



(Formerly known as Experiential Design Lab)

Digital Transformation Partner

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

Anurag Sehgal, Founder & CDxO

TRY ON MULTIPLE OUTFITS WITHOUT THE
WHEEL OF LONG TRIAL ROOM LINES



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How do you...



We are an interaction design company



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

For everyone

How?

The remote works by sensing gestures and movements and turning them into commands. The user has the ability to customize what movement controls what function, as well as the intensity required to do so.



Our experience in digital transformation – Since 2007

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

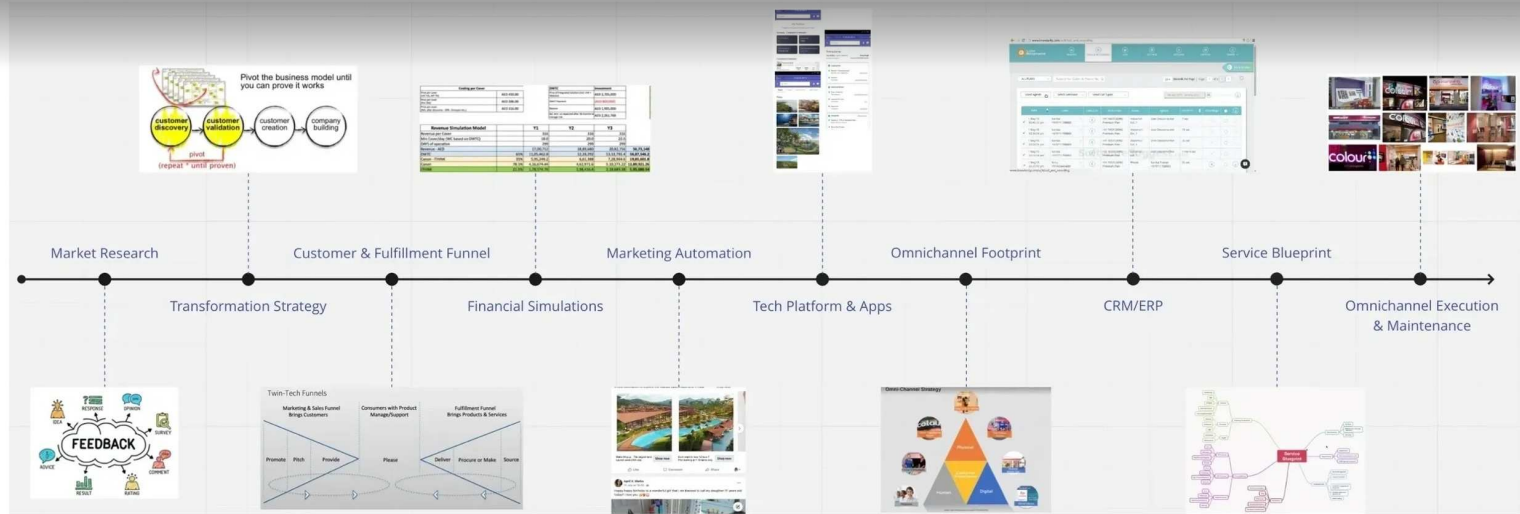
16+ Years of Award-Winning Transformations

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)**.

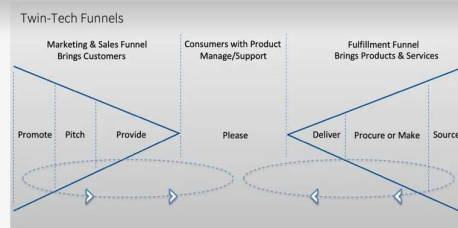
Leading Clients

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



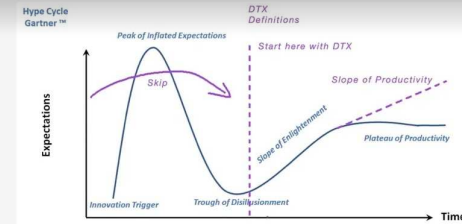
We are one of the few transformation partners who will work on the holistic transformation of both - front-end & back-end tech-funnels.

Attrition Free Leadership



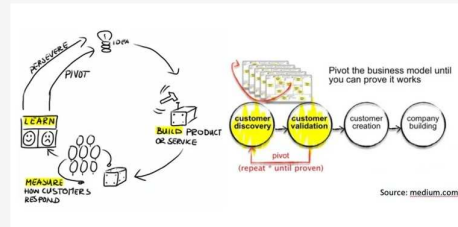
In an industry of high-attrition, our role as the external CDxO ensures continuity in the strategy and development roadmap.

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



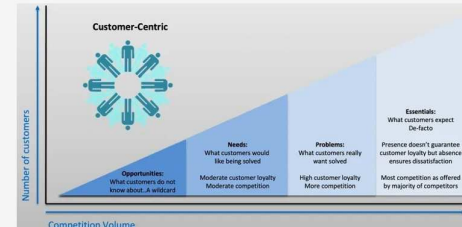
Being design-led, our professional mandate & loyalty is to empathise with customers and derive customer-centric solutions.

