Digital Tranzform

Strategy | Digital | Technology

Tranzformation led by design

(Formerly known as Experiential Design Lab)

Digital Transformation Partner

A unique and holistic – strategy to servicing partner for Digital Transformation

Anurag Sehgal, Founder & CDxO

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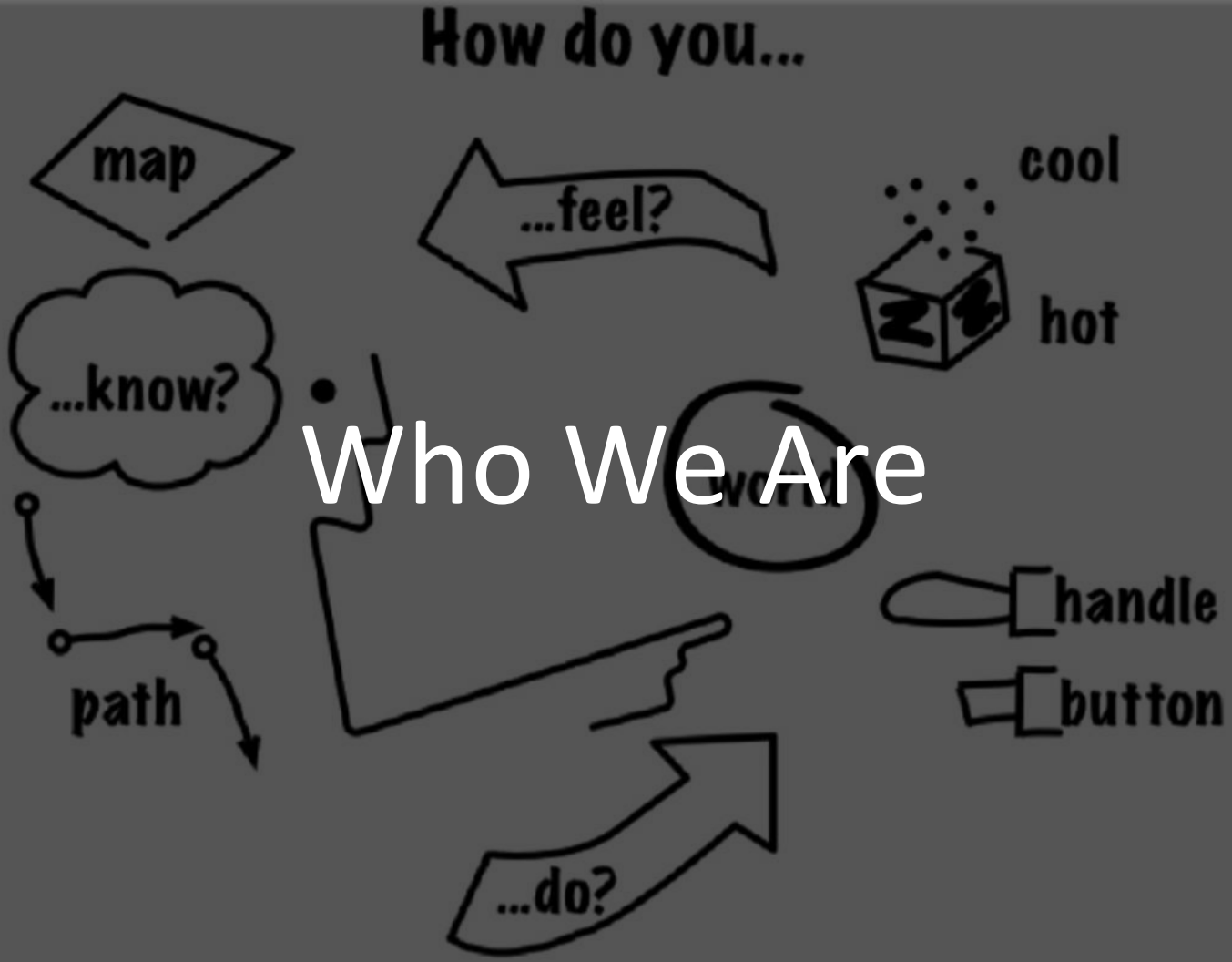
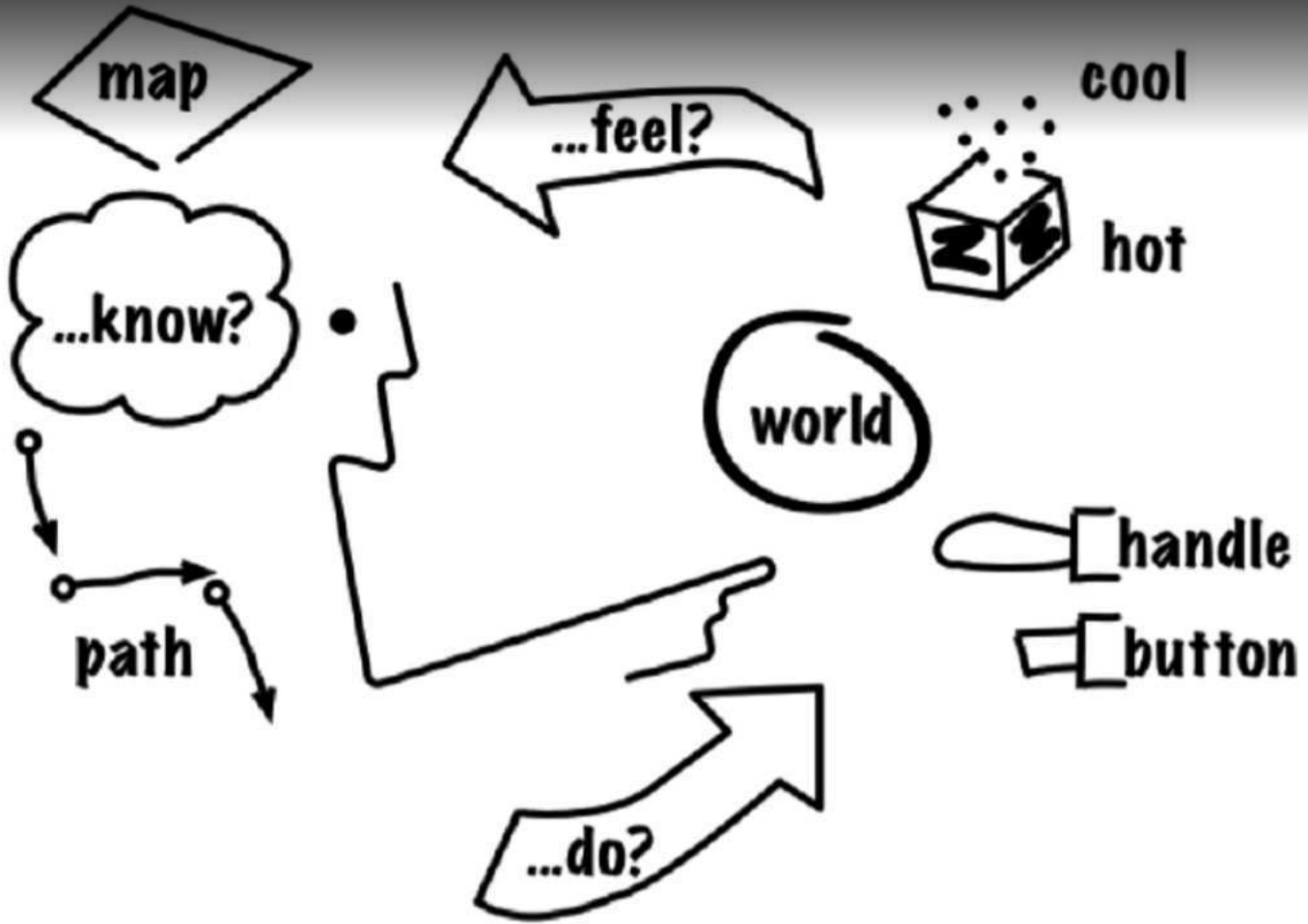


Who We Are

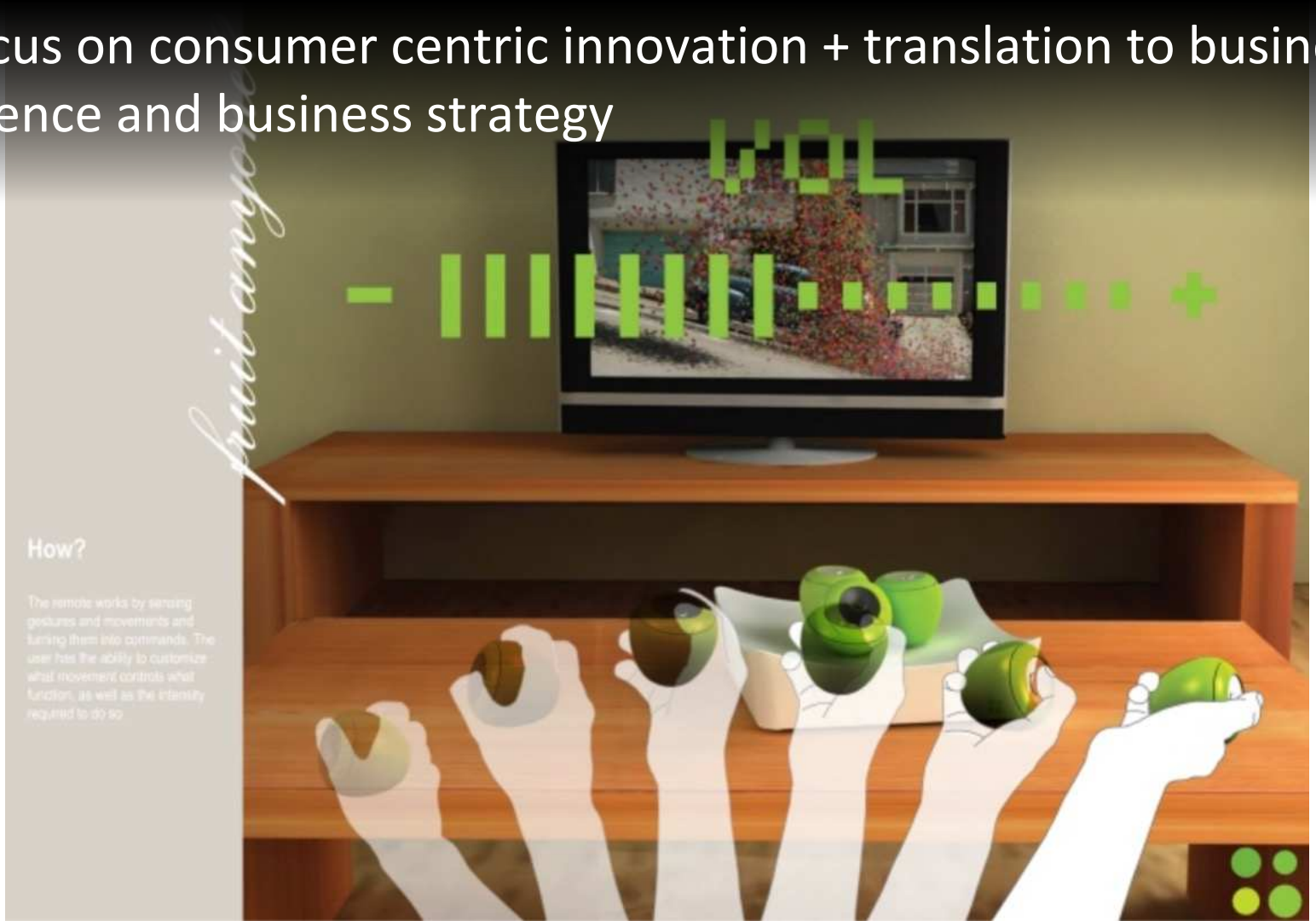
Source: Bill Verplank

We are an interaction design company



Source: Bill Verplank

We focus on consumer centric innovation + translation to business experience and business strategy



Our experience in digital transformation – Since 2007

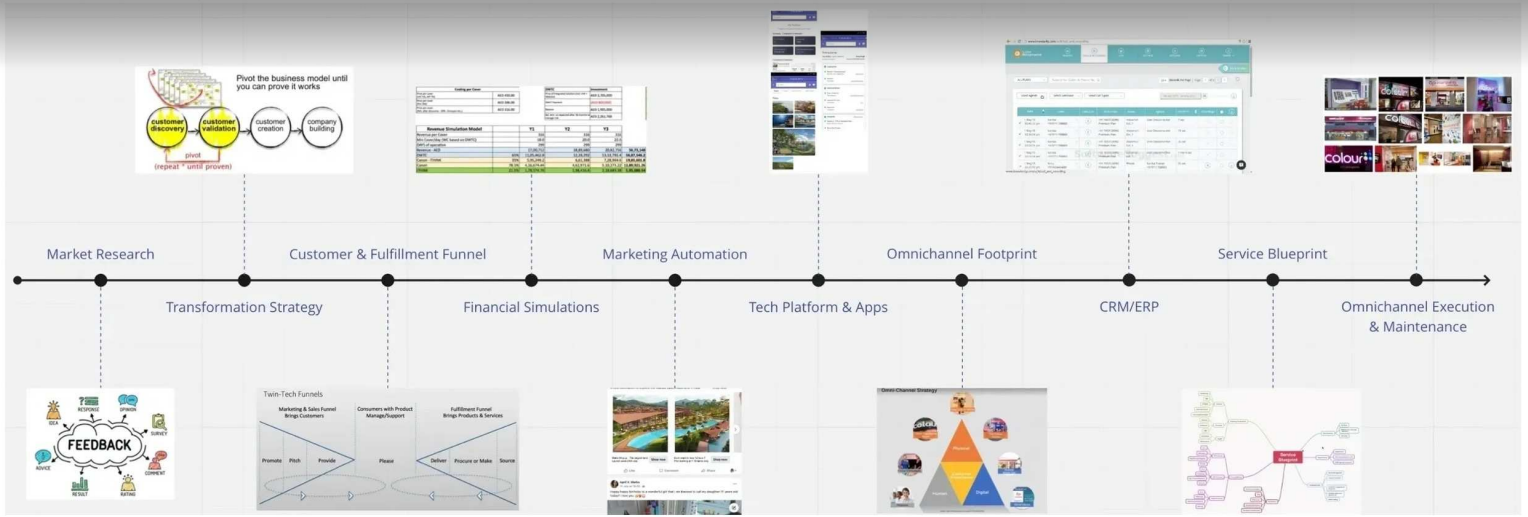
We are amongst the earliest professionals working on Interaction Design & Digital Transformation

16+ Years of Award-Winning Transformations

Over 16 years of international award-winning experience in transforming leading businesses using the 'science' of digital transformation.

Strategy, Design, Execution, Servicing & Growth Expertise

A globally rare end-to-end transformation expert



Strategy to Servicing 'Sutradhar'

A globally rare strategy-to-servicing partner, Digital Tranzform is the partner experienced on all aspects of the transformation - strategy, design, execution, maintenance and growth.

Founder

Founded by a renowned **Entrepreneur, Investor & Interaction Designer**, Anurag Sehgal is an alumnus of the prestigious **Interaction Design Institute Ivrea (Italy).**

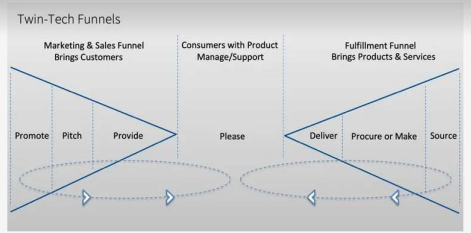
Leading Clients

Digital Tranzform has transformed **leading international businesses** like House of Abhinandan Lodha, Asian Paints, Barilla (Italy), Canon (Middle East), Nitco and many others. **See select projects.**

Science of Transformation

We work with strong theoretical models derived by us

Twin Tech Funnel

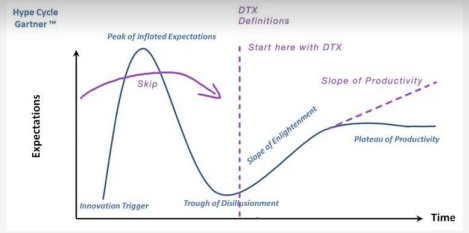


We are one of the few transformation partners who will work on the holistic transformation of both - front-end & back-end tech-funnels.

Attrition Free Leadership

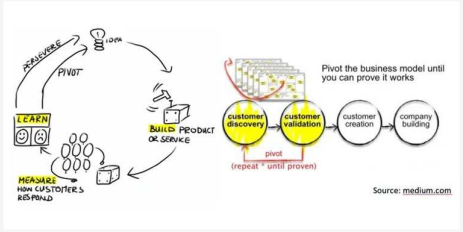
In an industry of high-attrition, our role as the external CDxO ensures continuity in the strategy and development roadmap.

Growth Oriented



We help navigate the hype of new tech to derive strategic, design-led & ROI+ adoption of technology for the 'slope' of productivity

Customer Centric Pivot

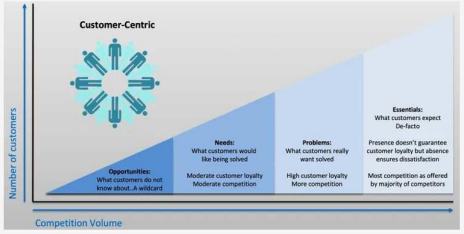


Being design-led, our professional mandate & loyalty is to empathise with customers and derive customer-centric solutions.

Tech First

We are a tech first partner. We understand technology in depth and have an expertise on both - TUX (Electronics & Hardware) & GUX (software & content)

Well Modelled



We have derived several theoretical models like 'OPEN' & Transformation Frameworks to apply the 'science' of transformation.

A few of our happy clients

We are amongst the earliest professionals working on Interaction Design & Digital Transformation

Asian Paints

Sleepwell

Canon Middle East

Nitco Tiles

House of McNROE

Sony India

Adhiraj Constructions

Titan Company

Lodha Group

Van Heusen

Bhartiya City

BMW Middle East

Proctor and Gamble

Forevermark Diamonds

Modicare Limited

Body Mechanics Gym

Founder & CDxO: Anurag Sehgal – Entrepreneur, Investor, Interaction Designer

Our CDxO's Profile

Anurag Sehgal – Profile
Founder Director & Chief Digital Transformation Officer
Digital Tranzform Pvt. Ltd.

