# The Guide to Designing for Digital Transformation

By definition, digital transformation is the process of integrating digital technology into the operations of the business (technologies like data science, AI, machine learning and more). When done right, digital transformation allows companies to reinvent the customer experience and improve the economics and capabilities of the business. But how do you begin? What are the considerations when embarking upon digital transformation? This guide covers factors to consider as well as steps to take during this journey.







### Eight Factors To Consider Here are eight factors to consider when starting your digital transformation journey.





### **Focus on Customer Outcomes**

In our opinion, everything starts with the customer. As Jeff Bezos said, "You want to be customer obsessed, not competitor obsessed. If you are competitor obsessed you see everyone behind you and you slow down a bit. But customers pull you along." At Catalyst, we look at competitive software as part of our Unified UX Methodology; we emphasize working outside-in, from a user's frame of reference. Our Human Factor Engineers apply User-Centered Methodologies to create breakthrough design. Much of this, from a design perspective, is done by gaining a deep understanding of the user, their problems and how they use the product.





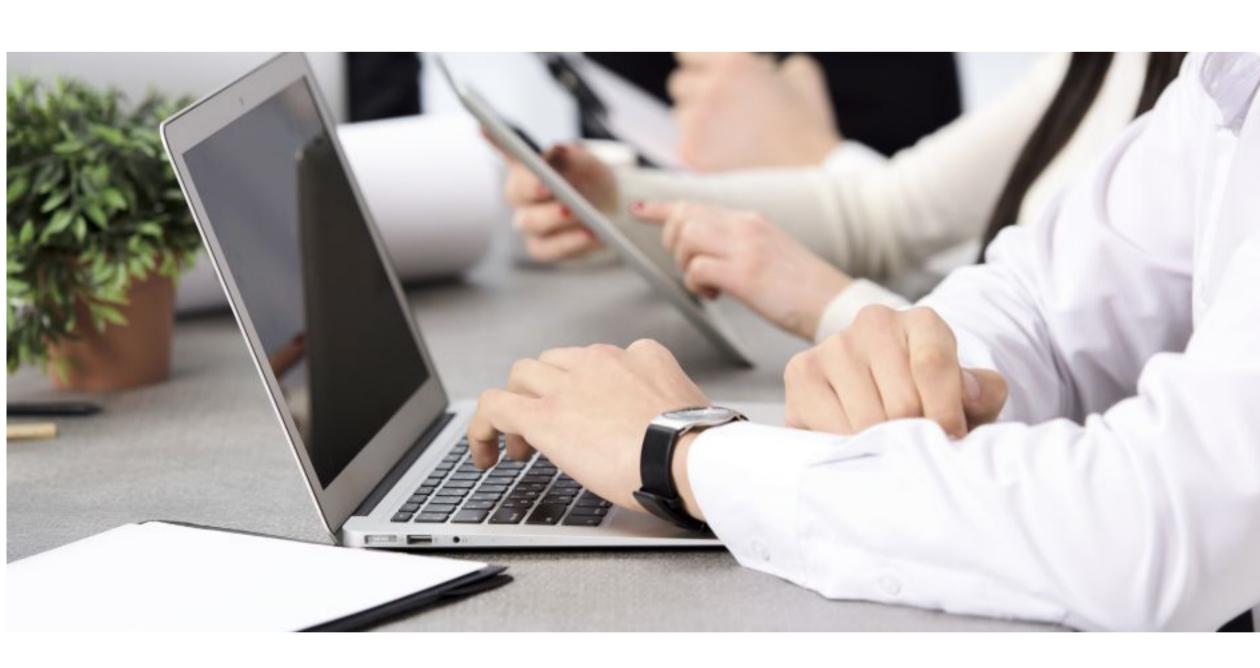
## Deliver Connected Experiences that Customers Value

Because companies in many industries are changing the way customers interact with their service, every business needs to be on top of its game. You need to deliver great experiences that map to the customer's changing expectations and even anticipate future needs.