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



Procter 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

Promote

Pitch

Provide

Please

Deliver

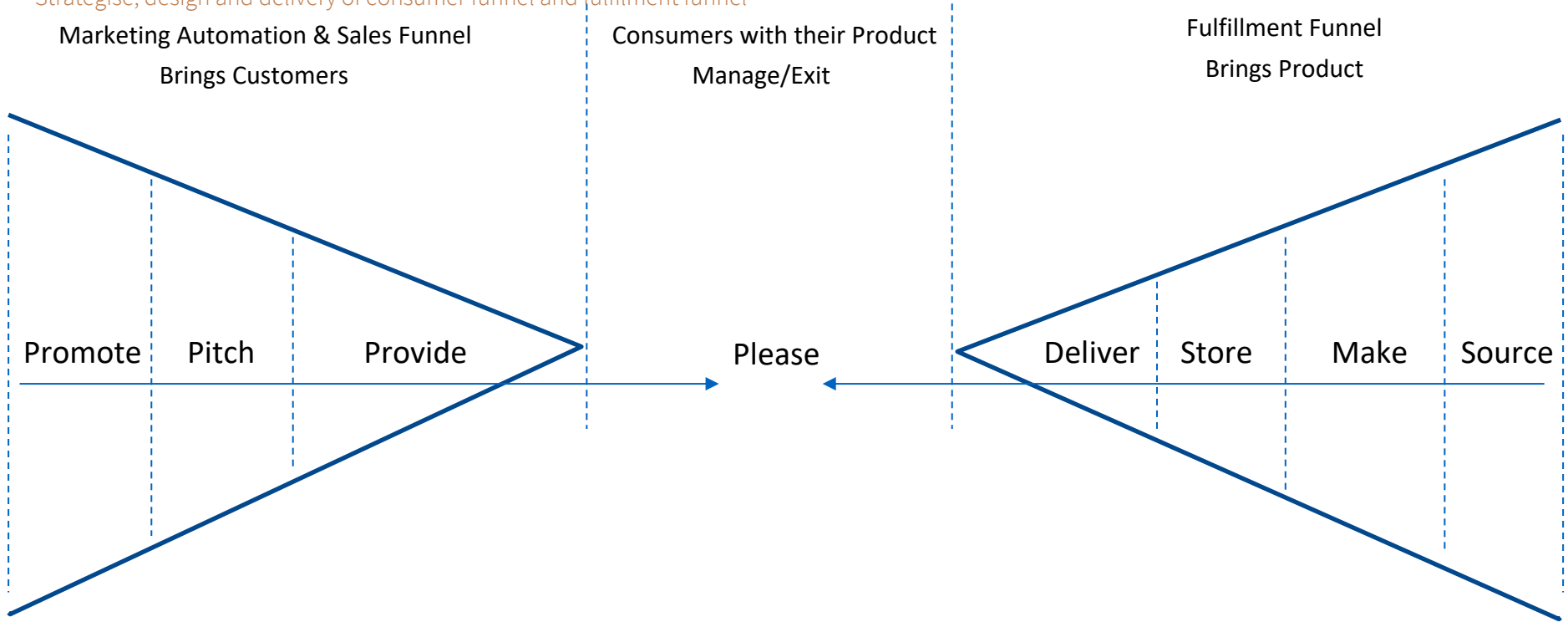
Source

Make

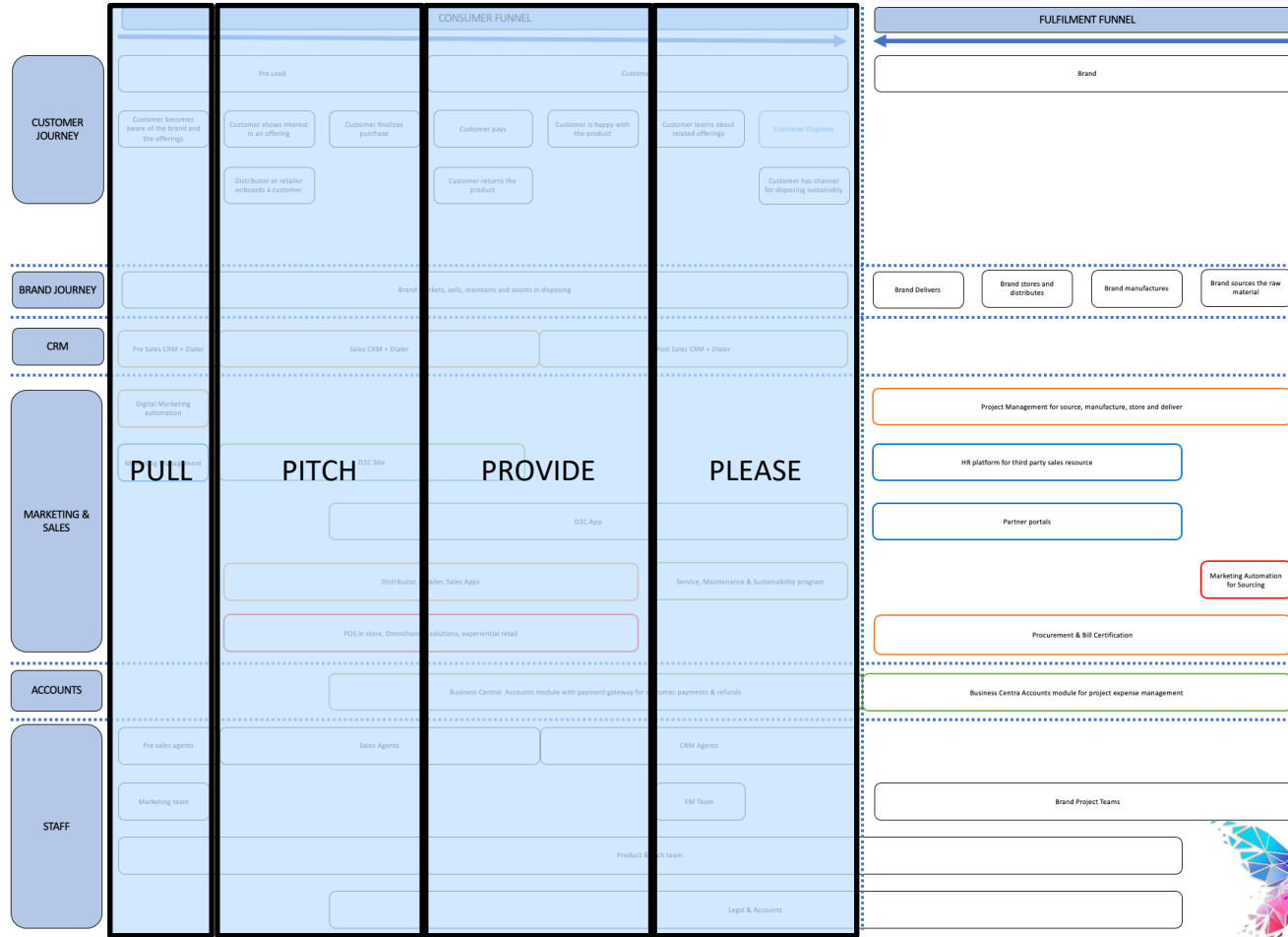
Source

Expertise in frontend and backend funnel

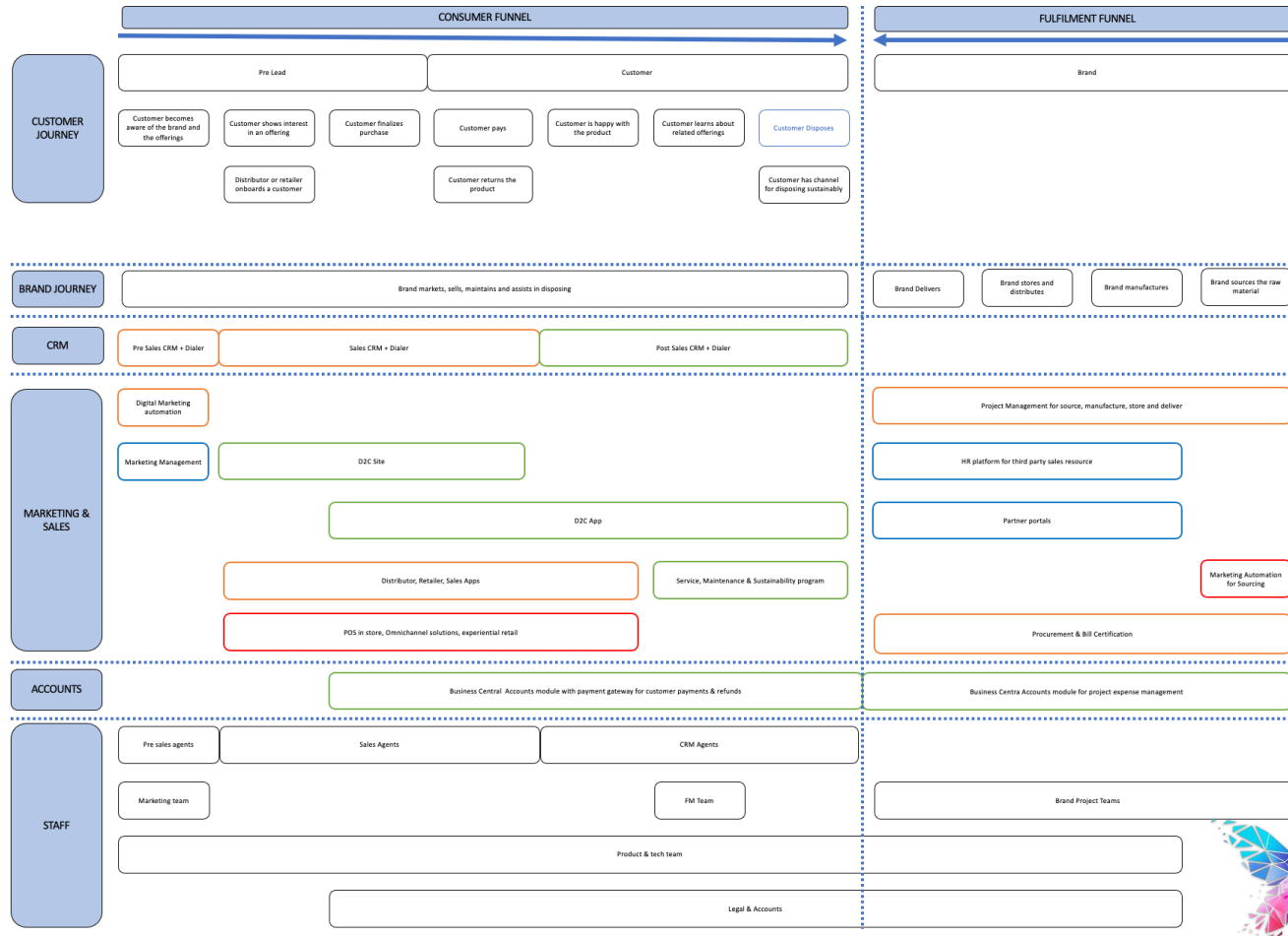
Strategise, design and delivery of consumer funnel and fulfilment funnel