Anurag, is the co-founder of Digital Tranzform Pvt. Ltd. & Experiential Design Lab private Limited, companies unique in their multidisciplinary team of interaction designers, product designers, architects, software developers, embedded-electronics engineers, hardware professionals, web developers, content and media designers and communication scientists.

Since over **16 years** he been involved in incubating innovation and digital transformation for some of India's largest businesses

Lodha Ventures
Asian Paints Limited
Telecom Italia
Canon Middle East
McNroe
Aditya Birla Fashion & Retail Limited
Modicare & Color Bar
Nitco Tiles
Sleepwell
And many others…

His Transform4Venture vertical efforts can be seen via his own new gen startups

HRMark8 (www.hrmark8.com) – an HRTech platform launched to enable assessed hiring
NALPHI Inc (www.nalphi.com) – the worlds first Auto-illuminating smart luxury leather bags currently retailing.

He is also the seed investor into NewSpace Technologies (https://www.newspace.co.in) – India's first private venture working on autonomous vehicles and drones for the defence sector and ISRO that recently bagged the Defence sectors order for Swarm Drones (https://swarajyamag.com/defence/army-awards-15-million-contract-for-100-swarm-drones-to-indian-startup-newspace)

Our CDxO's Profile

His work on interaction design started with a research in wearable electronics with **Xerox PARC for "The Crossing Project"**in the year 2001. The project was an internationally acclaimed research project that formed the basis for various innovations, pervasive computing, ubiquitous computing and new interfaces like Tangible User Interfaces

He furthered his knowledge with a **Masters at Interaction Design at Ivrea**, in year **2005 at Italy**, the worlds first institute dedicated to interaction design. During his masters program he also worked on the **commercial design for the wearable system and head mounted display called 'Eye Tap' with Professor Steve Mann, the father of wearable computing**, at the **University of Toronto in Canada**, and had a successful submission to the prestigious ACM library (http://eyetap.org/papers/docs/Eyetap.pdf)

Since Digital Transformation was born from the human-centric and technology driven practice of interaction design, he has leveraged the academic experience and spear-headed Digital Transformation efforts in Italy and India, since 2007, helping several large organisations in transforming their business experience and CEX strategy.

His efforts have traversed a variety of industries – Paint, Cement, Tiles, Appliances, Sleep, Perfume, Beauty, Fitness, Agriculture, Recruitment, Fashion, Real Estate, FMCG, Retail, Medical to name a few.

His key efforts in Business Transformation have been in helping and steering the business model, financial simulations, service blueprint, digital blueprint, touch point map, consumer experience journey, hardware-software-content-integration guidelines as well as the execution, followed by scaling up, of the TUX and GUX solutions. He is well versed with interaction design as well as has a working knowledge of embedded-electronics, software and content which allows him to setup these 4 verticals in his companies and offer seamless innovation support to his clients and ventures.

By treating digital and technology as a medium, like clay, and not end-products, like touch screens, he believes we have the possibility to transform every industry and help legacy businesses evolve using the well established transformation frameworks that have proven successful.

He recommends all his clients to trust in agile-innovation, find the right transformation partner, invest in interaction design and not be hesitant to pilot and pivot.

Academic & professional pedagogy – Interaction Ivrea, Italy

World’s first institute dedicated to Interaction Design

Expertise in frontend and backend funnel

Strategise, design and delivery of consumer funnel and fulfilment funnel

Marketing Automation & Sales Funnel

Brings Customers

Consumers with their Product

Manage/Exit

Fulfillment Funnel

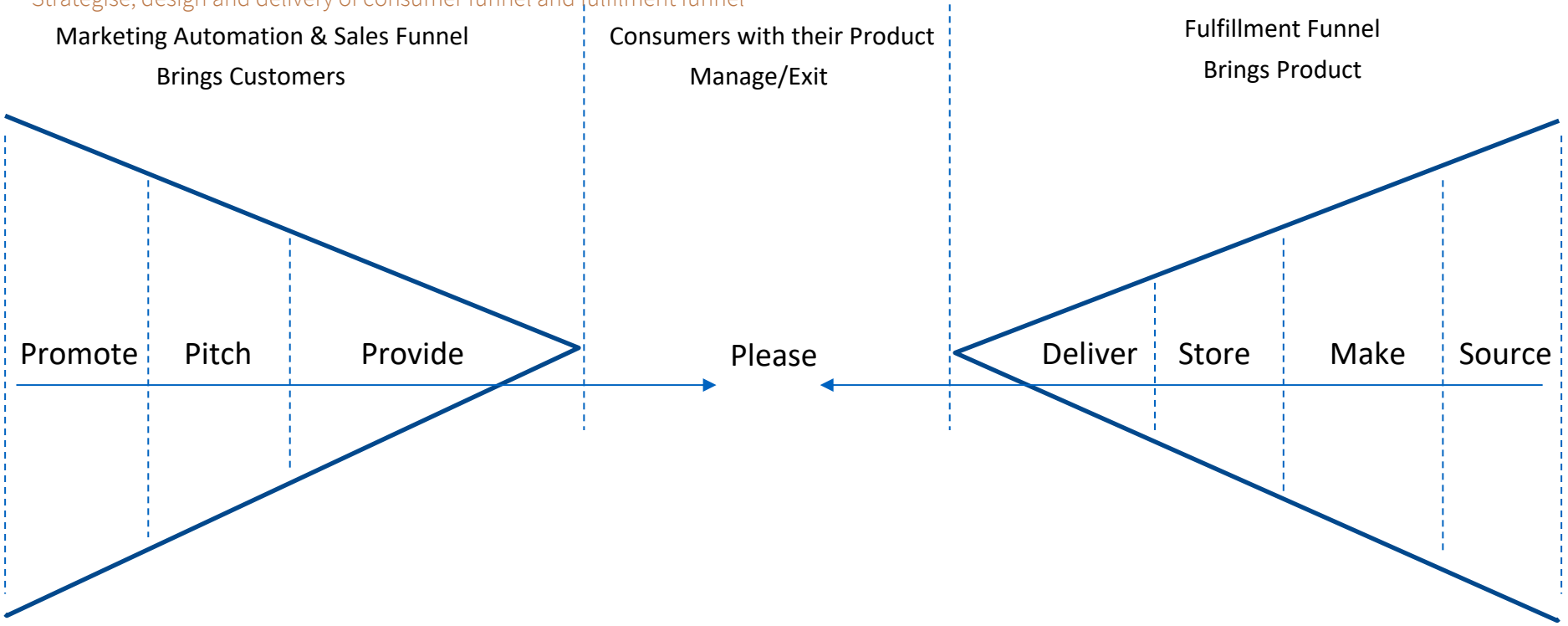
Brings Product

Twin-Tech Funnel Effort

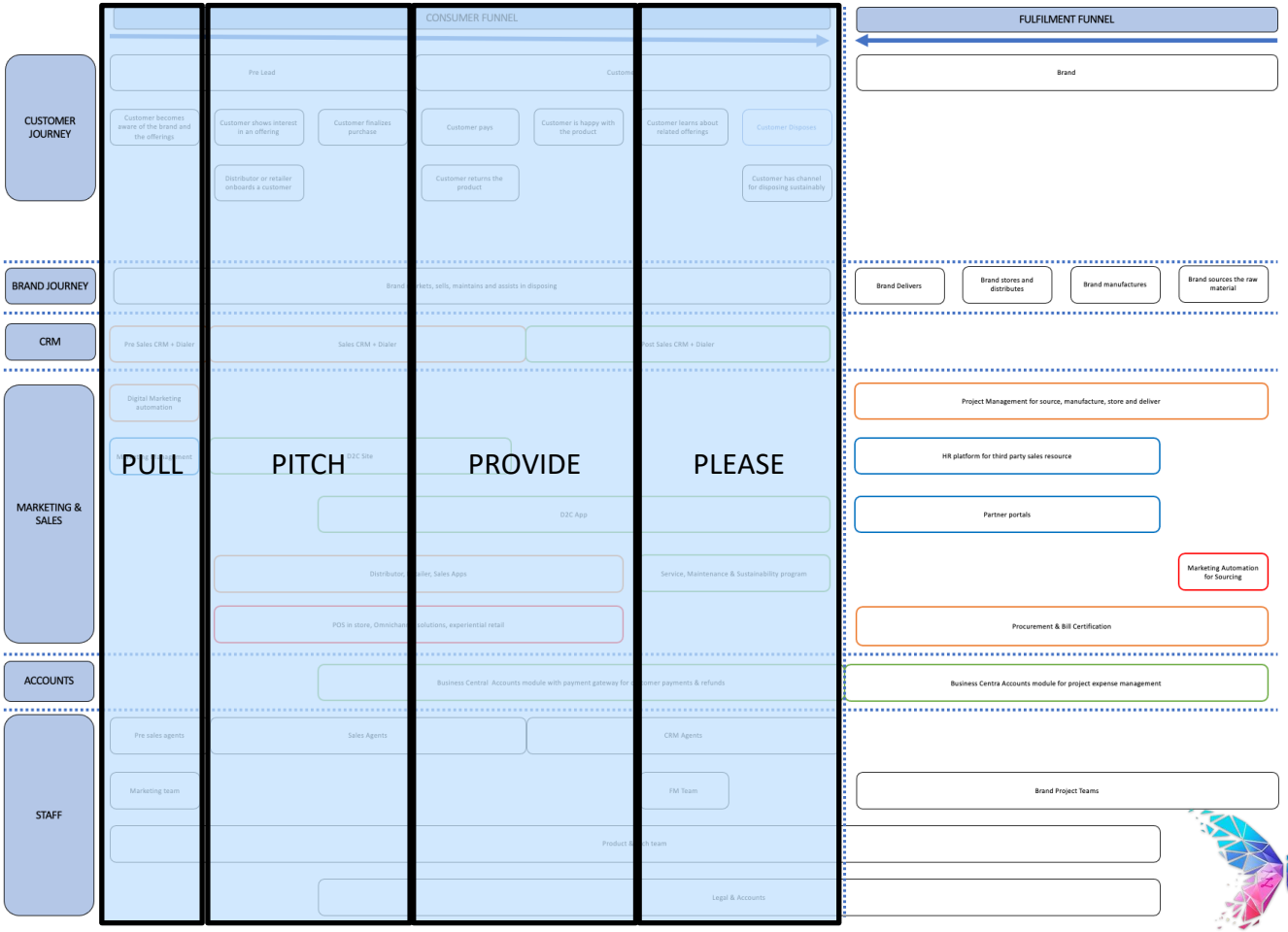
Digital Tranzform

Expertise in frontend and backend funnel

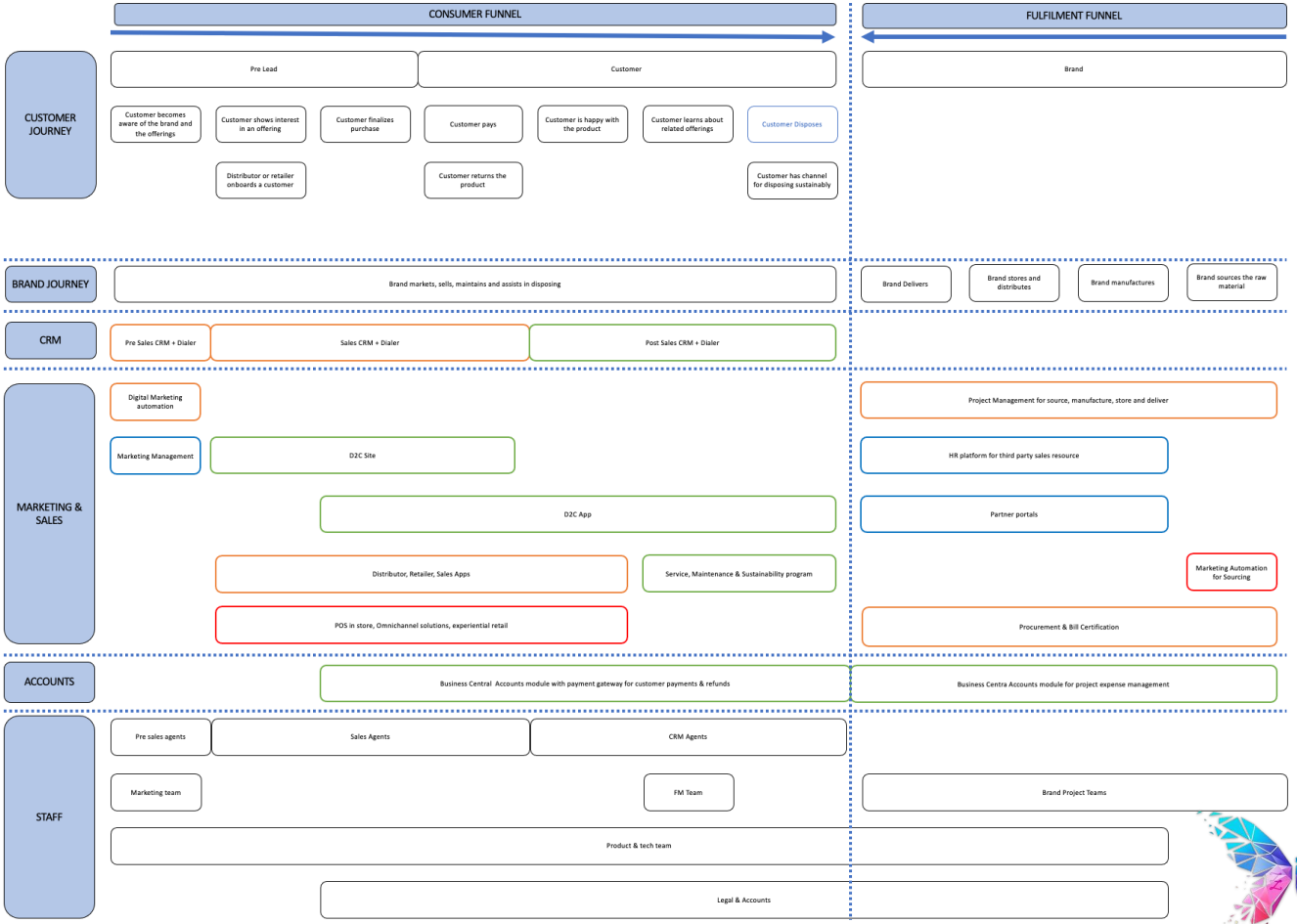
Strategise, design and delivery of consumer funnel and fulfilment funnel



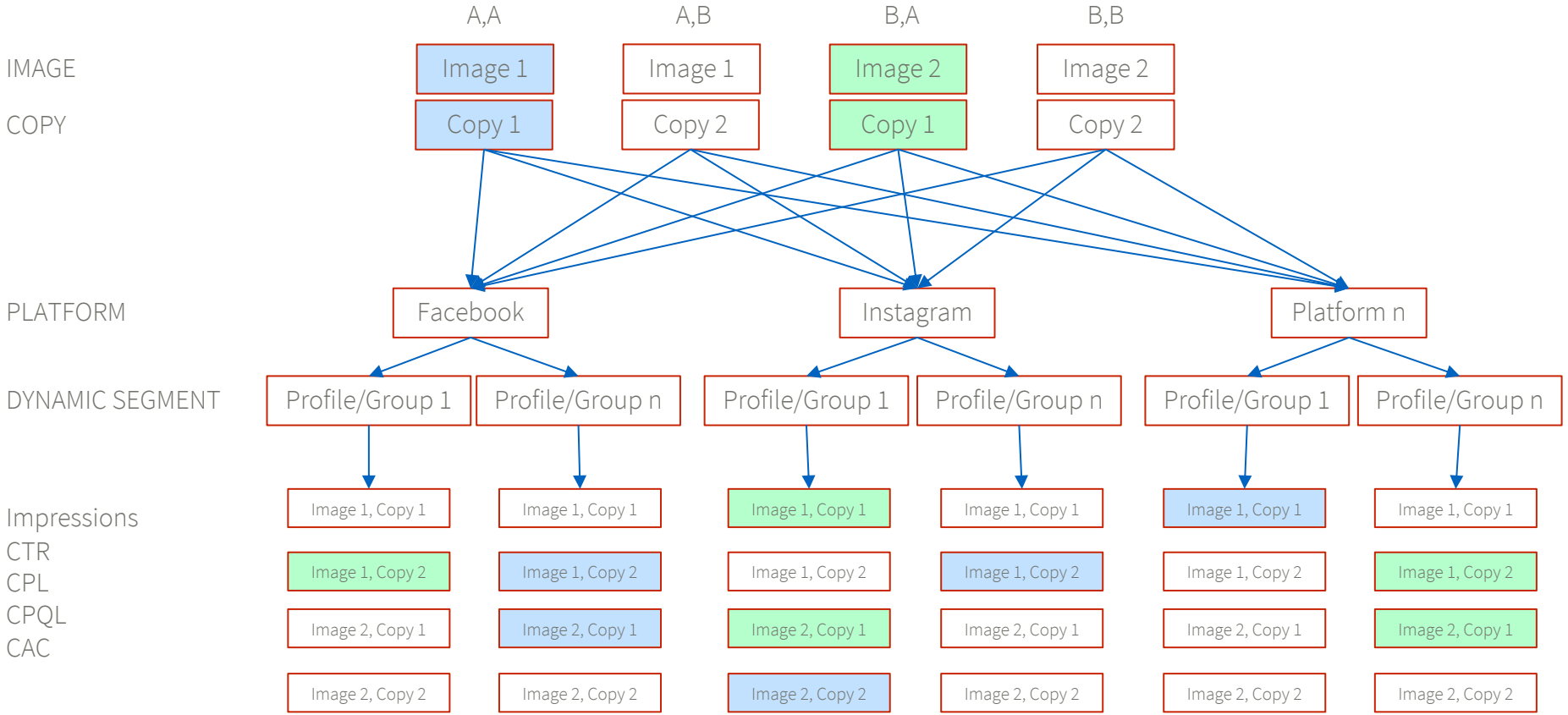
Client Specific End to End Full Tech Solution Architecture - Example