One way to start the process is through journey mapping. At Catalyst UX, we also use Task Modeling and

Optimization as a simple and effective way of getting to the bottom of what users want to accomplish and for finding how you can make that more efficient. Once you grasp the user journey, you can consider applying technology to augment your product or service.

For example, The North Face uses IBM Watson to help wilderness trekkers find the perfect gear for their next trip.





# **Empower Employees With Tools and Insights**

example, Catalyst UX is leveraging AI to help medical and life sciences companies optimize the productivity and efficiency of complex instruments—while requiring less training for users.

Your frontline employees are also key, as they interface with your customers. If employees are equipped

with effective tools and processes, they can deliver a timely and more robust customer experience. For



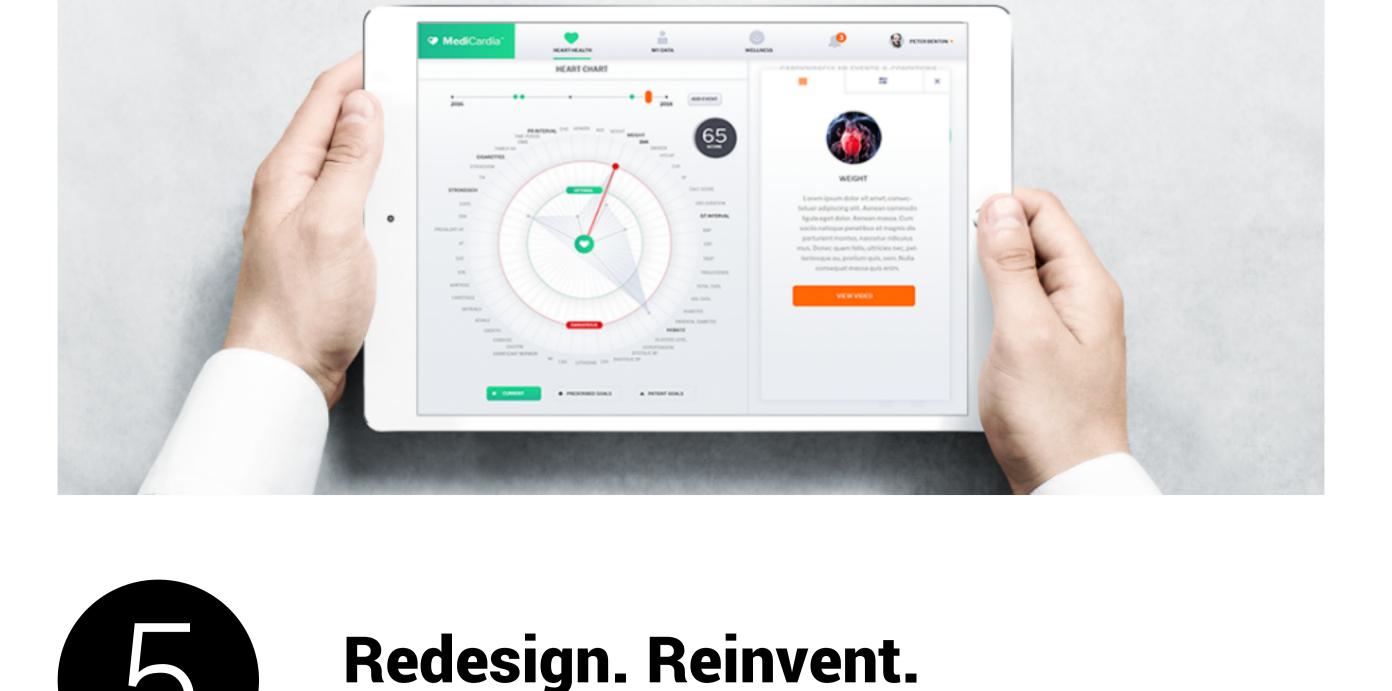


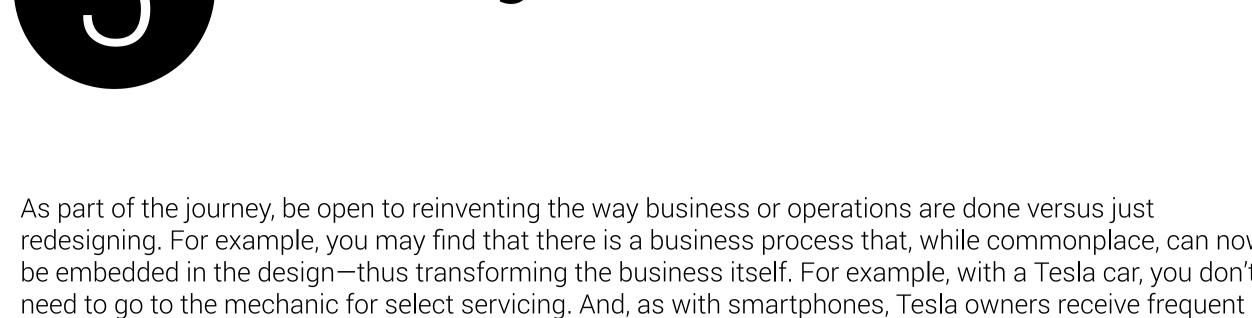
## Simplify Production & Processes With Software and Algorithms Digital innovators use technology to automate, streamline or eliminate inefficient processes. As with

clients—a fuel management and distribution company—uses this technology not only to schedule deliveries but also to generate HAZMAT-approved routes for drivers.

Artificial Intelligence (mentioned above), predictive analytics is changing the way companies use data in

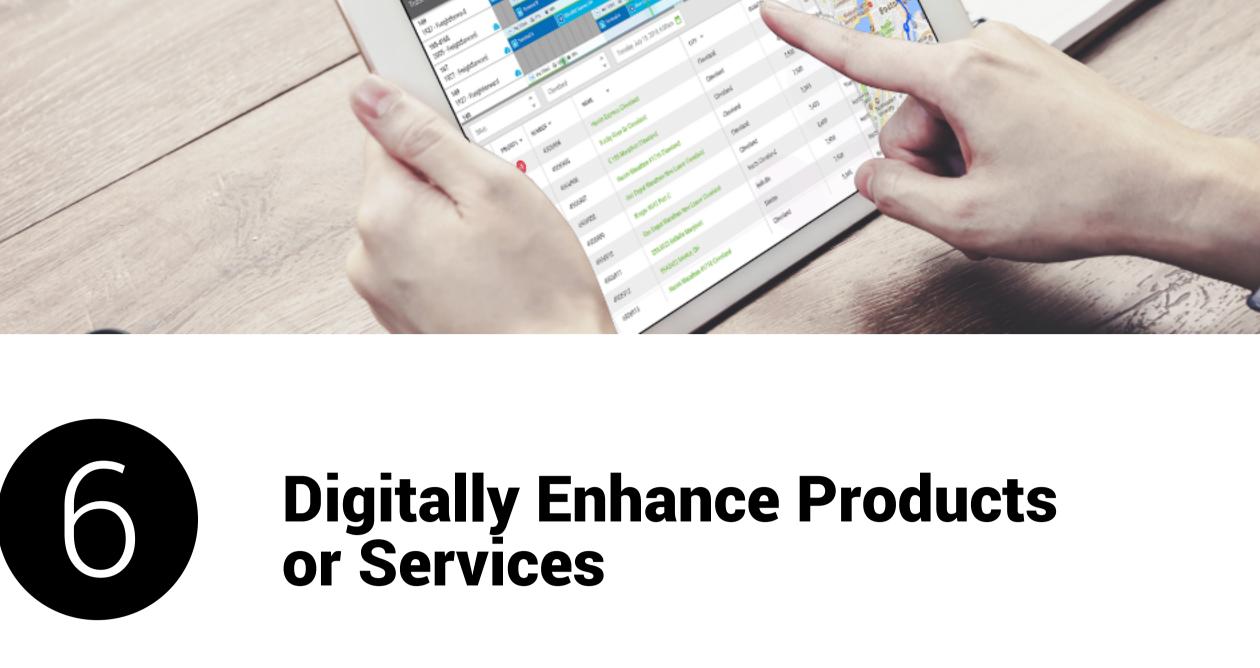
their decision-making by serving up predictive recommendations at just the right time. One of our own