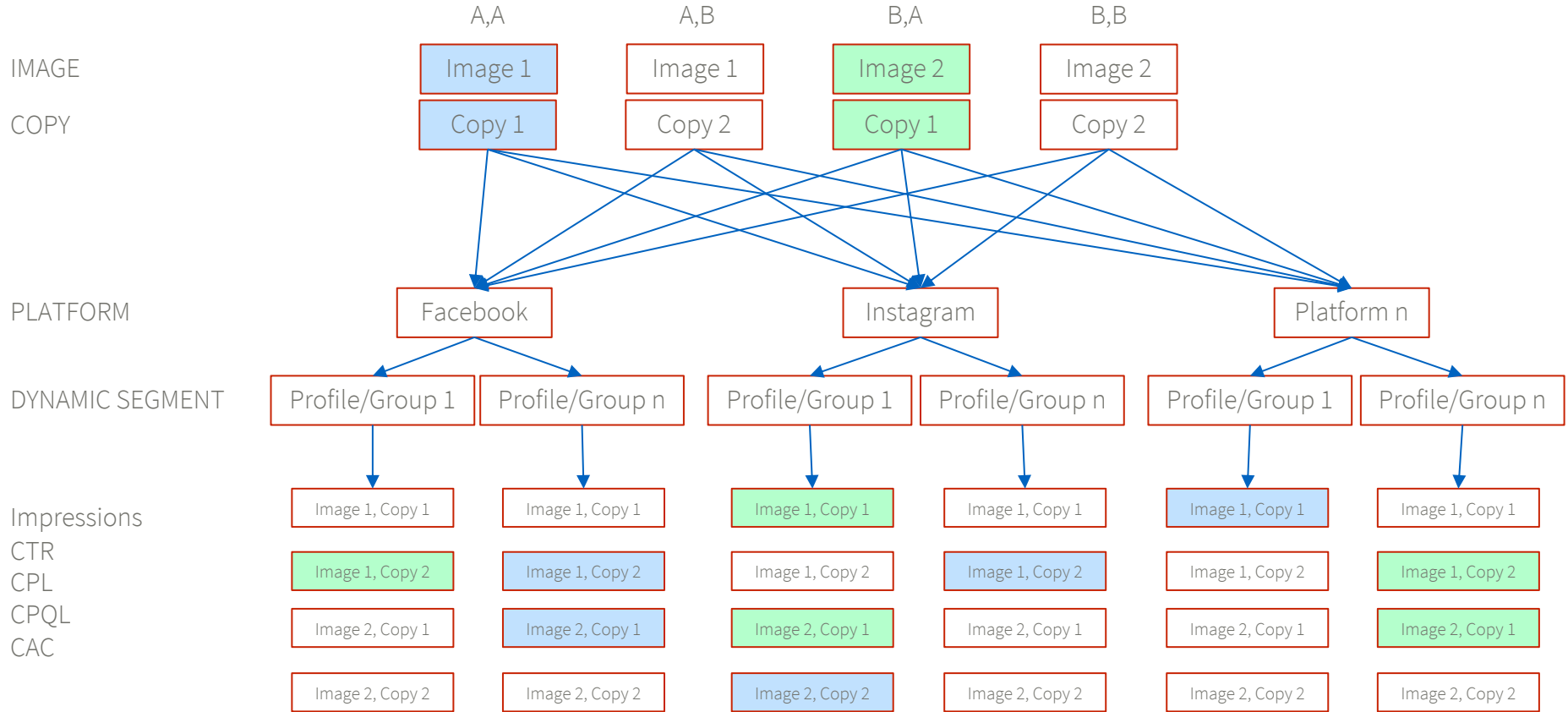
Client Specific End to End Full Tech Solution Architecture - Example



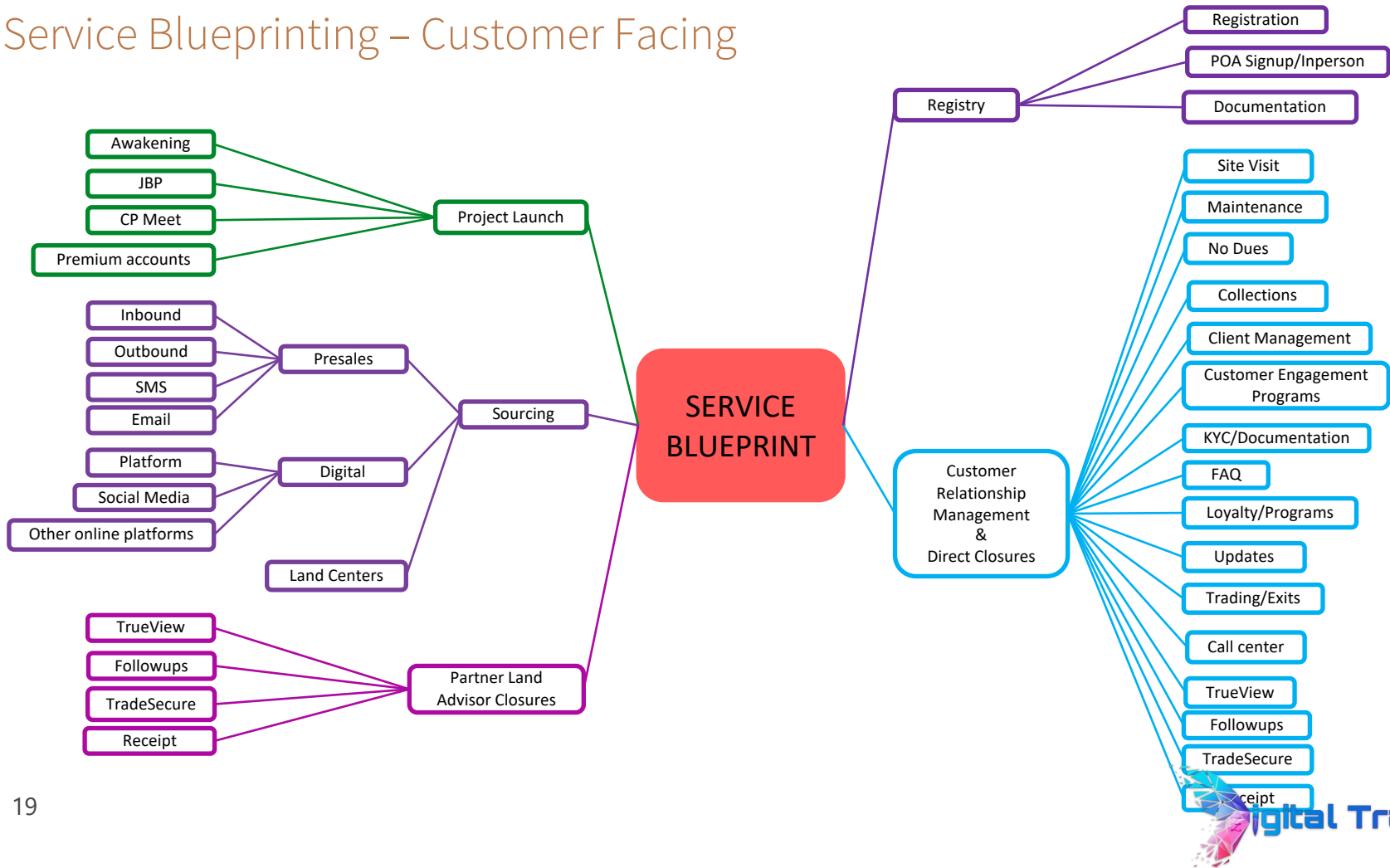
Client Specific End to End Solution Architecture - Example