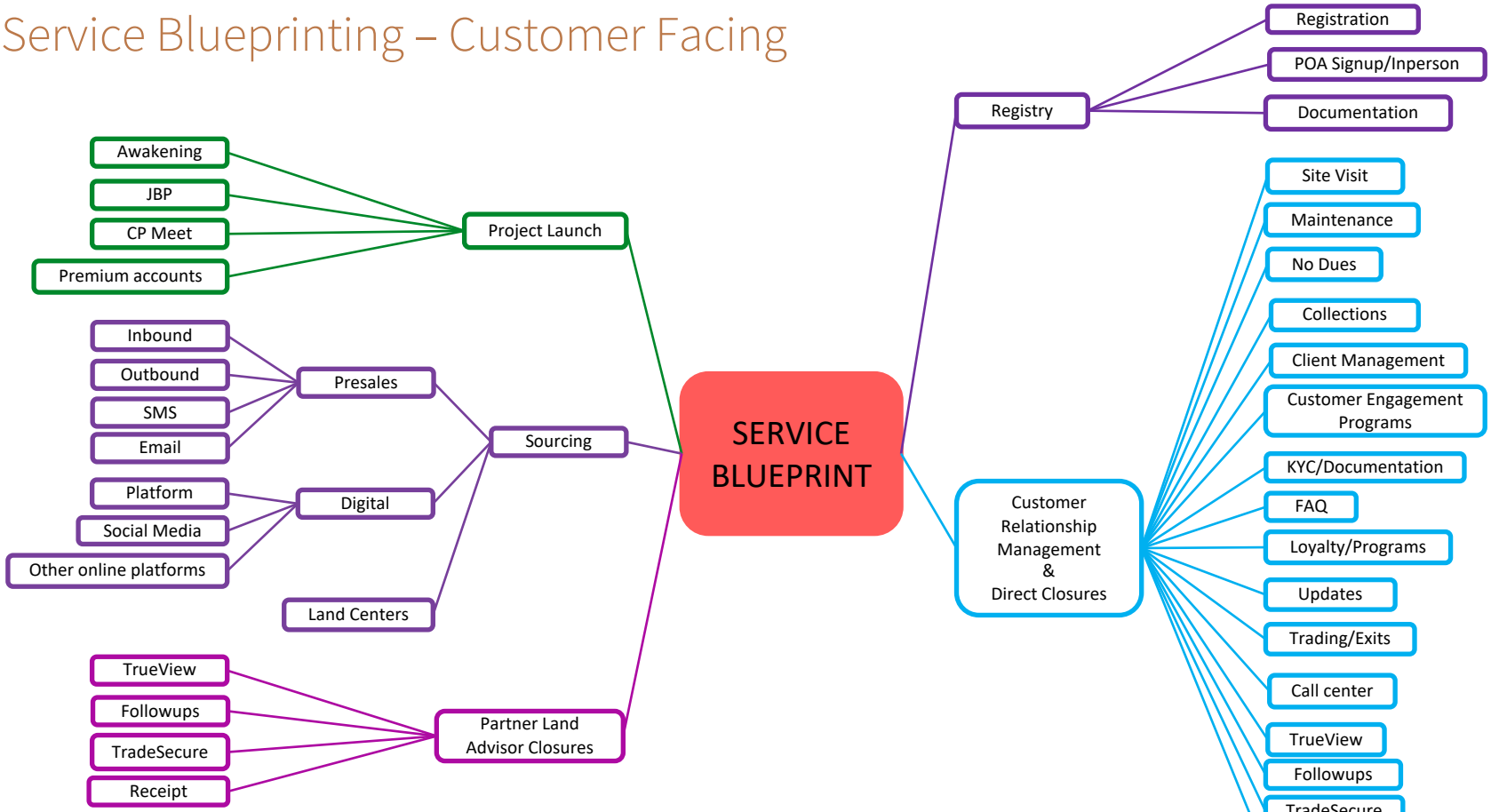
Client Specific End to End Solution Architecture - Example



Marketing Automation – AB DRIVEN



Service Blueprinting – Customer Facing



Stakeholder Mapping

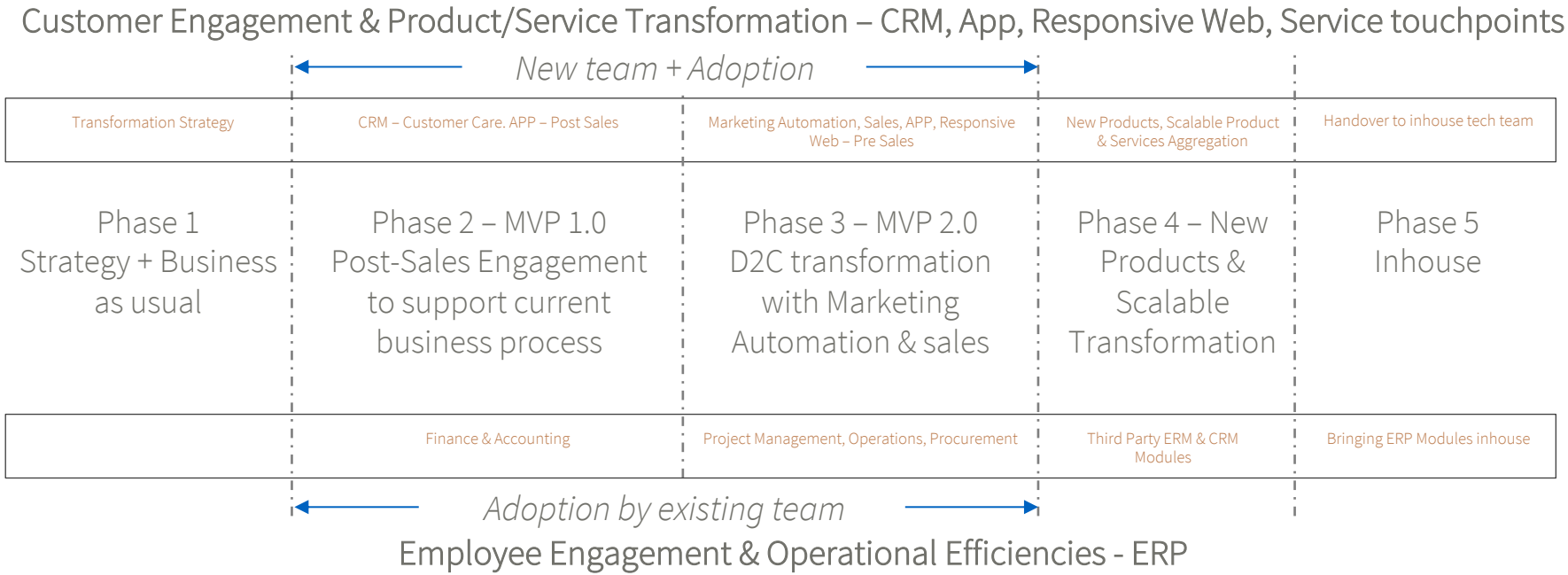
Enterprise, External & Customer

All Stakeholders

	Enterprise /Internal	External/ Third Party	Customer /Buyer
Backend support	Liaison Admin HR Procurement Construction team	Liaison Asset/Land Owners	-
Customer Centric	Leadership Business Development Data Analytics Sales Strategy Marketing (including Digital) Sales – Sourcing (Including Digital) Content & Media team	Content & Media Agencies Social Media, Real estate (online) platforms Marketing Agencies Turnkey marketing and sales agencies	-
Customer Facing (Aggregation needed for scalability)	Design Legal/POA Commercial/Accounts Sales – Closing CRM	Pre Sales direct calling centers Brokers/CPs Legal Design/Architects Facilities/Amenities management	Buyer Family & Friends Architects Wealth Advisors Corporates

Digital Tranzform

Change Management - Transformation phases

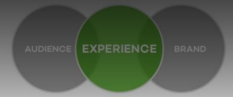


Touchpoint Roadmaps

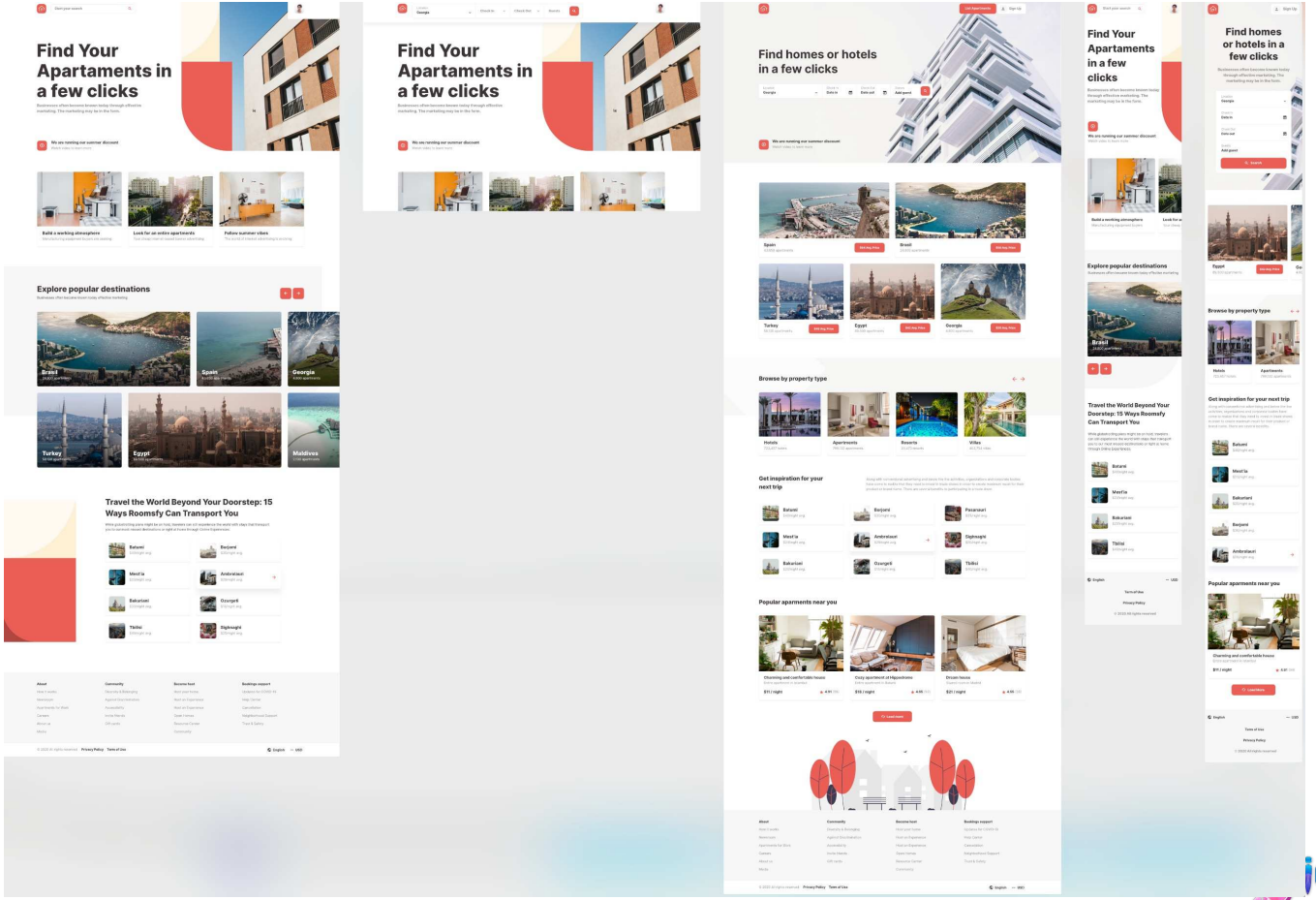
For all components of the twin-tech funnels

NITCO SIGNATURE EXPERIENCES

Touch Point Map



Wireframes, UI, UX, Development – App & Web



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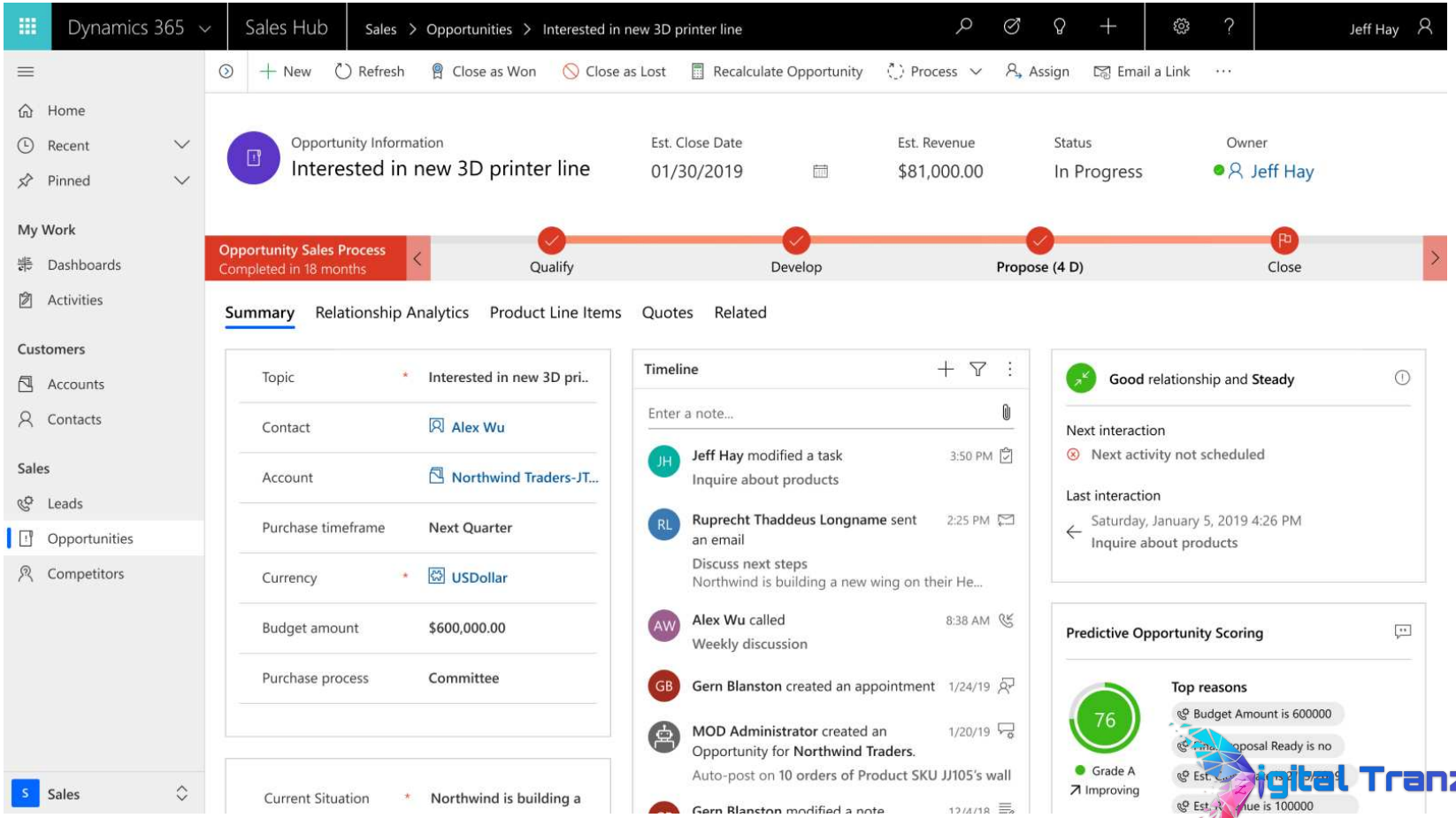
CRM, ERP implementations



