry changing intellectual property.

> We’ll teach your team our methodologies and help them develop a creative and innovative mindset that can be brought back to your company to generate a culture of innovation.
What You’ll Get out of Our Digital Reimagination™ Design Process

- Intellectual Property
- Business Case for CEO and Board
- Working Prototype
- Implementation Plan