Marketing Automation – AB DRIVEN



Service Blueprinting – Customer Facing



Stakeholder Mapping

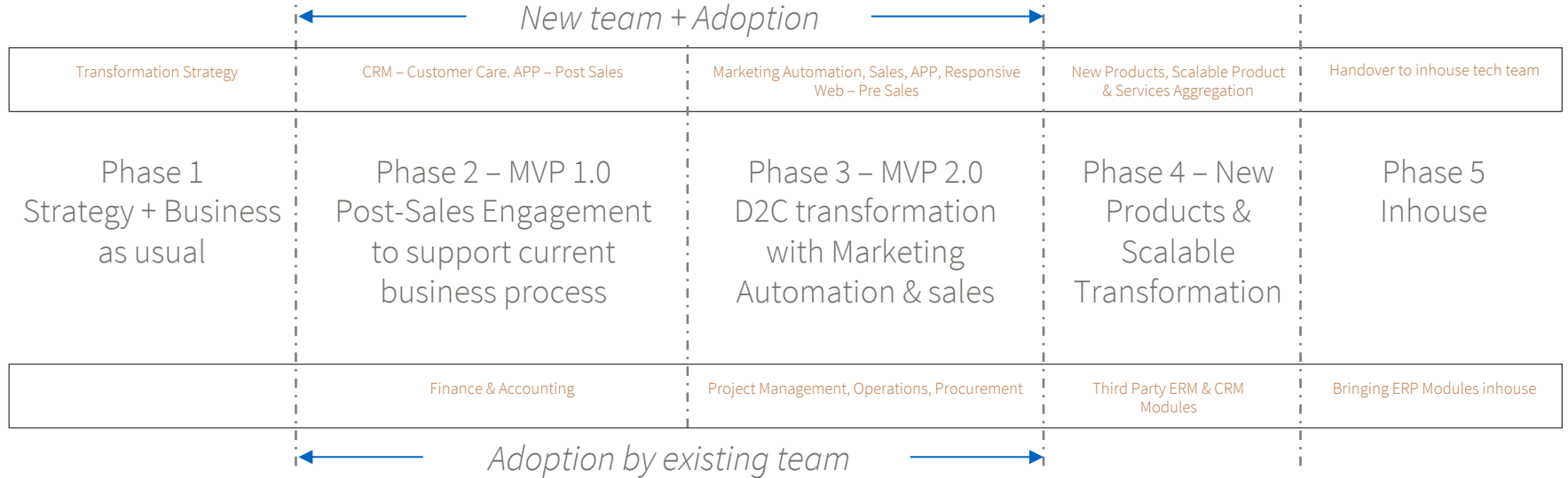
Enterprise, External & Customer

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

Change Management - Transformation phases

Customer Engagement & Product/Service Transformation – CRM, App, Responsive Web, Service touchpoints



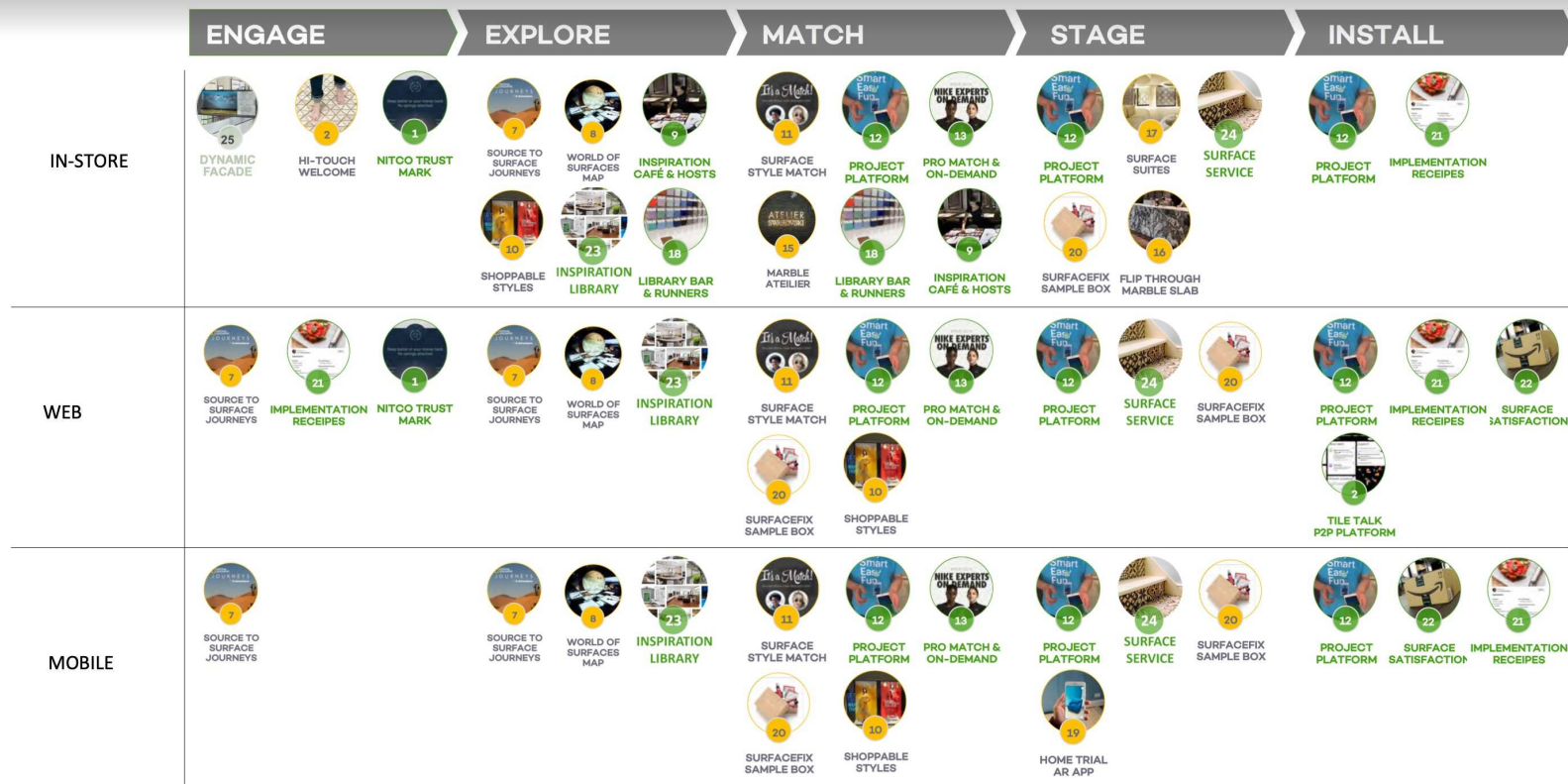
Employee Engagement & Operational Efficiencies - ERP