What We Offer - Digital Transformation

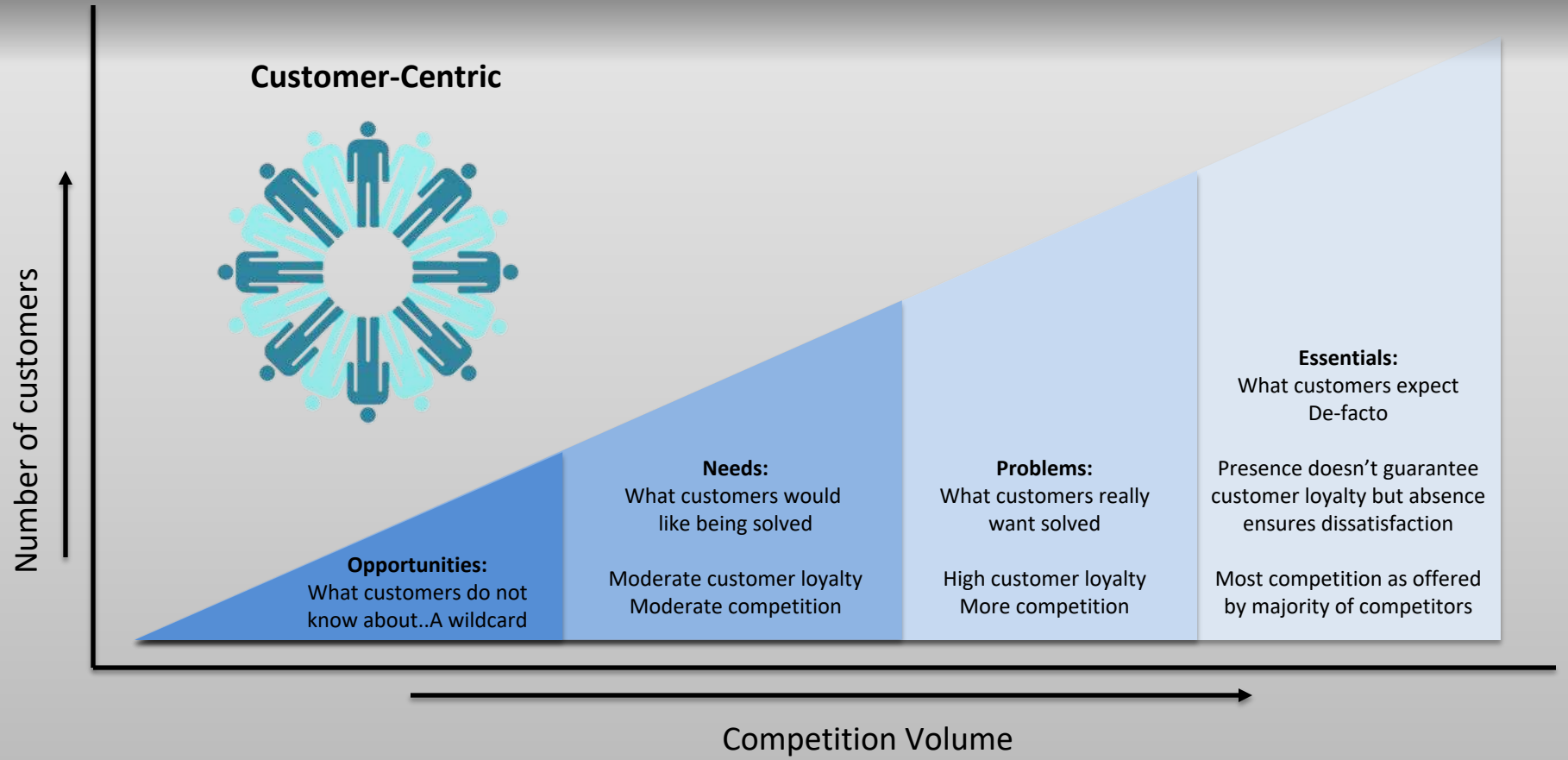
Source: mitechnews.com

Digital Transformation – Areas of our effort

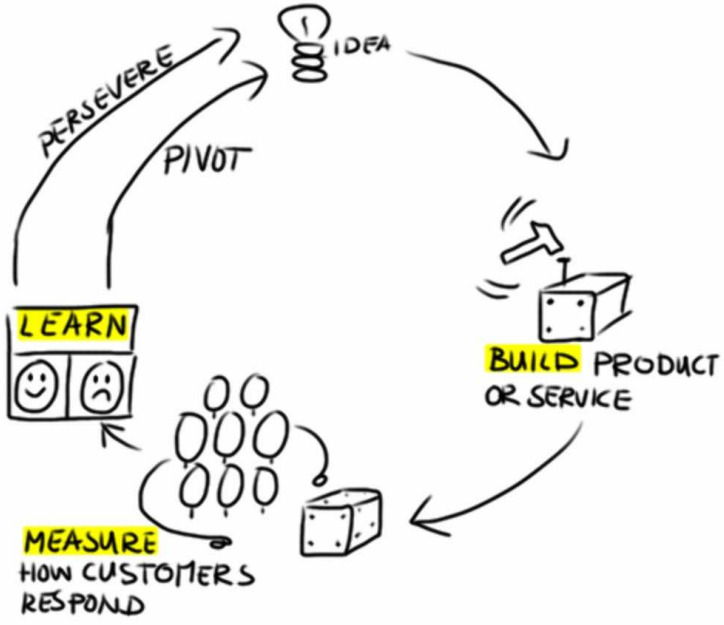
We operate in 4 areas while uniquely specialising in the front end – Consumer engagement + Transformation of products/services

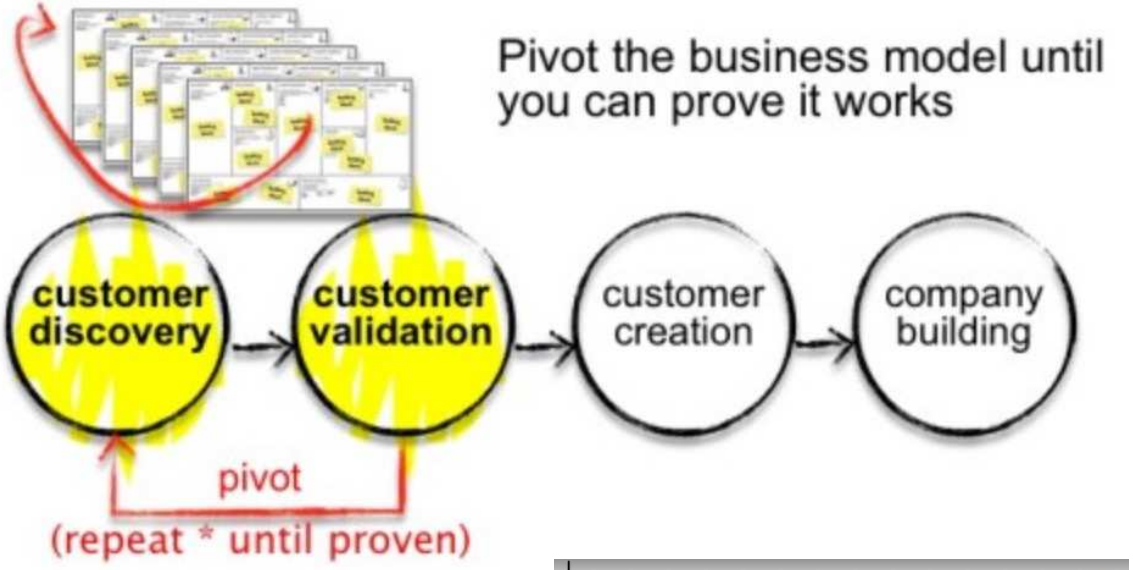
Our OPEN model – Opportunities, Problems, Essentials & Needs

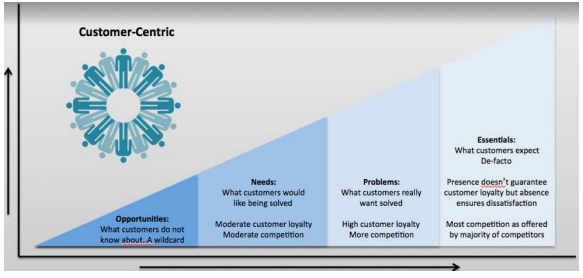
Find consumer centric opportunities, problems & needs, and ensure essentials to build a consumer-centric business strategy and experience



Pivot your organisation around a customer-centric strategy
Omnichannel retail is a key component of the strategy







Source: medium.com

Tech is like clay

Strategic and successful Dx solutions do not need to retro-fit available solutions. Technology, like clay, allows any solution to be made. The focus should only be customer-centric design

Source: picswe.com

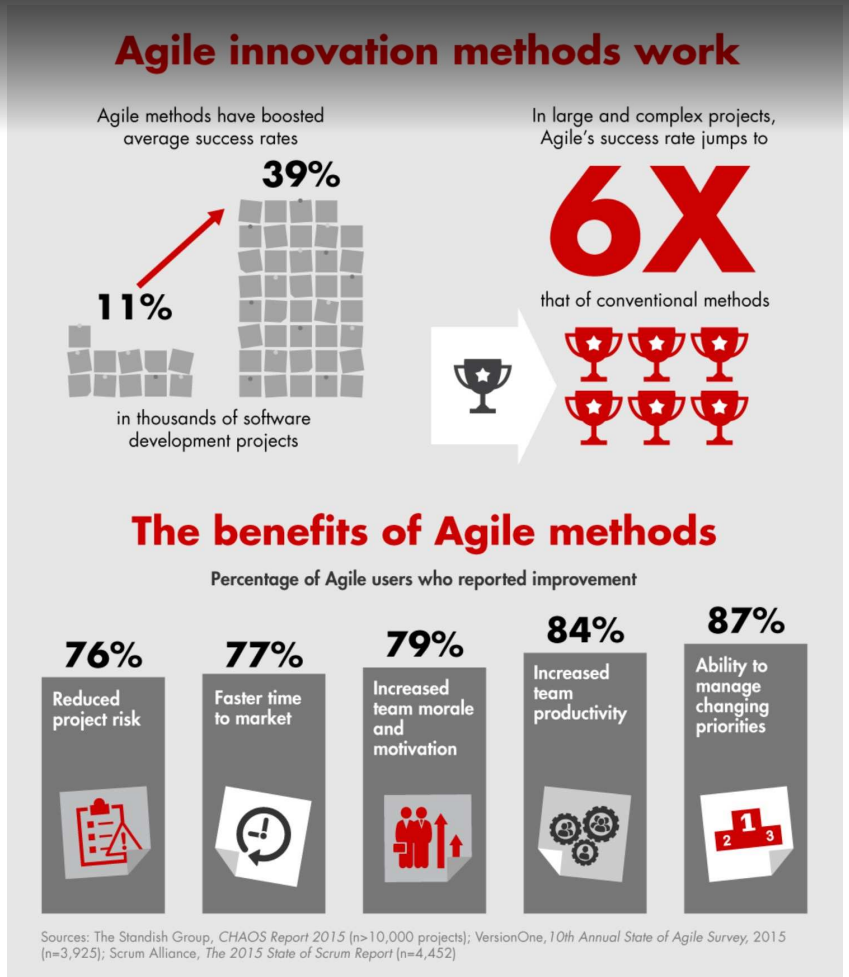
Agile innovation & corporate startup labs.

What is Agile innovation?

Agile builds teams that attack market opportunities as successful start-ups do

Source: www.bain.com

Agile innovation & corporate startup labs.



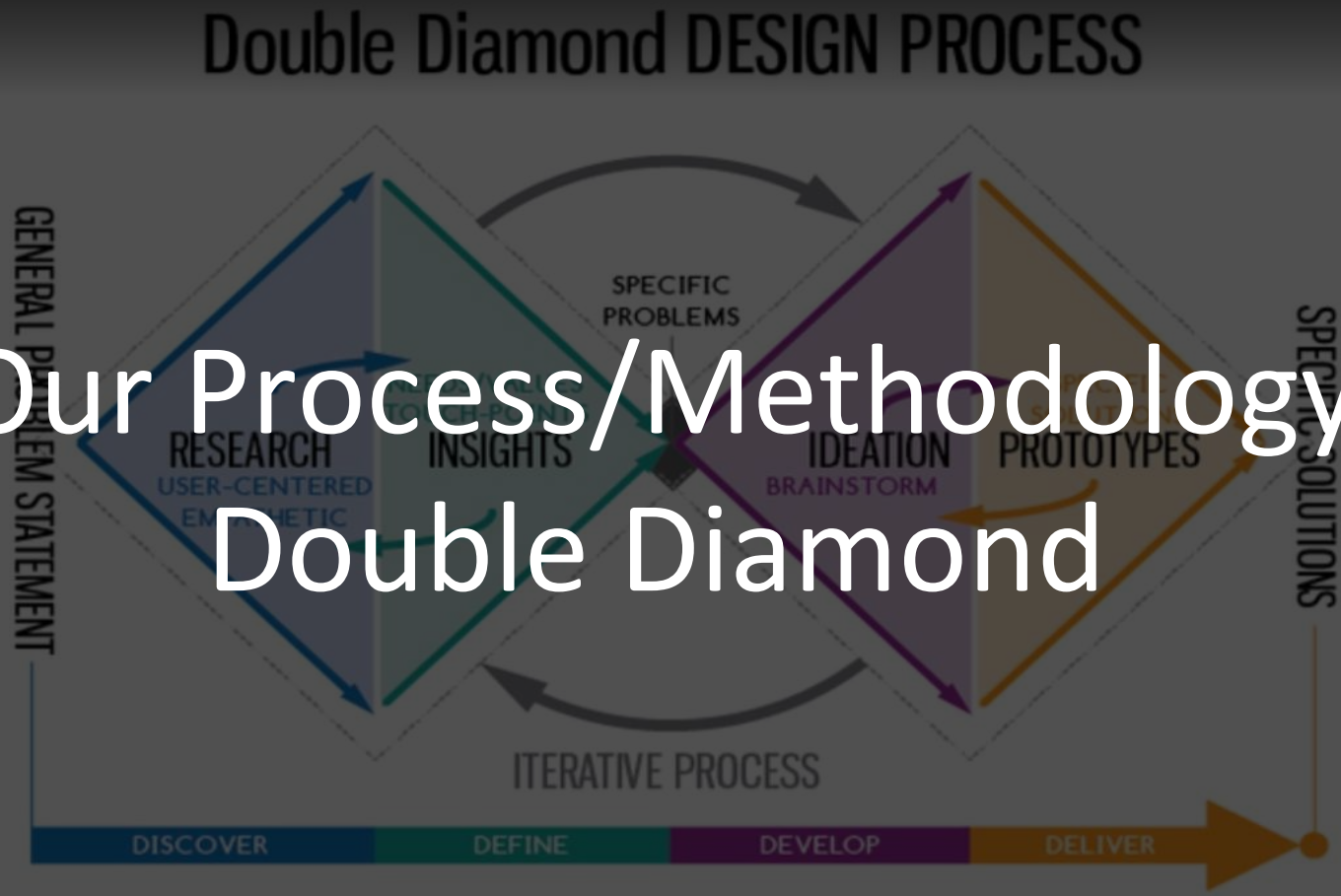
Source: www.bain.com

Dx is not prescribed, its co-created

Only when the consultant and the multiple stake holders from a company – marketing, sales, IT, CRM, product, senior management – agree on critical and strategic insights and ideate together to solve customer needs/problems/opportunities, can successful designs be delivered.

Double-diamond design process – INTERACTION DESIGN

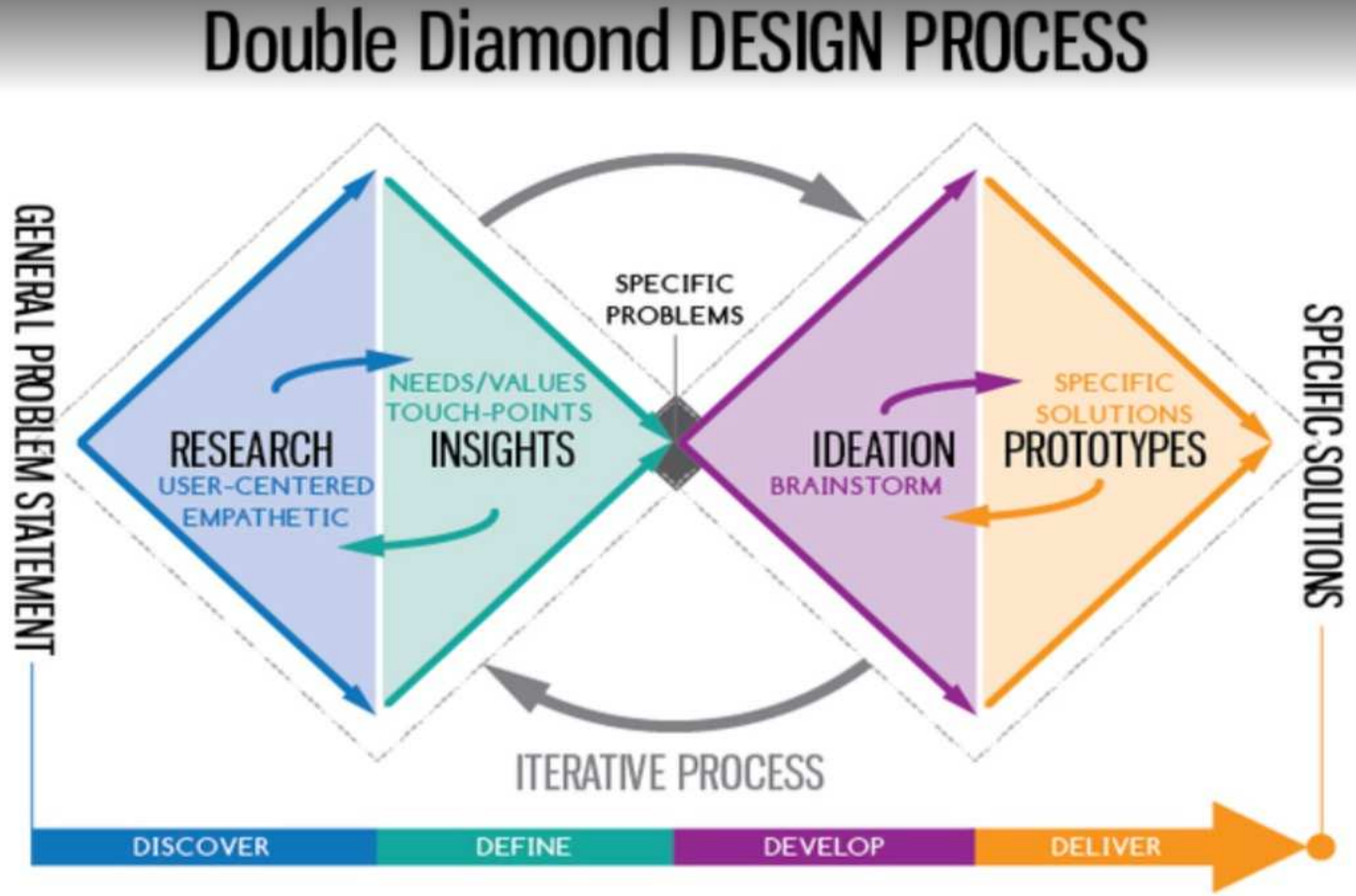
Design thinking methodology



Our Process/Methodology
Double Diamond

Double-diamond design process – INTERACTION DESIGN

Design thinking methodology



STEP 1: CEX strategy + touchpoint map

Strategy/Model

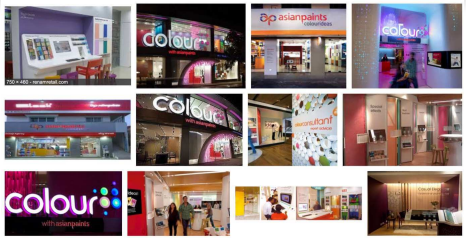
Simulations/ROI

Costing per Cover	
	AED 450.00
	AED 396.00
	AED 316.00

DWTC	Investment
	AED 2,705,000
	(AED 800,000)
	AED 1,905,000
	AED 2,261,768

Revenue Simulation Model		Y1	Y2	Y3	
Revenue per Cover		316	316	316	
Min Cover/day (WC based on DWTC)		18.0	20.0	22.0	
DAYS of operation		299	299	299	
Revenue - AED		17,00,712	18,89,680	20,82,7[illegible]	56,73,148
DWTC	65%	11,05,462.8	12,28,292	13,53,7[illegible]	36,87,546.2
Canem - ITHINK	35%	5,95,249.2	6,61,388	7,[illegible]4.5	19,85,601.8
Canon	78.5%	4,36,674.44	4,62,971.6	5,0[illegible]275.22	13,89,921.26
ITHINK	21.5%	1,78,574.76	1,98,416.4	2,18,689.38	5,95,680.54