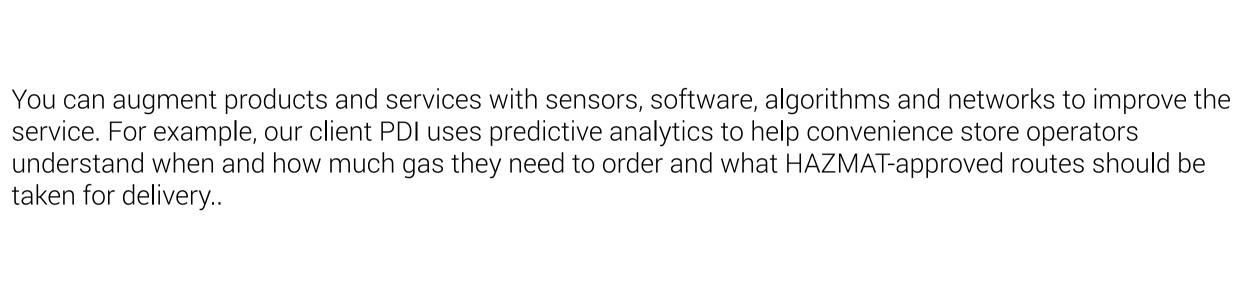




### As part of the journey, be open to reinventing the way business or operations are done versus just redesigning. For example, you may find that there is a business process that, while commonplace, can now be embedded in the design—thus transforming the business itself. For example, with a Tesla car, you don't

operating system upgrades defining and unlocking new capabilities, such as level-2 self-driving features.







reduced mortgage data collection by allowing the user to authorize our client to gather access to

experience and reduced throughput time.

information from bank accounts, the IRS, and payroll without filling out forms. This improved the customer



design and business processes. In fact, according to IDC, 91% of companies feel that embedding

communications into the design can help improve employee productivity and collaboration, and can

hangars could use Google Voice to document repairs versus keying in information. Embedding

communications into processes and applications is important. For example, airplane mechanics working in

# Learn About Digital Transformation For

Your Business

potentially deliver a better product and better customer experience.

Catalyst UX works with hundreds of clients on designing for digital transformation. If you are Updating your

Steps to Embarking on **Digital Transformation** 

210.95

149.16

12,411.80



A study by MIT Sloan found that 34 percent of companies spend more time talking about digital initiatives than acting on them. Don't be one of those companies. Check out our 7 steps to planning your digital transformation journey.

**Start by following these** 7 steps: 1 - Research

Explore potential areas for Digital Transformation by speaking with customers, employees, and partners. From this research, you can identify and prioritize opportunities.

### Be clear on your goals. Are you striving to transform the customer experience or

2 - Set Transformation Objectives

transform business processes? **3 - Evaluate Disruptive Technologies** 

Keep up to date on disruptive technologies

### that might solve your Persona's goals. Disruptive technologies might include AI, predictive analytics, wearables, or mobile.

4 - Envision the Future Create visual designs that will allow people to envision what the possibilities are.

### **5 - Master the Digital Services Life Cycle.**

Think beyond what technology you're deploying: design, develop, deploy, manage and continually evolve your digital services.

### The future platform will consist of a highly virtualized, highly distributed ecosystem of

with users.

**6 - Organize for Digital Innovation** 

services from best-in-class providers. 7 - Validate With Users

Ensure you continuously validate solutions

### For more information on digital transformation, see:

Transformation" - See "Digital Transformation in Action"

- Our article, "Designing for Digital

- Download the Complete "Guide to Designing for Digital Transformation."

software in the next three to six months? Schedule a meeting for a FREE UX design assessment. \*Source: IDC.

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