Touchpoint Roadmaps

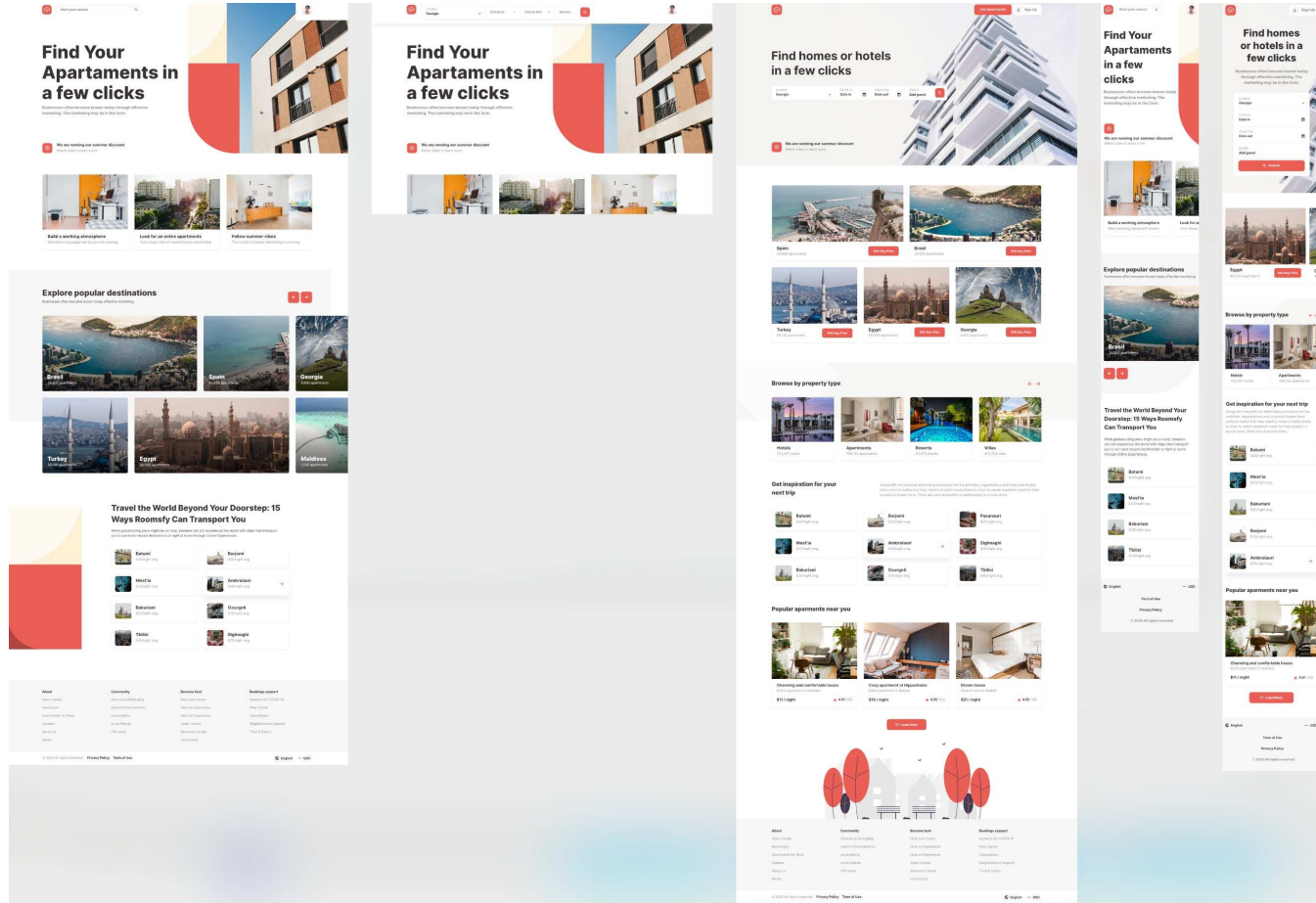
For all components of the twin-tech funnels

NITCO SIGNATURE EXPERIENCES

Touch Point Map



Wireframes, UI, UX, Development – App & Web



CRM, ERP implementations

The screenshot displays the Microsoft Dynamics 365 Sales Hub interface. The top navigation bar shows the path: Sales > Opportunities > Interested in new 3D printer line. The user is Jeff Hay. The main area shows the opportunity details for 'Interested in new 3D printer line' with an estimated close date of 01/30/2019, an estimated revenue of \$81,000.00, and a status of 'In Progress'. The opportunity is owned by Jeff Hay. Below the details is a process bar showing the stages: Qualify, Develop, Propose (4 D), and Close. The 'Propose' stage is currently active. The left sidebar contains navigation options: Home, Recent, Pinned, My Work, Dashboards, Activities, Customers (Accounts, Contacts), Sales (Leads, Opportunities, Competitors), and a 'Sales' button at the bottom. The main content area is divided into three sections: Summary, Timeline, and Predictive Opportunity Scoring. The Summary section shows fields like Topic, Contact, Account, Purchase timeframe, Currency, Budget amount, and Purchase process. The Timeline section shows a list of activities, including 'Jeff Hay modified a task', 'Ruprecht Thaddeus Longname sent an email', 'Alex Wu called', 'Gern Blanston created an appointment', and 'MOD Administrator created an Opportunity for Northwind Traders'. The Predictive Opportunity Scoring section shows a score of 76 and lists top reasons for the score, such as 'Budget Amount is 600000' and 'Final proposal Ready is no'.

Opportunity Information

Field	Value
Opportunity Information	Interested in new 3D printer line
Est. Close Date	01/30/2019
Est. Revenue	\$81,000.00
Status	In Progress
Owner	Jeff Hay

Opportunity Sales Process
Completed in 18 months

Qualify Develop Propose (4 D) Close

Summary Relationship Analytics Product Line Items Quotes Related

Topic * Interested in new 3D pri...

Contact Alex Wu

Account Northwind Traders-JT...

Purchase timeframe Next Quarter

Currency * USDollar

Budget amount \$600,000.00

Purchase process Committee

Current Situation * Northwind is building a

Timeline

Enter a note...

- Jeff Hay modified a task 3:50 PM
Inquire about products
- Ruprecht Thaddeus Longname sent an email 2:25 PM
Discuss next steps
Northwind is building a new wing on their He...
- Alex Wu called 8:38 AM
Weekly discussion
- Gern Blanston created an appointment 1/24/19
- MOD Administrator created an Opportunity for Northwind Traders. 1/20/19
Auto-post on 10 orders of Product SKU JJ105's wall
- Gern Blanston modified a note 12/11/19

Good relationship and Steady

Next interaction
Next activity not scheduled

Last interaction
Saturday, January 5, 2019 4:26 PM
Inquire about products

Predictive Opportunity Scoring

Top reasons

- Budget Amount is 600000
- Final proposal Ready is no
- Est. Revenue is 81000
- Est. Value is 100000

Digital Transformation

Systems of Intelligence

What We Offer - Digital Transformation

Empower your
employees

Engage your
customers

Optimize your
operations

Transform your
product

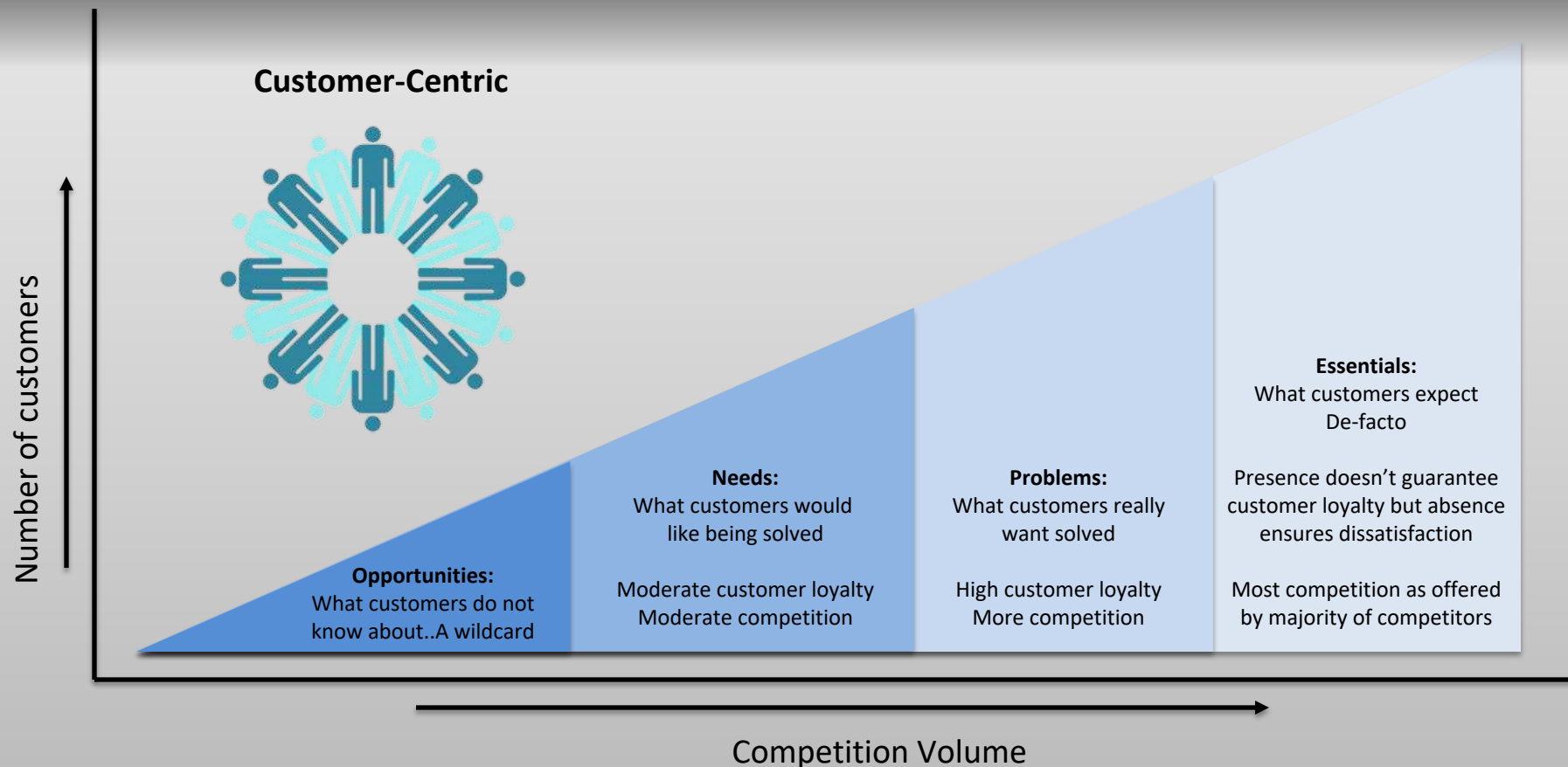
Digital Transformation – Areas of our effort