Multi-channel/ Omni-channel Execution – online/offline



DTX + Management Consultants

DTX + Management Consultants

DTX + Agencies/Contractors

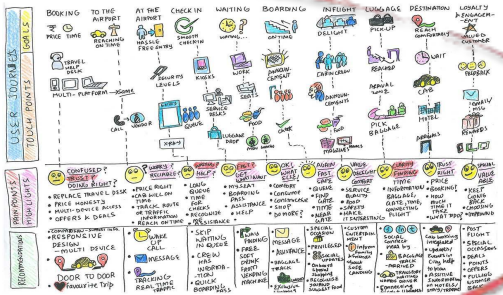
DTX

DTX + Management Consultants

DTX + Design firms

DTX + Design firms/Agencies/Website

Market Research



Touch point map/CEX Strategy

GUI/TUI/Styling/Graphics/Interiors

Step 2: Detail design & execution

Strategy/Model

Simulations/ROI

Costing per Cover	
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Multi-channel/ Omni-channel Execution – online/offline

DTX + Management Consultants

DTX + Management Consultants

DTX + Agencies/Contractors

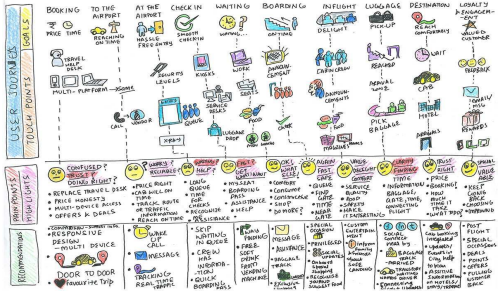
DTX

DTX + Management Consultants

DTX + Design firms

DTX + Design firms/Agencies/Website

Market Research



Touch point map/CEX Strategy

GUI/TUI/Styling/Graphics/Interiors

Successful disruptors are customer-centric with a long-term strategy

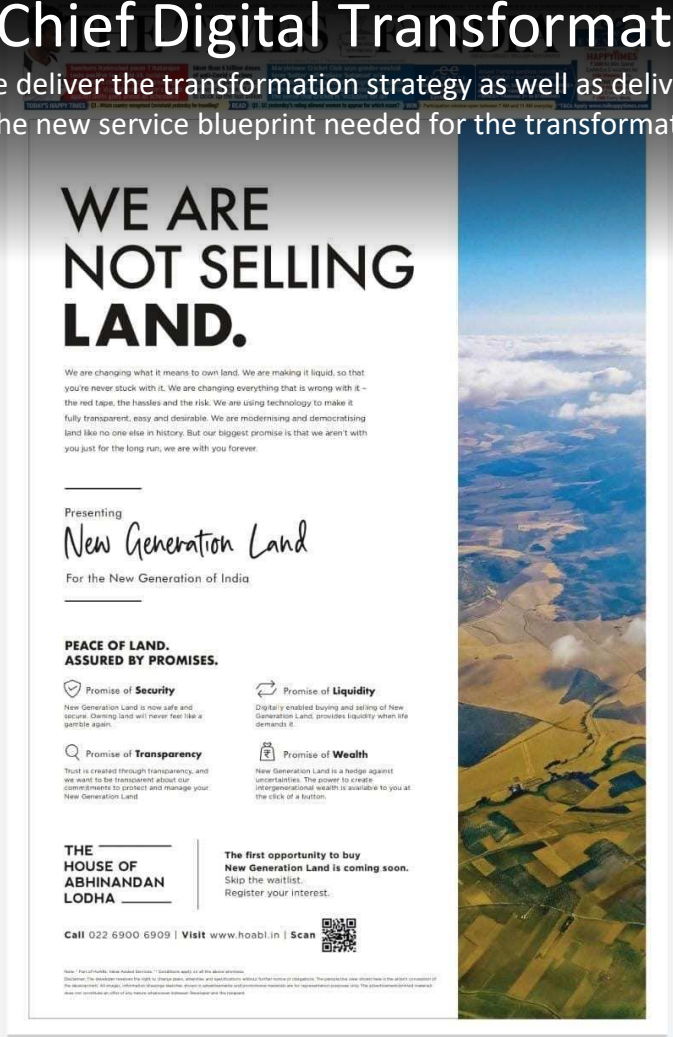
The most successful disruptors focused on transforming the industry and the legacy business models focusing primarily on the user/consumer.

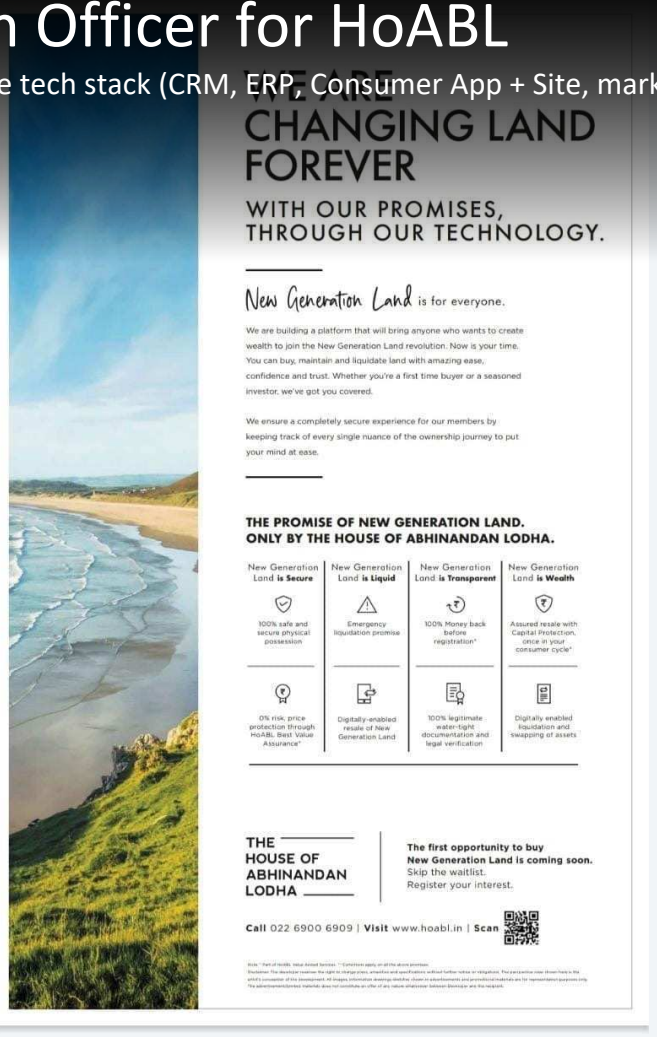
Source: balbansal.com

Case Studies
Full Digital Transformation

External Chief Digital Transformation Officer for HoABL

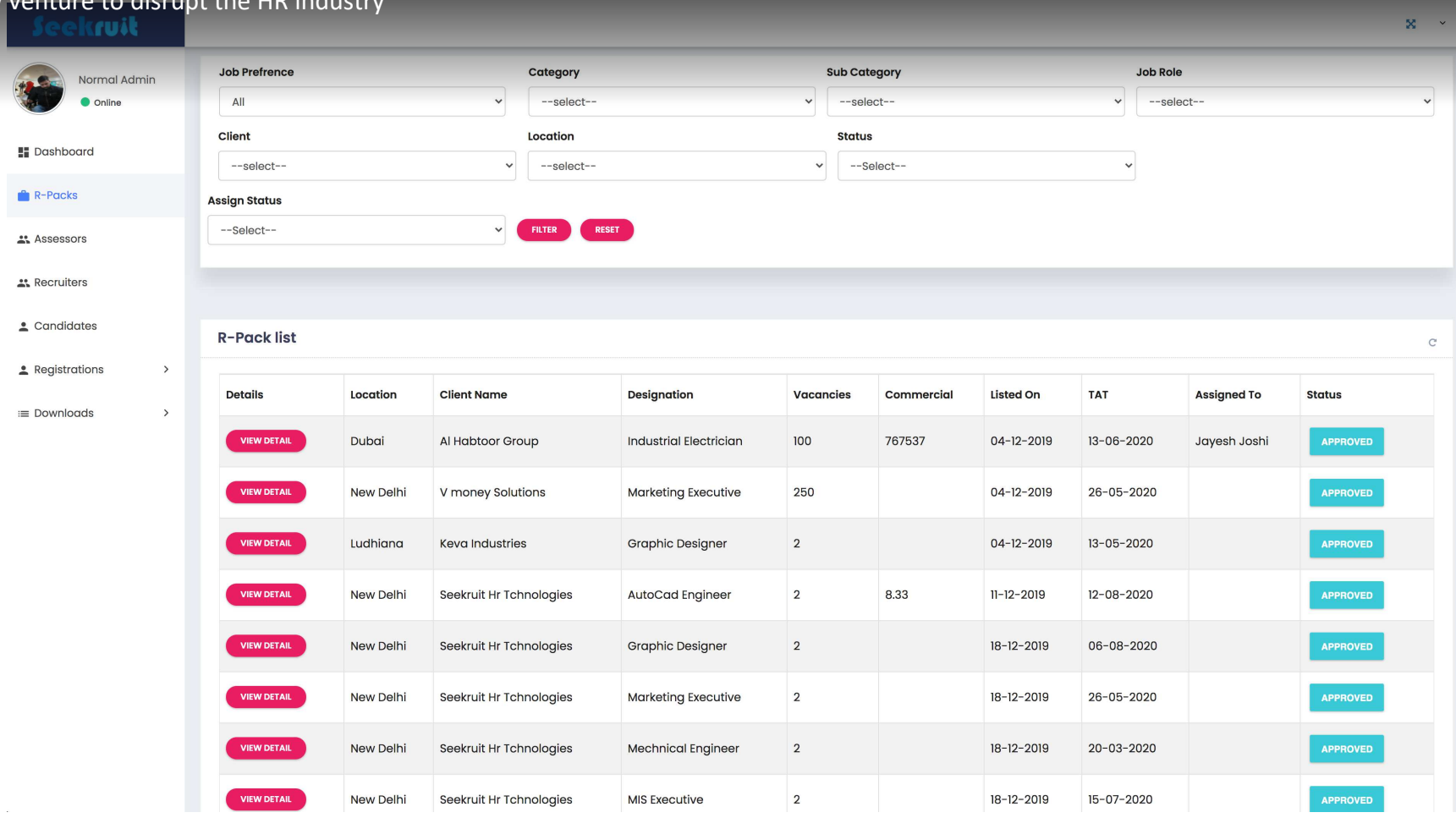
We are responsible deliver the transformation strategy as well as deliver the tech stack (CRM, ERP, Consumer App + Site, marketing automation) as well as deliver the new service blueprint needed for the transformation





Seekruit – HRTech platform

A new venture to disrupt the HR industry



Seekruit – HRTech platform

A new venture to disrupt the HR industry

Apps

Reading List

Seekruit

Hardik Desai

Online

- Dashboard
- Video Introduction
- Curriculum Vitae
- Job Opportunities

BACK

Hardik Rajeshbhai Desai

DOWNLOAD

PERSONAL DETAILS

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Hardik Rajeshbhai Desai

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Vadodara
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Gujarat - 390019

Mobile
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Email
h8331650@gmail.com

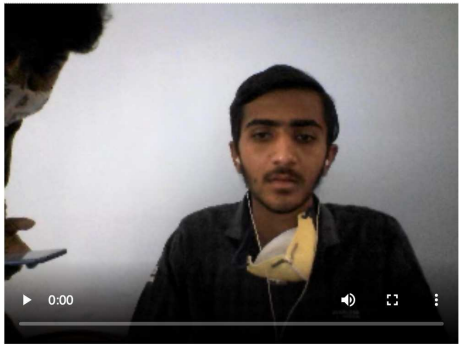
Social Profiles

- LinkedIn
- Facebook
- Twitter

Languages

English	★★★★★
Hindi	★★★
Gujarati	★★★★★

INTRODUCTION



About me

My self Desai, I am purusing B.com and seeking suitable job within Vadodara

SKILLS

Accounting	★★
Data Entry	★★★★★
Typing	★★★

AREA OF INTEREST

Accounting

Data Entrykvbkkn

Typing

PROFESSIONAL DETAILS

WORK EXPERIENCE

Fresher, Fresher
abcd

EDUCATION

6060
jnxcjvnj, jvjggb
Passed with 99 % / CGPA

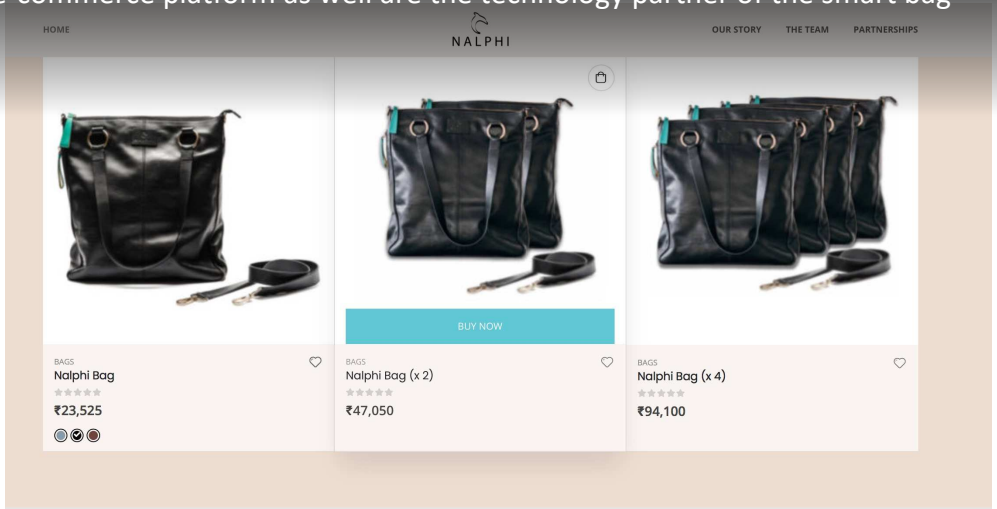
2020
HSC, GHSEB
Passed with 69 % / CGPA

2018
SSC, GSEB
Passed with 70 % / CGPA

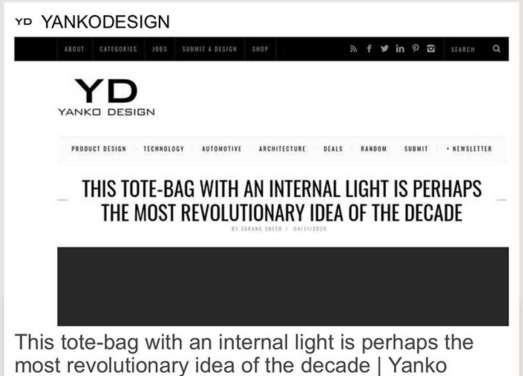
2019 © Seekruit HR Pvt Ltd

NALPHI tech & e-commerce platform www.nalphi.com

We run and operate the NALPHI e-commerce platform as well are the technology partner of the smart bag

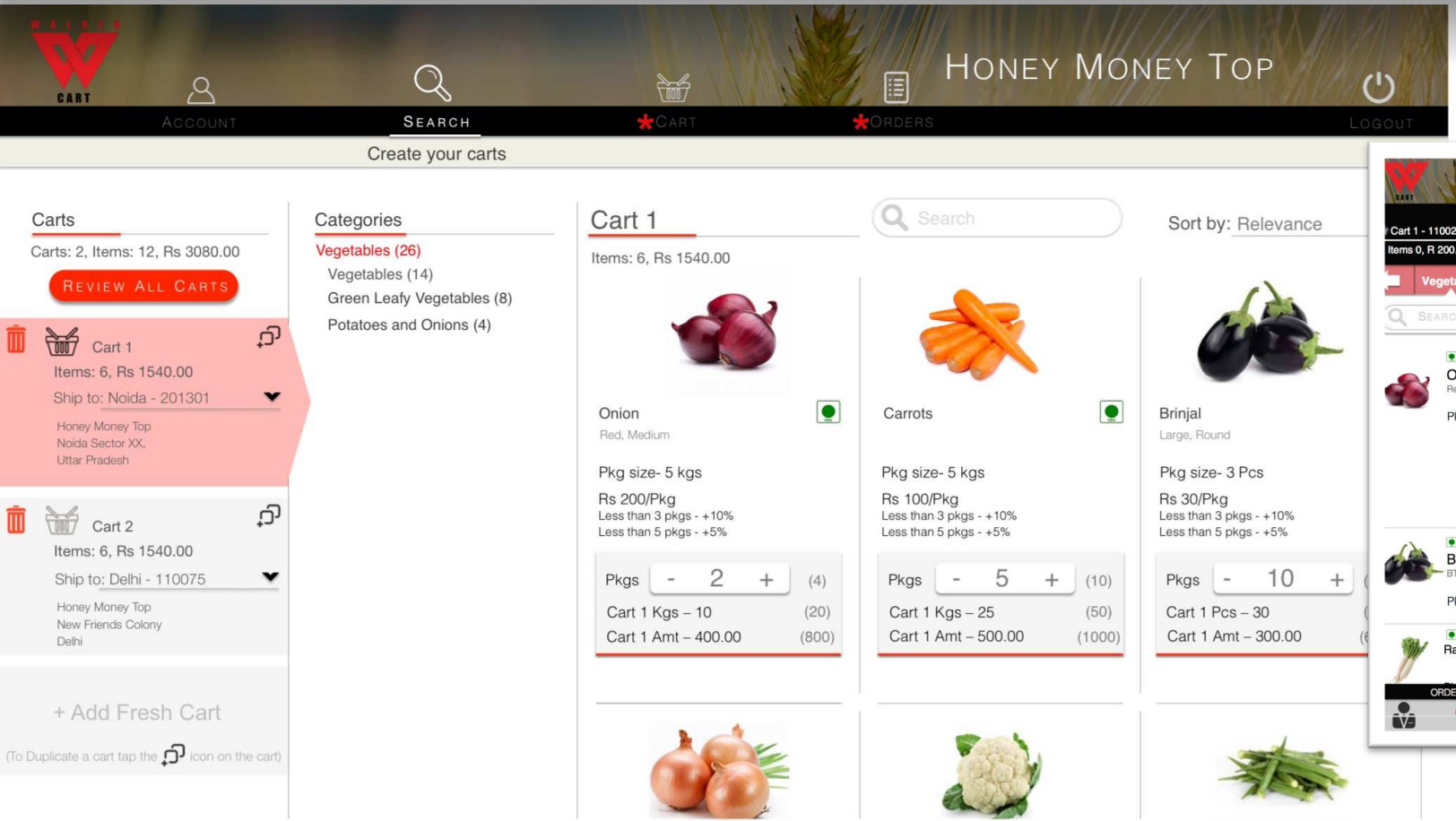


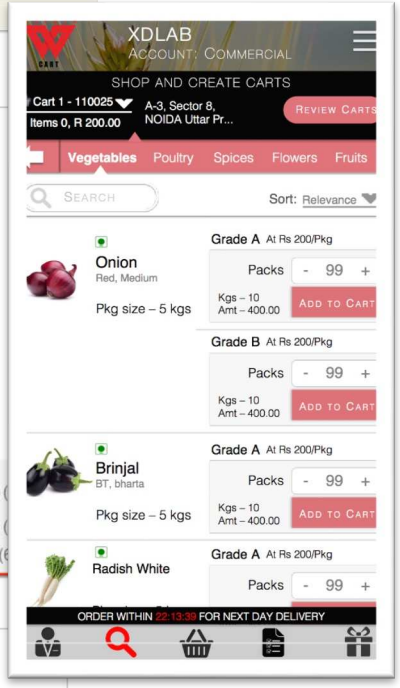
FEATURED ON YANKODESIGN



Walden Cart – agriTech platform

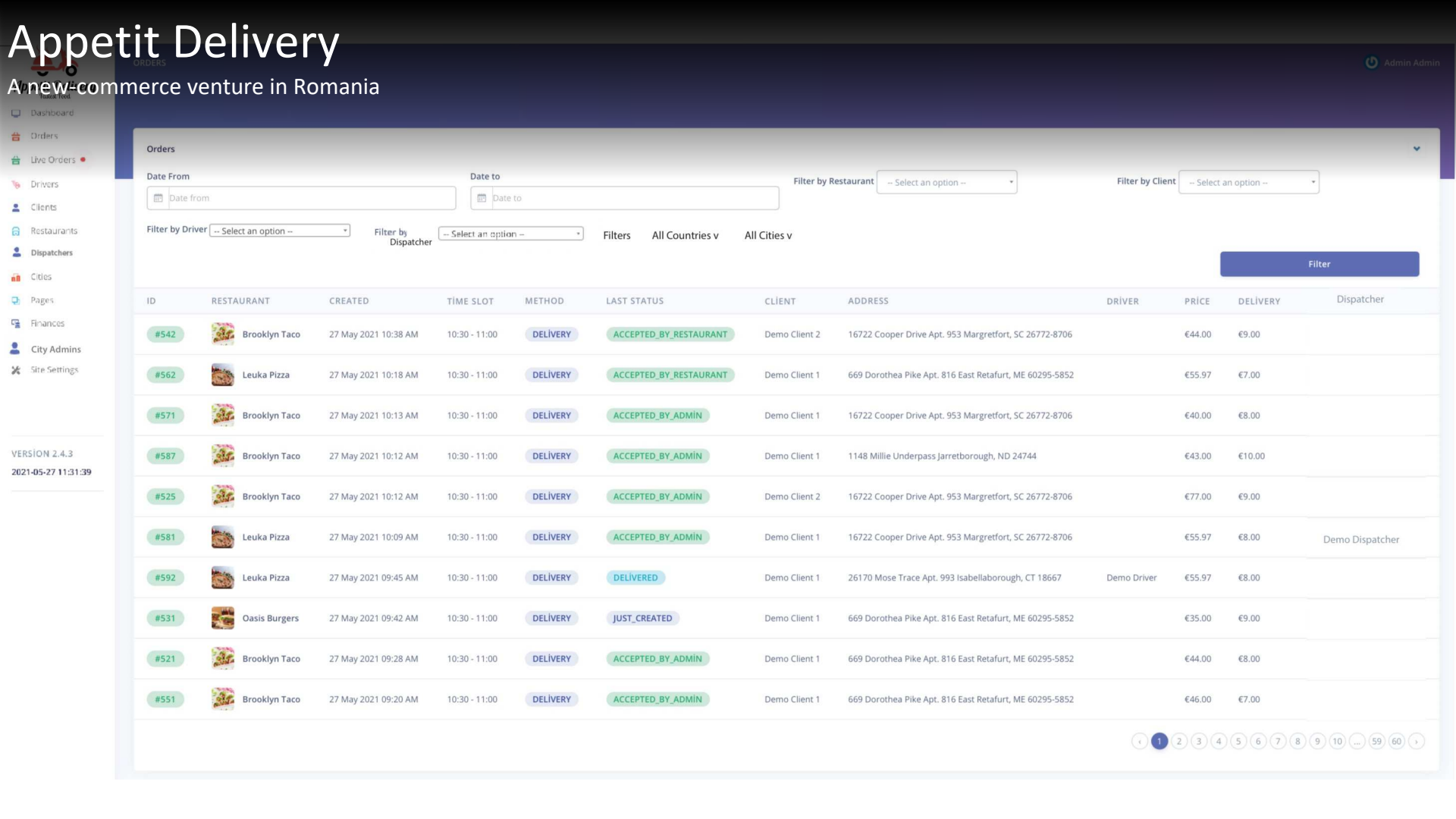
A new venture to disrupt the vegetable cart industry





Appetit Delivery

A new-commerce venture in Romania



Adhiraj omni-sales presentation platform - Demo

http://demo.madebyxdlab.com/adhiraj/

Adhiraj Test

Section 1 | Section 2 | Section 3 Jump to: Heading 1 | Heading 2 | Heading 3 | Heading 4 | Heading 5

Highlight

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc.

Test 2: Video

Test 3: Slideshow

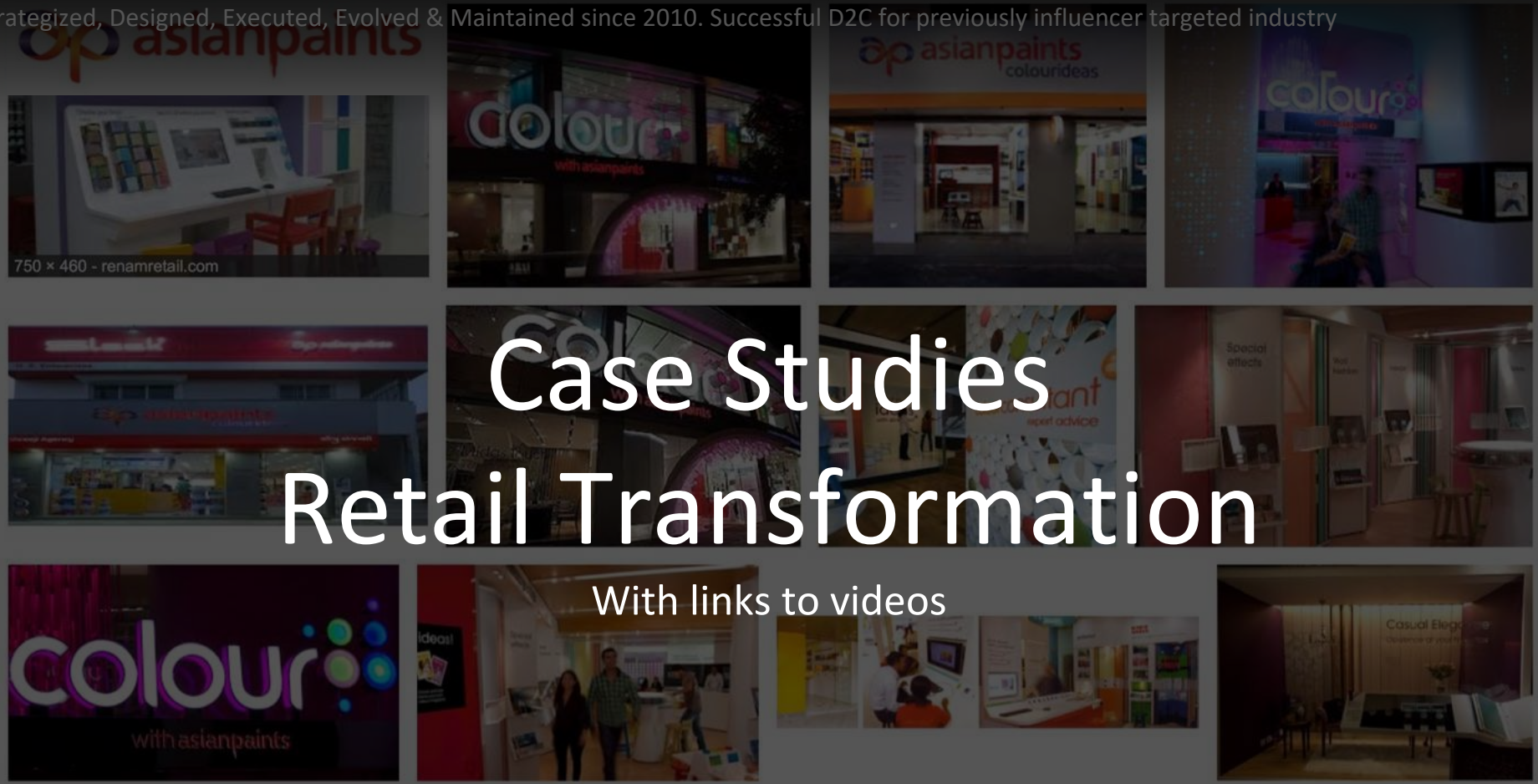
Slide 1

Test 4: 360 Panorama

Go to Top

Innovation partner – Asian Paints Omnichannel strategy + execution

Strategized, Designed, Executed, Evolved & Maintained since 2010. Successful D2C for previously influencer targeted industry



Case Studies
Retail Transformation

With links to videos

Innovation partner – Asian Paints Omnichannel strategy + execution

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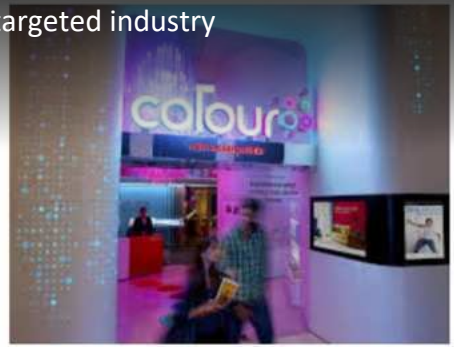


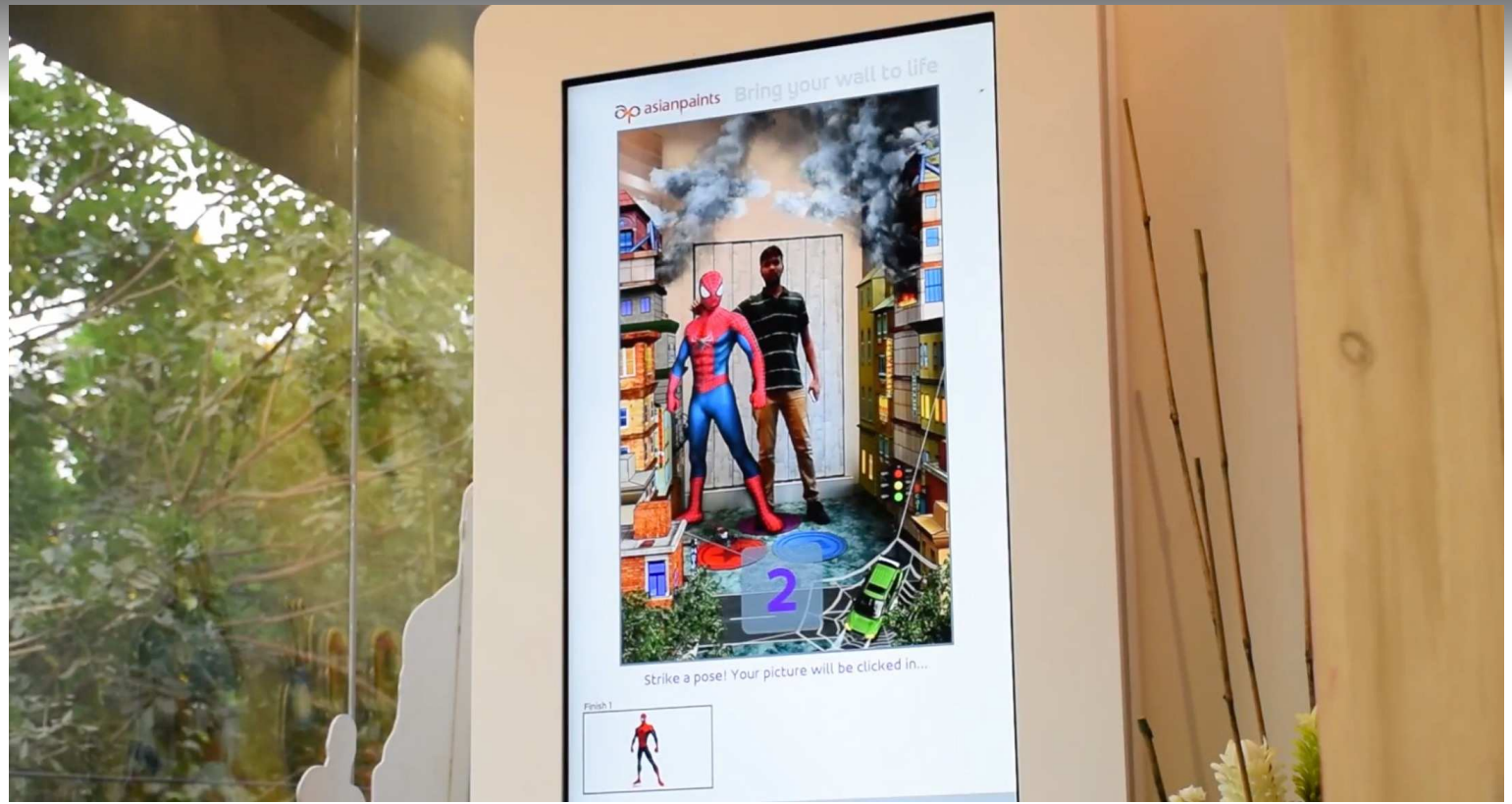
Largest touch-point orchestration by any brand