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



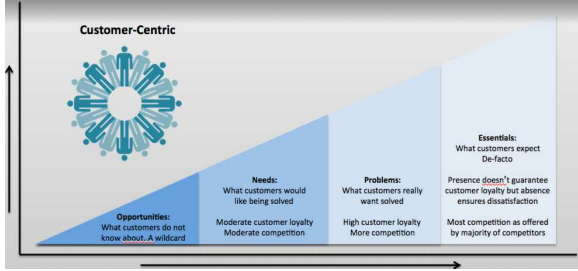
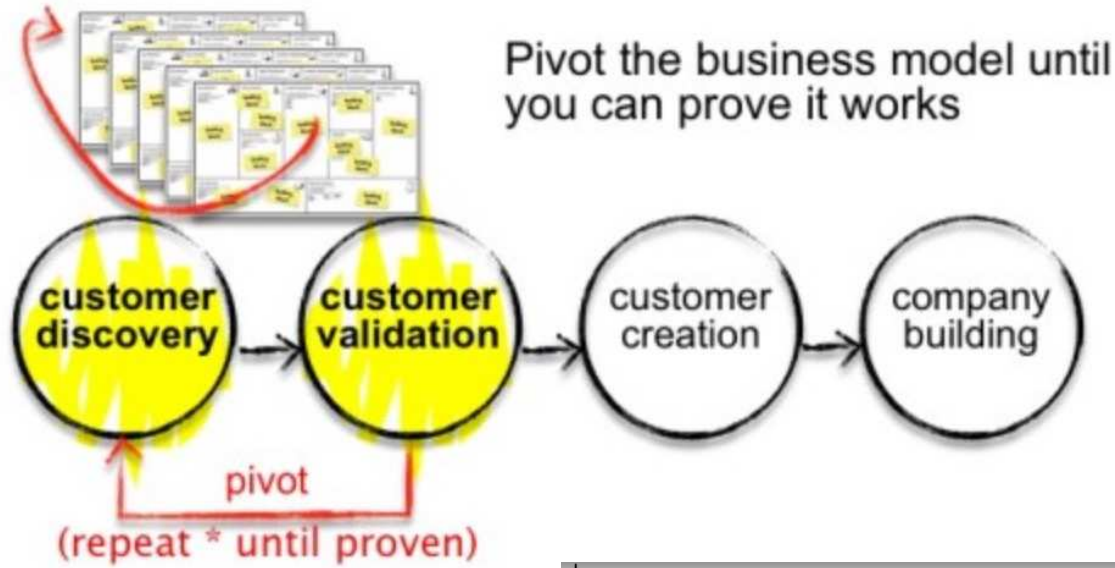
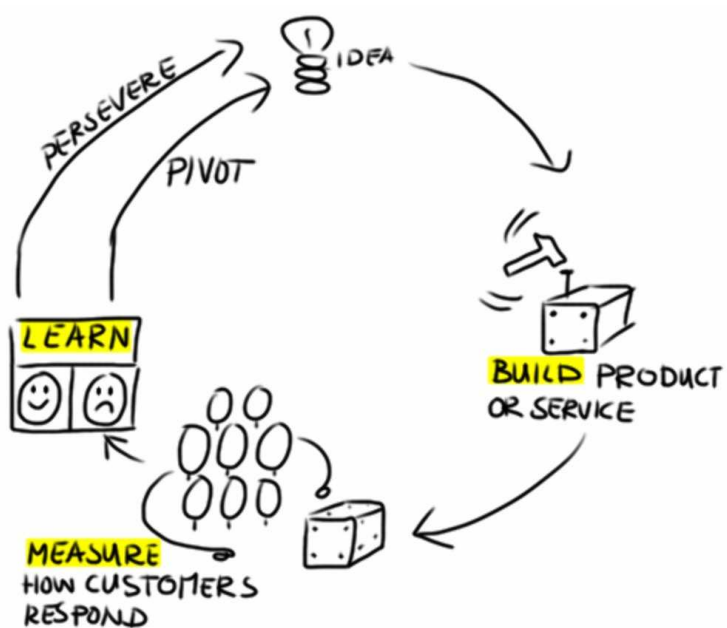
Our OPEN model – Opportunities, Problems, Essentials & Needs

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



Tech is like clay

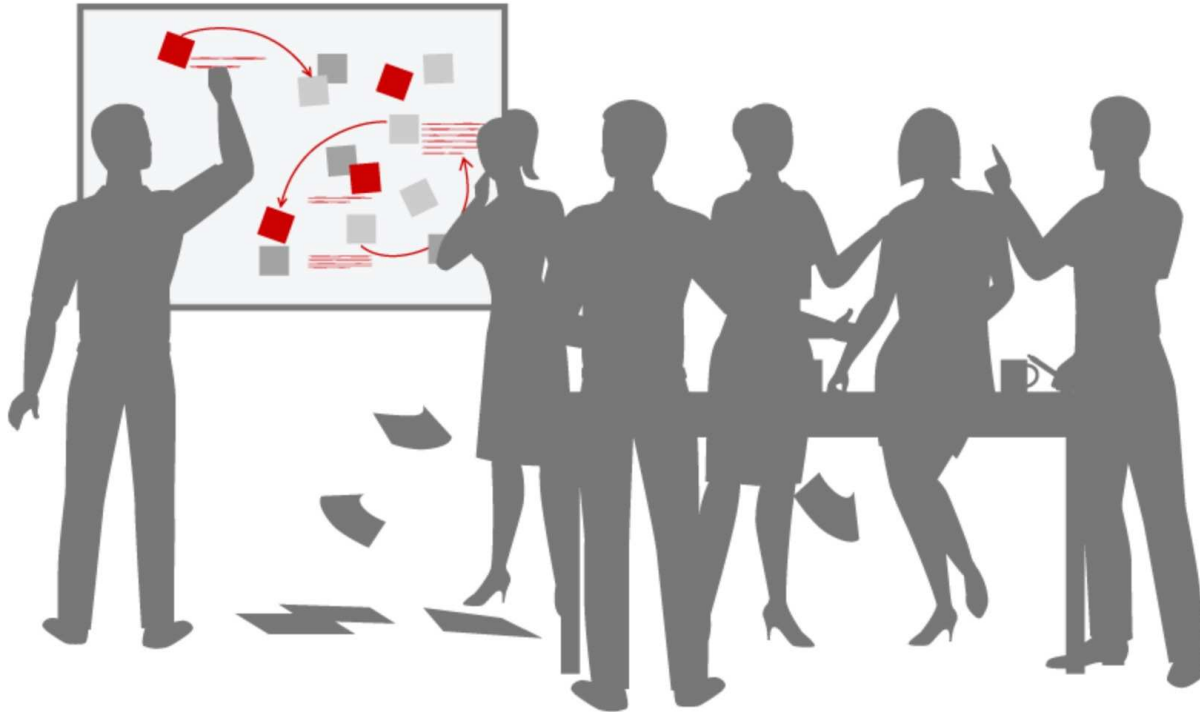
Strategic and successful Dx solutions do not need to retro-fit available solutions. Technology, like clay, allows any solution to be made. The focus should only be customer-centric design



Agile innovation & corporate startup labs.

What is Agile innovation?

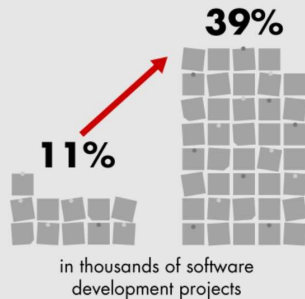
**Agile builds teams that attack market opportunities
as successful start-ups do**



Agile innovation & corporate startup labs.

Agile innovation methods work

Agile methods have boosted
average success rates



In large and complex projects,
Agile's success rate jumps to

6X

that of conventional methods



The benefits of Agile methods

Percentage of Agile users who reported improvement

76%

Reduced
project risk



77%

Faster time
to market



79%

Increased
team morale
and
motivation



84%

Increased
team
productivity



87%

Ability to
manage
changing
priorities



Sources: The Standish Group, *CHAOS Report 2015* (n>10,000 projects); VersionOne, *10th Annual State of Agile Survey*, 2015 (n=3,925); Scrum Alliance, *The 2015 State of Scrum Report* (n=4,452)

Source: www.bain.com

Dx is not prescribed, its co-created

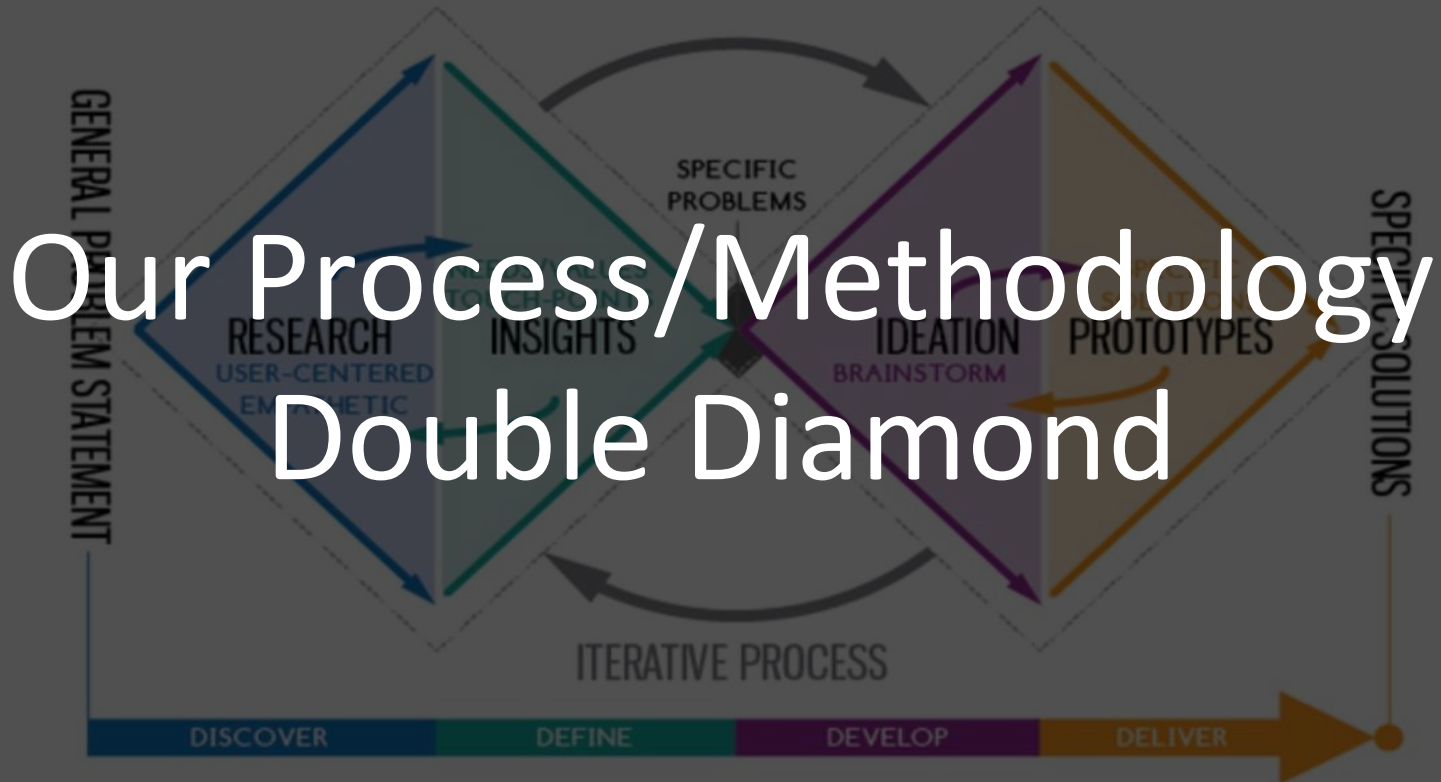
Only when the consultant and the multiple stake holders from a company – marketing, sales, IT, CRM, product, senior management – agree on critical and strategic insights and ideate together to solve customer needs/problems/opportunities, can successful designs be delivered.