2 Signature stores, 7+ ApHomes, 450+ Colour Ideas, 2200+ Colour Worlds in India, Bangladesh & Nepal. The PHD of APL.

Asian Paints Delhi Signature

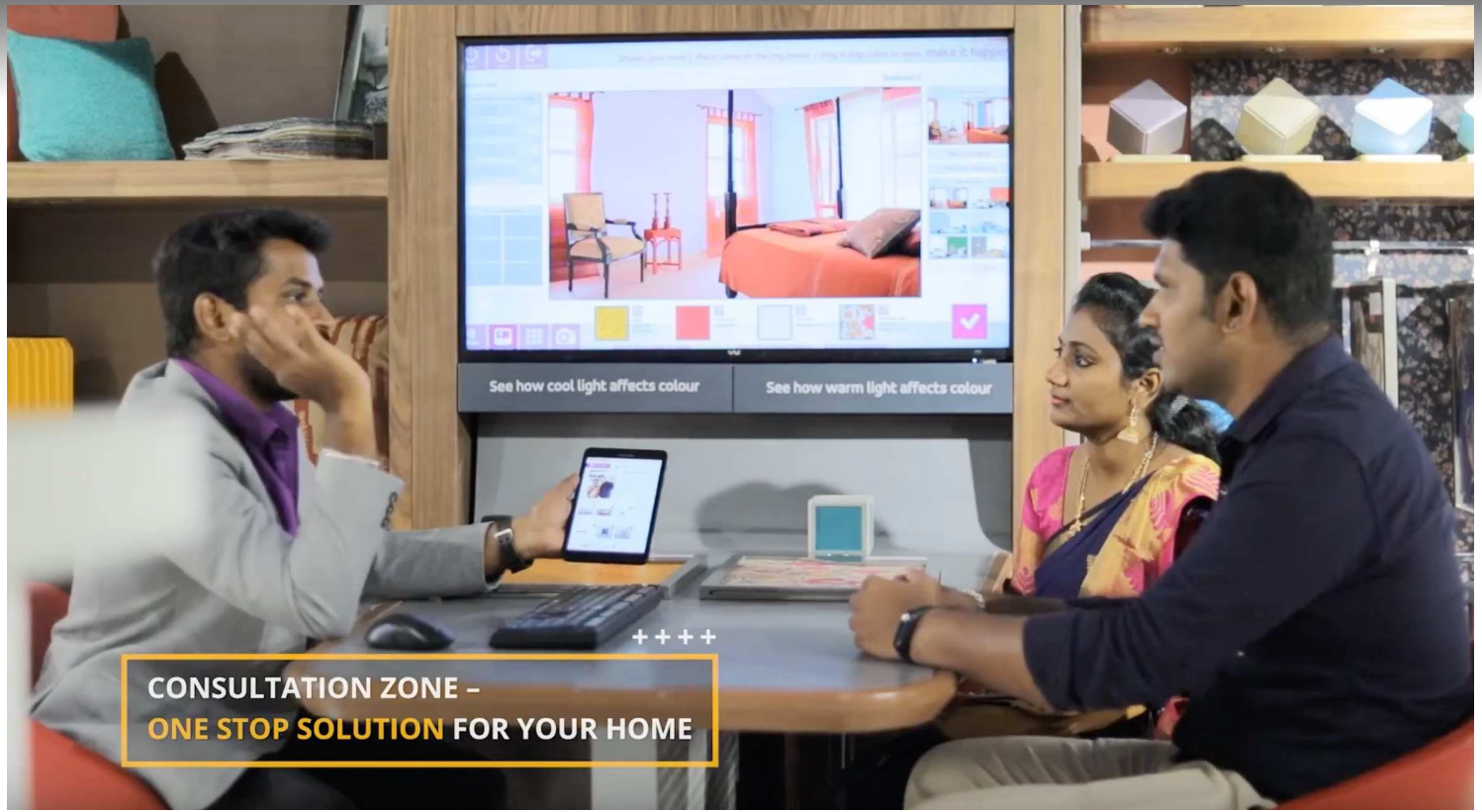
https://youtu.be/TlSiHV9I6OU

Asian Paints Mumbai Signature



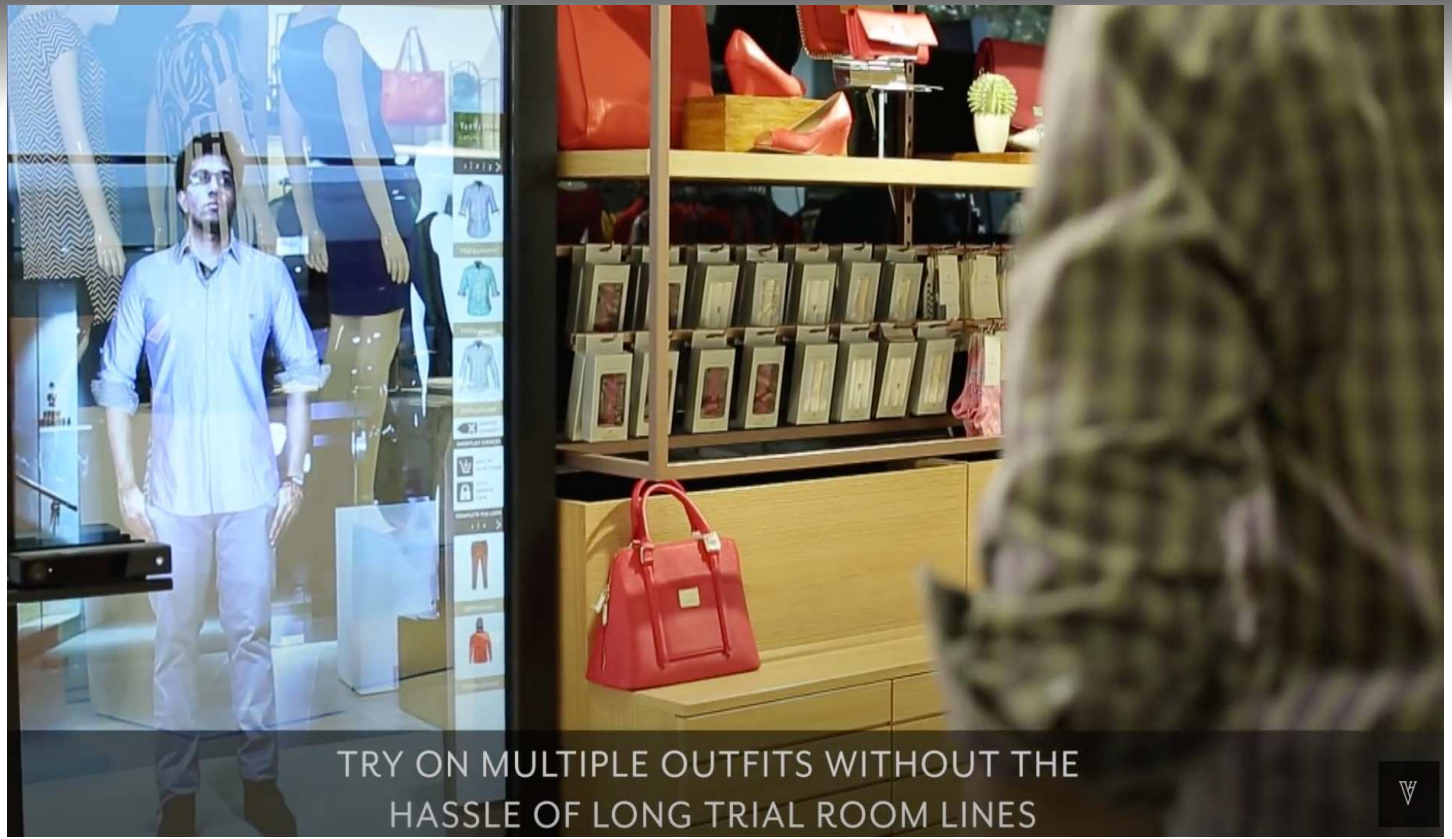
https://youtu.be/9xIVGwAWJMo

Asian Paints Homes



https://youtu.be/R5_Mcbq0kEg

Van Huesen Style Studio



https://youtu.be/CfNtZWIOxX4

Innovation partner BARILLA – Experiential food sampling

Experience the stories that relate good food with good health and buy food kits as per your body type

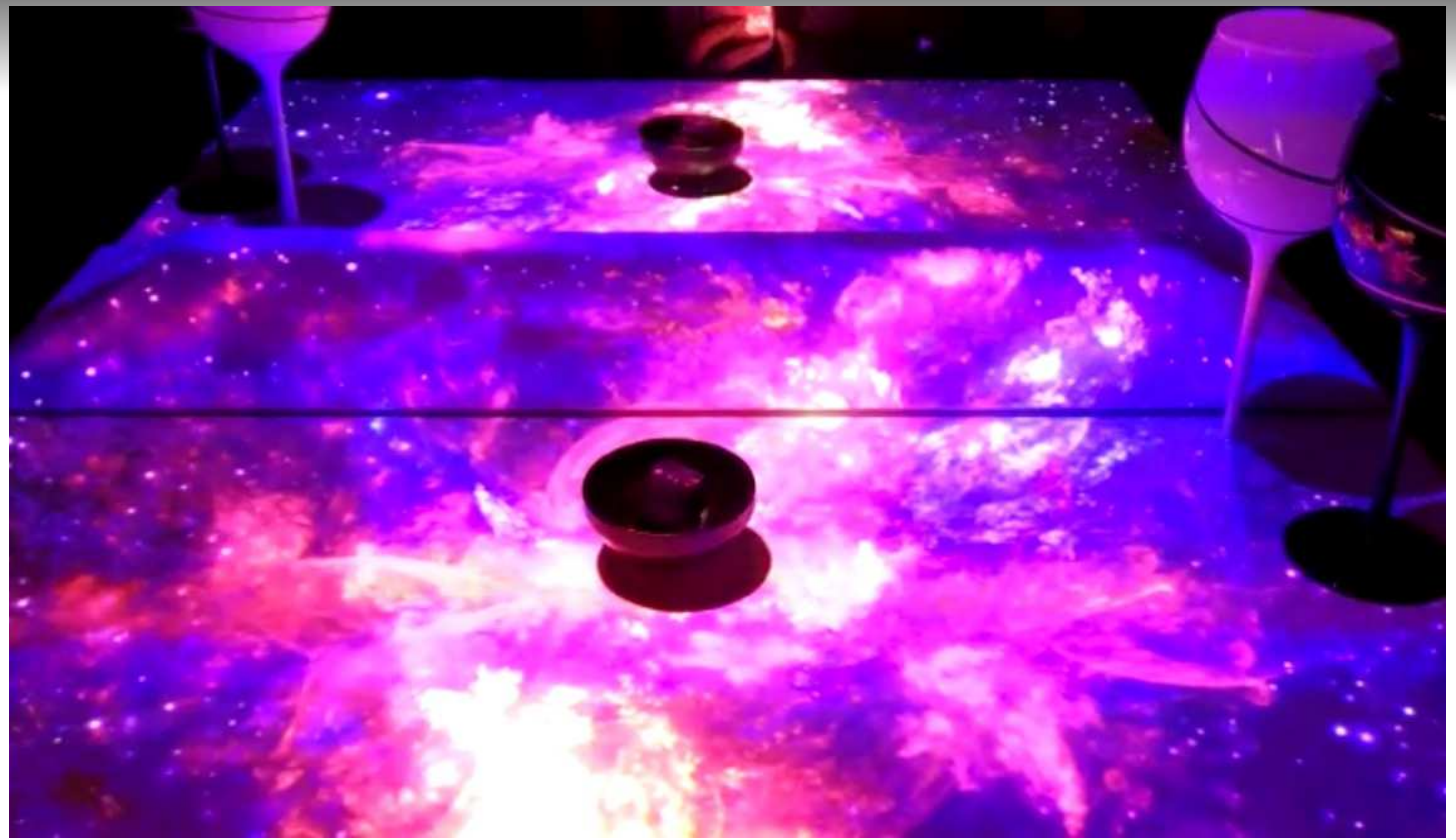
https://youtu.be/k6JDssEkCoM

Innovation partner for Canon Middle East – Solutions from products

Across Education, Retail, Hospitality, Healthcare & BPO verticals

D4V – Immersive dining restaurant + reservation portal

joint venture between us, Canon & DWTC



https://youtu.be/MtQBHraKoJE

Case Studies
Experience Centers

With links to videos

Khargar Projection Mapped Models : Why khargar? The Strengths of the city and its location explained via rich 3D projection mapped audiovisuals.

Adhiraj ACCK Center - WINNER GOLD AWARD for Digital Experience

https://youtu.be/RmJihHfO4kk

Adhiraj ACCK Center - WINNER GOLD AWARD for Digital Experience

argo PRESENTS

VM-RD Retail Design Awards 2020

GOLD

Category -
In-Store Tech & Digital Experience

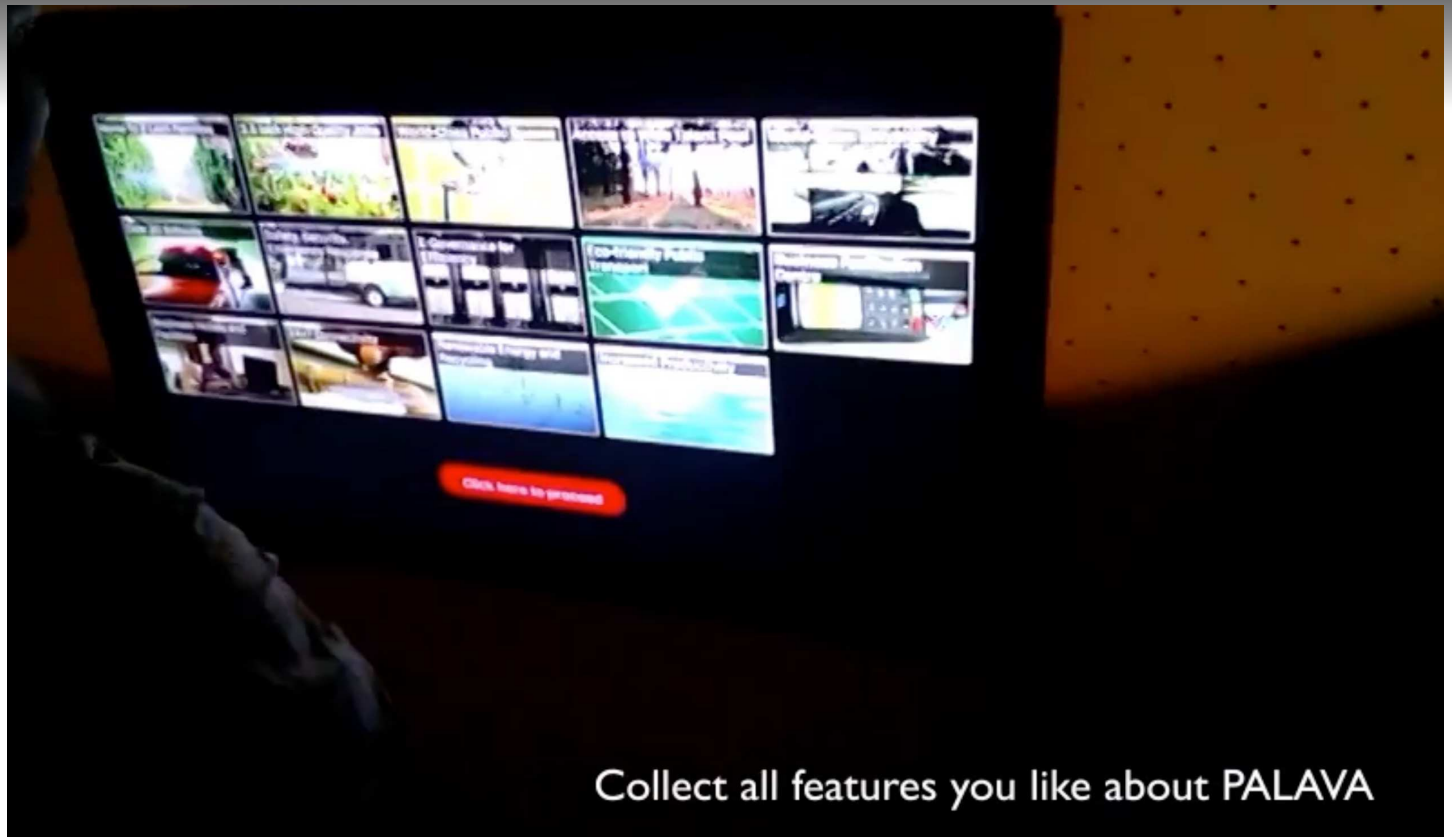
Project Name -
Adhiraj Capital City Experience Centre

Company Name -
Experiential Design Lab

Modicare Experience Center

https://youtu.be/LXHDXrPECDU

Lodha Palava Experience Center



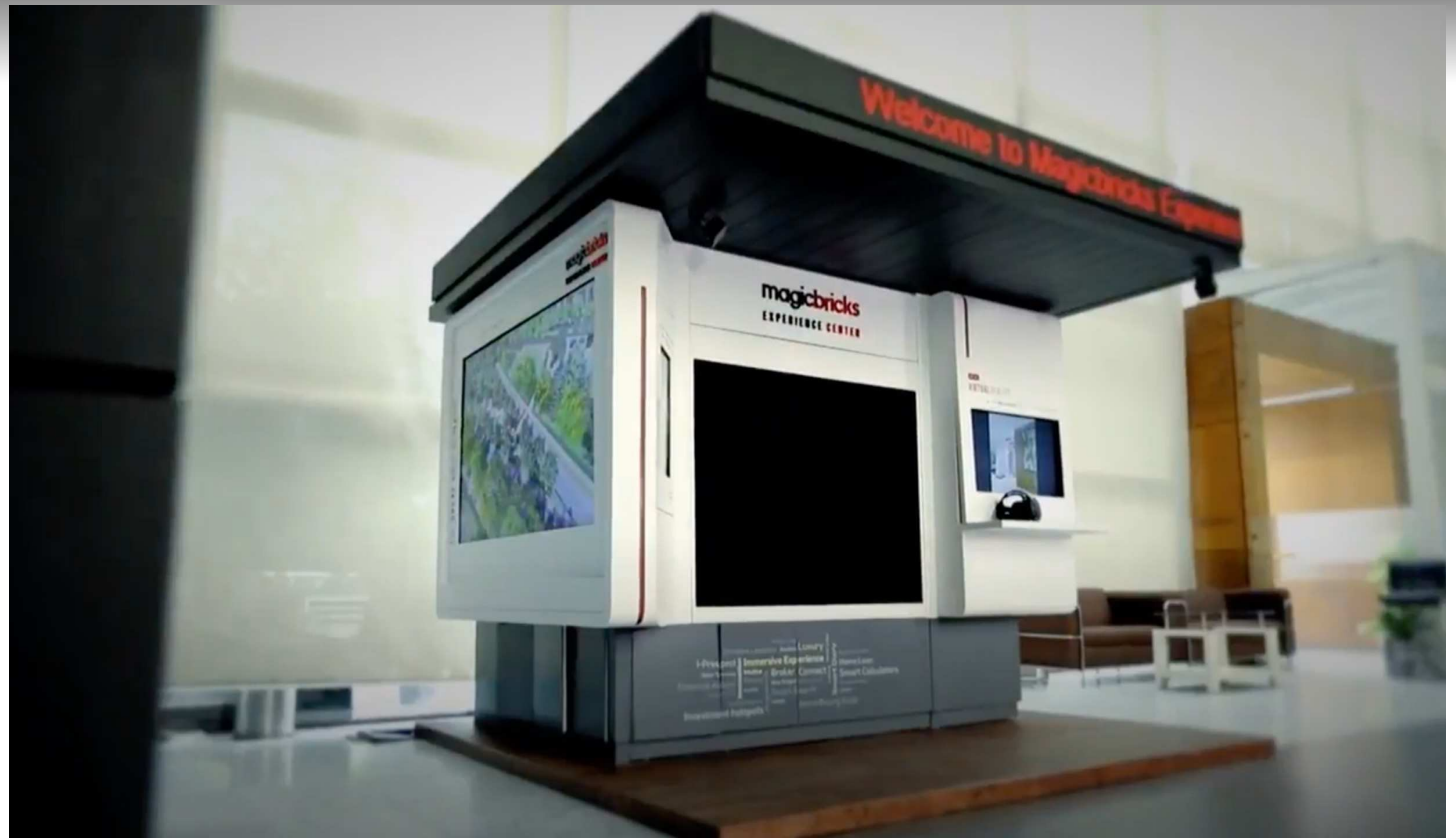
https://youtu.be/O7PiQLNQsTE

BMW 6 Series Experience Center – Middle East

https://youtu.be/0S6Rvd0g0_U

Magicbricks omnichannel engagement

Creating the seamless online + offline engagement for MagicBricks.

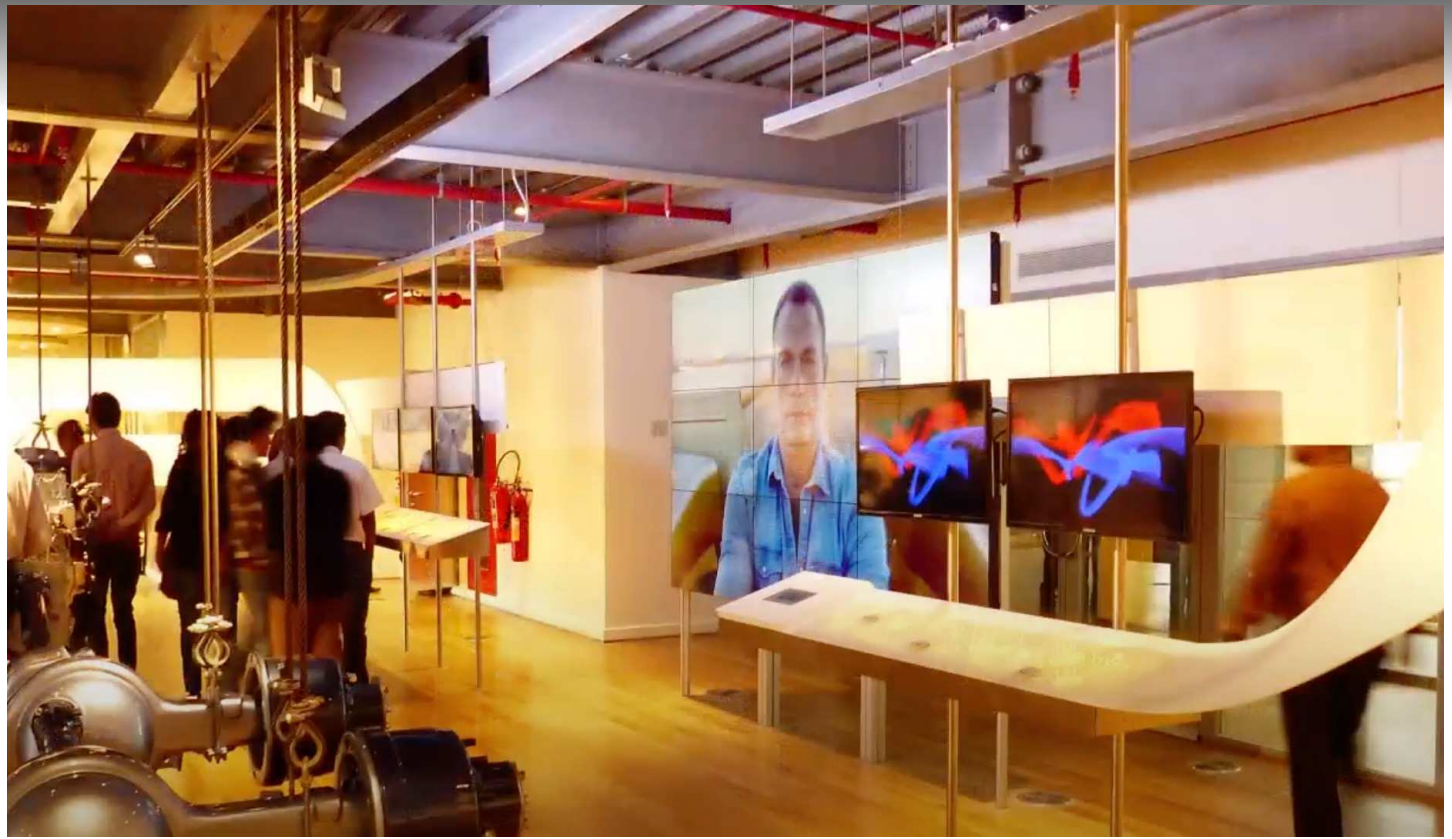


https://youtu.be/YwHIiGEJLgA

Titan Experience Zone

https://youtu.be/uLAM6nbEy00

VECV Experience Center



https://youtu.be/yVAKNM63WOI

Bhartiya City Experience Center

https://youtu.be/X1hF467FImY

Shapoorji Pallonji Parkwest Mapped Model

https://youtu.be/OCFGd1AUXaA

Antara Senior Living Experience Center

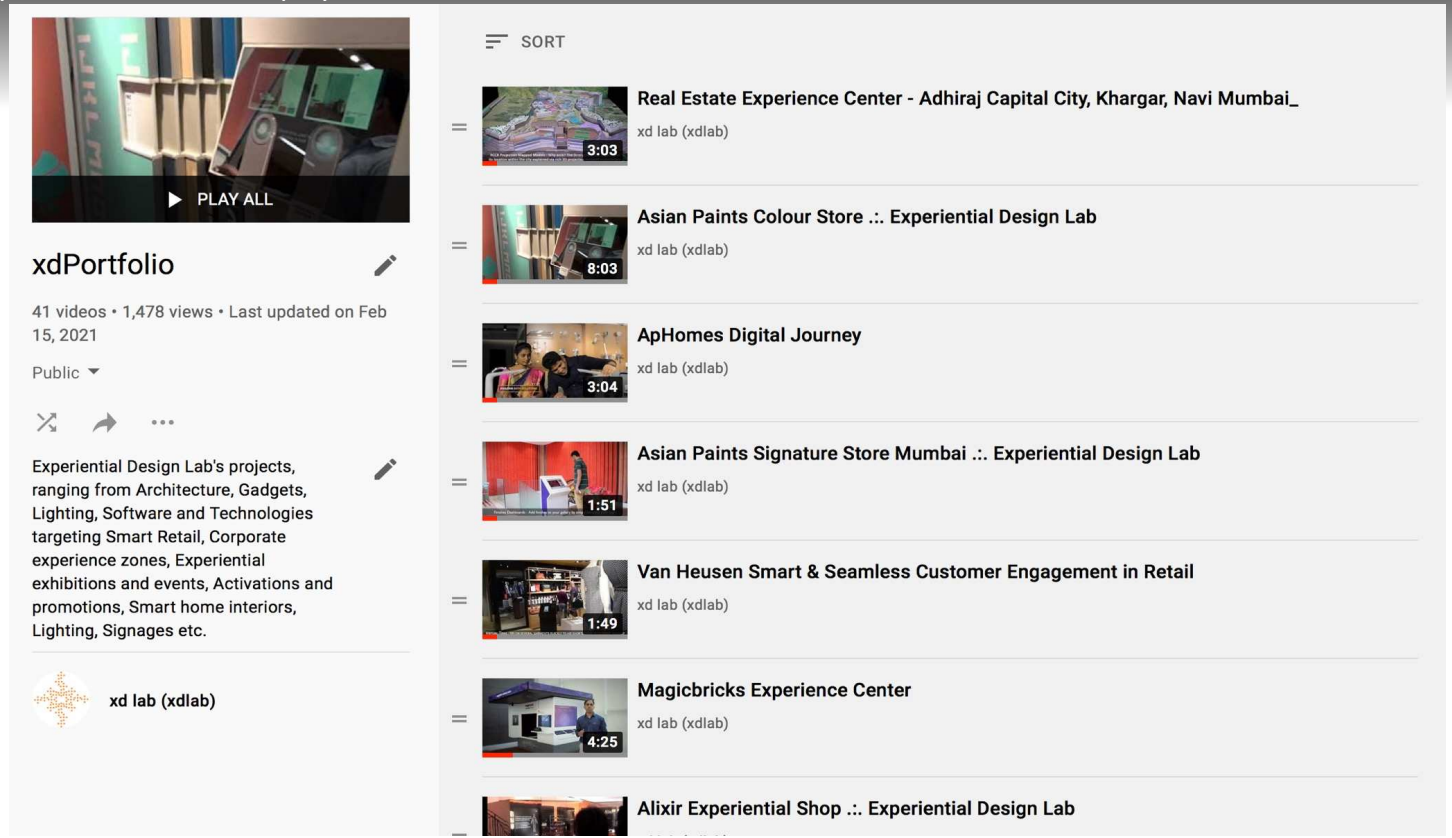
https://youtu.be/qvfOF6mzCeU

Canon Experience Zone - Sharjah

https://youtu.be/RiZsLUJgv68

Playlist

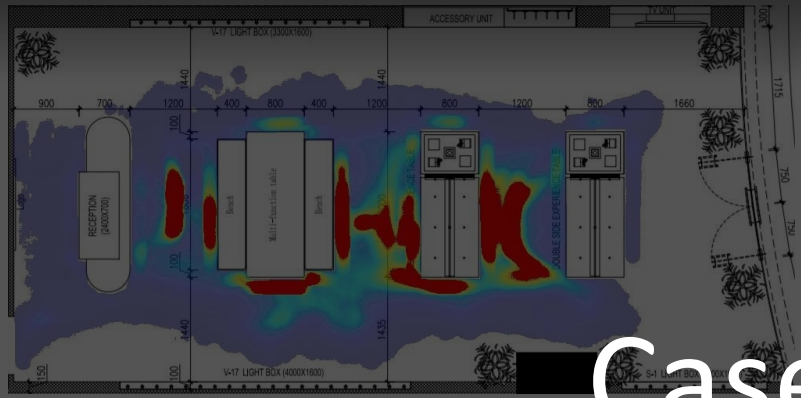
You can see many more videos on our playlist



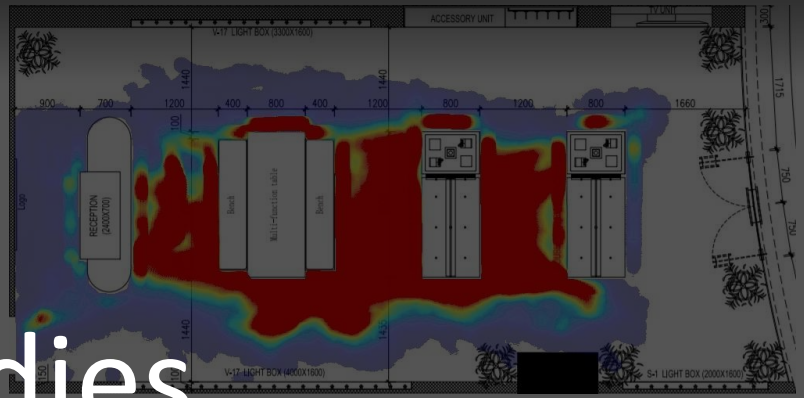
https://www.youtube.com/playlist?list=PLA51ACBEA8CC2789D

Vivo retail analytics

Delivering actionable insights and recommendations on Footfall counter & Heatmap data



Average Waiting time



5 min Waiting time

Case Studies
Retail Analytics

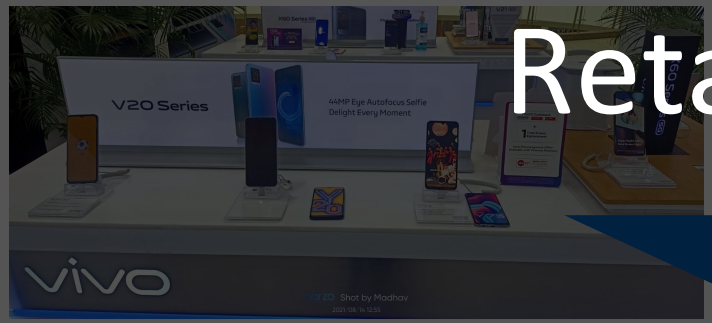
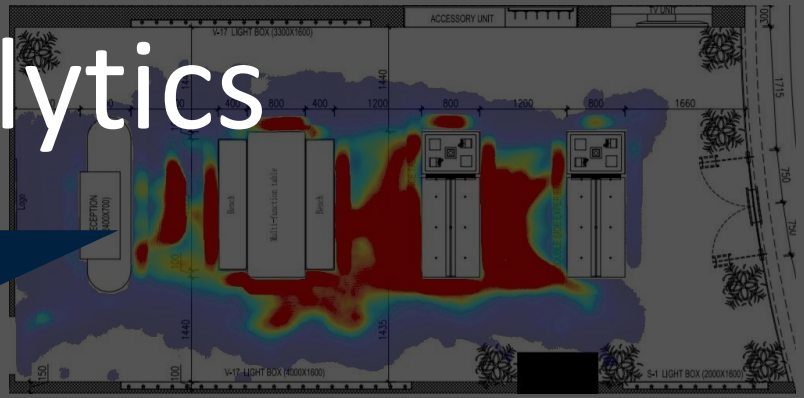


Table-2
V21 V21E Y72 Y31
V20 pro Y73 Y53s Y20G



10 min Waiting time

Vivo retail analytics

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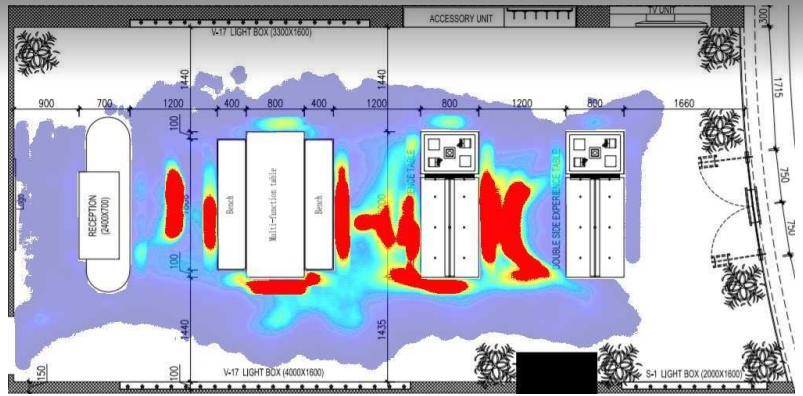
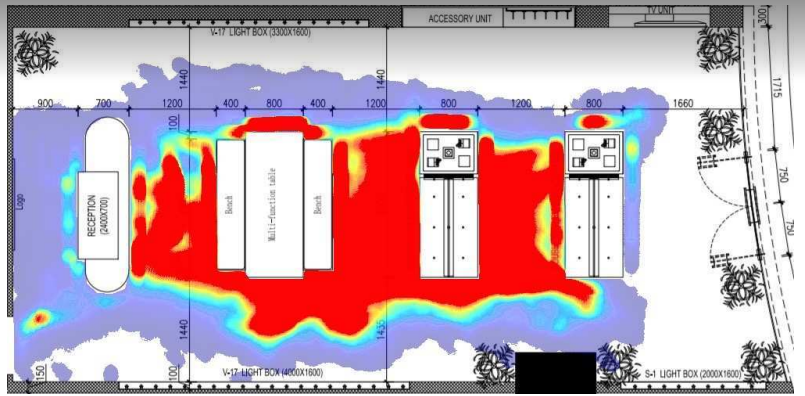


Average Waiting time



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V21 V21E Y72 Y31
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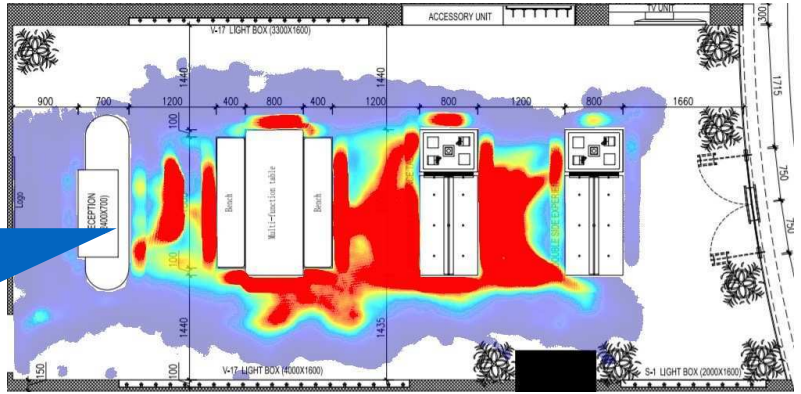

10 min Waiting time

Vivo retail analytics (*Modified insights due to NDA)

Delivering actionable insights and recommendations on Footfall counter & Heatmap data

- Major store space unused. Only centre of store used
- Seating area completely unused. Perhaps people spend time near products. Try out layout where bar stool kept near product table.
- Accessories completely neglected. Even when store is frequented by service request visits.
- Accessory selling possibility is good if positioned in store and in journey properly
- Employee in/out ratio is high, Need to control
- Since majority of footfall is in the interiors of the store, perhaps due to service visits being high
- Forum mall store avg. visitors are 100 where as walk-by (passers) count is high, need to carry out activities to pull walk-by to walk-in

Vivo retail analytics (*Modified insights due to NDA)

Delivering actionable insights and recommendations on Footfall counter & Heatmap data

Sr	Observation and Actionable Insights				
1	The target group is upto 45	Lifestyle and aspirational imagery can be youthful and energetic	Social media or memory sharing moments in store if possible	Consumer is tech savvy and aware and is well versed with online platforms. Provide simple comparison tools and technology enabled tools that allows them to find the best product and the best offer	Tap into popular themes like travel, health etc.
	Offer referral coupons to accompanying friends/members of groups				
	The footfall ratio in exclusive outlets needs to be different than non exclusive outlets		Combine service related visits with opportunity to upsell, accessories, buy-back schemes etc.		
2	Male dominated	Male might be buying for female	Allow sharing of information from store to wife/friend to aid discussion and purchase	Offer couple discounts etc. to enable female gender push	
3	Make a unique journey for previous owners vs new buyers	Sell solutions, accessories, lifestyle to previous owners			
4	Make different journeys for repeat visitors and new visitors.	Register visitors to understand their repeat visit so they can be given better solutions since they have higher probability to convert			
5	Break journey into save time and spent time touch points.	Spend time touch points offer vertical experiences while save time touch points allow horizontal efficient browsing		Microsoft Excel Worksheet	

Excel file with store wise customer survey data

igital Tranzform
Strategy | Digital | Technology
Tranzformation led by design
Thank you!... Questions?
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+91 9871881099
www.linkedin.com/in/anuragsehgal