Double-diamond design process – INTERACTION DESIGN

Design thinking methodology

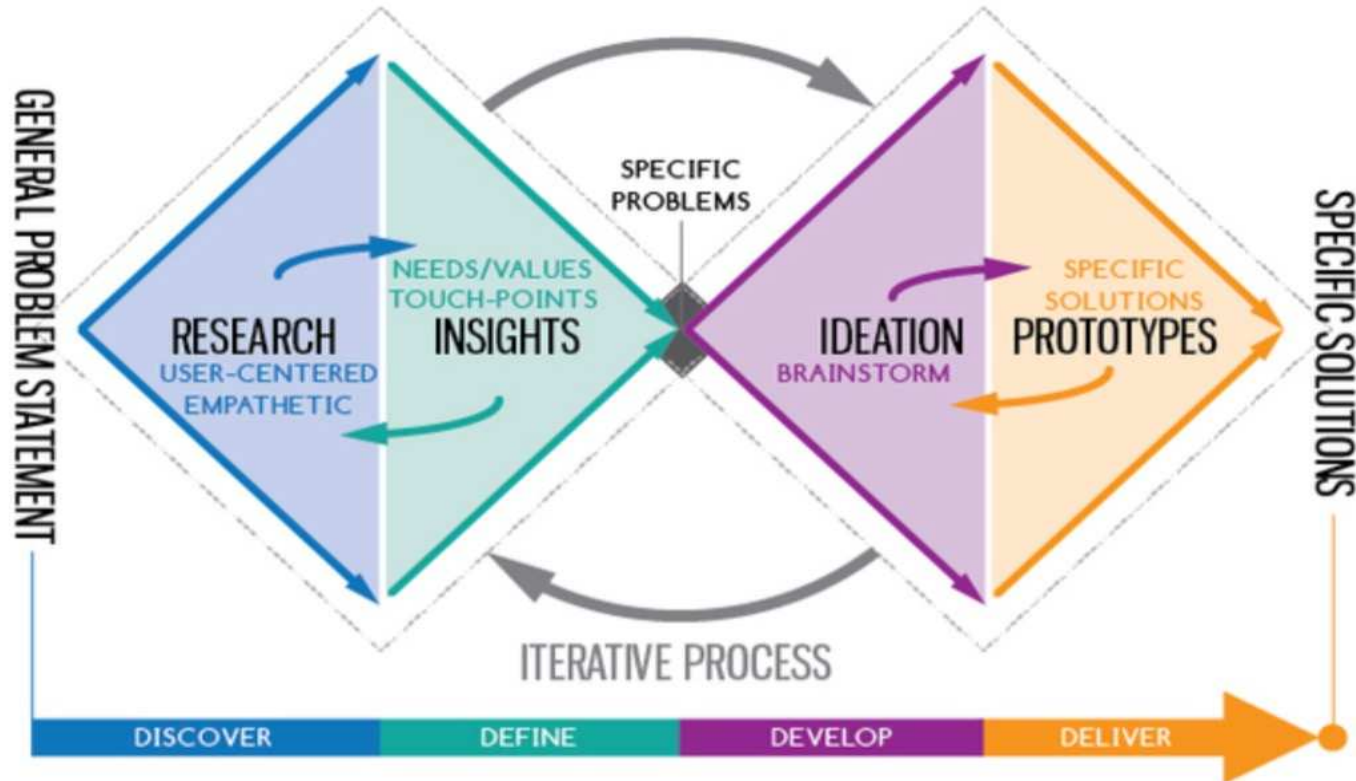
Double Diamond DESIGN PROCESS



Double-diamond design process – INTERACTION DESIGN

Design thinking methodology

Double Diamond DESIGN PROCESS



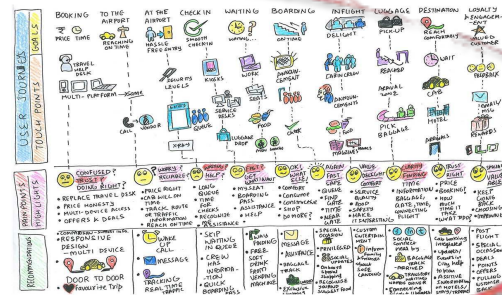
Multi-channel/ Omni-channel Execution – online/offline



DTX + Agencies/Contractors

DTX

DTX + Design firms/Agencies/Website



GUI/TUI/Styling/Graphics/Interiors

Step 2: Detail design & execution

Strategy/Model



DTX + Management Consultants

Simulations/ROI

Costing per Cover		DWTC	Investment
Price per cover (AET 10L, AET 10P)	AED 430.00	Price of Integrated Solution (incl. VAT + Import)	AED 2,700,000
Price per cover (AET 10L)	AED 396.00	Direct Payment	(AED 600,000)
Price per cover (AET 10P)	AED 336.00	Balance	AED 1,900,000
[Net, after discounts, 10% (shopper etc.)]		Net Aet. on expected after 36 months (at average 10%)	AED 2,361,768

Revenue Simulation Model			
	Y1	Y2	Y3
Revenue per Cover	336	336	336
Net 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	20,82,756
DWTC	65%	13,05,462.8	13,53,791.4
Canon - iTHINK	35%	5,85,249.2	6,61,388
Canon	78.5%	8,16,674.44	4,62,971.6
iTHINK	21.5%	1,78,574.76	1,98,416.4

Investment	
Price of Integrated Solution (incl. VAT + Import)	AED 2,700,000
Direct Payment	(AED 600,000)
Balance	AED 1,900,000
Net Aet. on expected after 36 months (at average 10%)	AED 2,361,768

DTX + Management Consultants

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



DTX + Agencies/Contractors

DTX

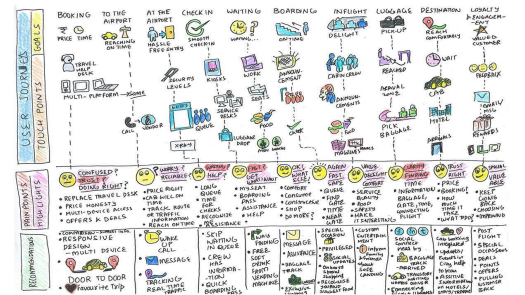
DTX + Management Consultants

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.

“We've had three big ideas at Amazon that we've stuck with for 18 years, and they're the reason we're successful:

**Put the customer first.
Invent.
And be patient.**

Jeff Bezos



Source: balbansal.com



Presenting
New Generation Land
For the New Generation of India

Security

Q Promise of Transparency

Trust is created through transparency, and we want to be transparent about our commitments to protect and manage your New Generation Land.

THE
HOUSE OF
ABHINANDAN
LODHA

**The first opportunity to buy
New Generation Land is coming soon.
Skip the waitlist.
Register your interest.**

Call 022 6900 6909 | Visit www.hoabl.in | Scan



Full Digital Transformation











WE ARE
CHANGING LAND
FOREVER

WITH OUR PROMISES,
THROUGH OUR TECHNOLOGY.

New Generation Land is for everyone.

THE PROMISE OF NEW GENERATION LAND.
ONLY BY THE HOUSE OF ABHINANDAN LODHA.

New Generation Land is Secure	New Generation Land is Liquid	New Generation Land is Transparent	New Generation Land is Wealthy
			
100% safe and secure physical possession	Emergency liquidation promise	100% Money back buying guarantee	All asset resale with instant liquidity
			
9% low price protection through monthly, Best Value Assistance*	Digitally enabled resale of New Generation Land	100% legitimate resale, high documentation and legal verification	Digitally enabled liquidation and buying of assets

THE
HOUSE OF
ABHINANDAN
LODHA

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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

WE ARE NOT SELLING LAND.

We are changing what it means to own land. We are making it liquid, so that you're never stuck with it. We are changing everything that is wrong with it – the red tape, the hassles and the risk. We are using technology to make it fully transparent, easy and desirable. We are modernising and democratising land like no one else in history. But our biggest promise is that we aren't with you just for the long run; we are with you forever.

Presenting
New Generation Land

For the New Generation of India

PEACE OF LAND. ASSURED BY PROMISES.

Promise of **Security**

New Generation Land is now safe and secure. Owning land will never feel like a gamble again.

Promise of **Transparency**

Trust is created through transparency, and we want to be transparent about our commitments to protect and manage your New Generation Land.

Promise of **Liquidity**

Digitally enabled buying and selling of New Generation Land, provides liquidity when the demands it.

Promise of **Wealth**

New Generation Land is a hedge against uncertainties. The power to create intergenerational wealth is available to you at the click of a button.

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ABHINANDAN
LODHA

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Note: * Part of equity, when listed for sale. ** Conditions apply to all the above promises.

Disclaimer: The disclaimer reserves the right to change dates, objectives and specifications without further notice or obligation. The perspective view shown here is the artist's conception of the development. Strategic, structural design, location, design, construction and construction materials are subject to change without notice. The construction and completion dates are not intended as offer of any future performance between Developer and the Investor.

CHANGING LAND FOREVER









WITH OUR PROMISES,
THROUGH OUR TECHNOLOGY.

New Generation Land is for everyone.

We are building a platform that will bring anyone who wants to create wealth to join the New Generation Land revolution. Now is your time. You can buy, maintain and liquidate land with amazing ease, confidence and trust. Whether you're a first time buyer or a seasoned investor, we've got you covered.

We ensure a completely secure experience for our members by keeping track of every single nuance of the ownership journey to put your mind at ease.

THE PROMISE OF NEW GENERATION LAND. ONLY BY THE HOUSE OF ABHINANDAN LODHA.

New Generation Land is Secure	New Generation Land is Liquid	New Generation Land is Transparent	New Generation Land is Wealth
 100% safe and secure physical possession	 Emergency liquidation promise	 100% Money back before registration*	 Assured resale with Capital Protection, since in your consumer cycle*
 0% risk, price protection through HoABL's Best Value Assurance*	 Digitally-enabled results of New Generation Land	 100% legitimate, water-tight documentation and legal verification	 Digitally-enabled foundation and wrapping of assets

THE
HOUSE OF
ABHINANDAN
LODHA

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New Generation Land is coming soon.
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Seekruit – HRTech platform

A new venture to disrupt the HR industry





Normal Admin
Online

Dashboard

R-Packs

Assessors

Recruiters

Candidates

Registrations

Downloads

Job Preference

All

Category

--select--

Sub Category

--select--

Job Role

--select--

Client

--select--

Location

--select--

Status

--Select--

Assign Status

--Select--

FILTER

RESET

R-Pack list

Details	Location	Client Name	Designation	Vacancies	Commercial	Listed On	TAT	Assigned To	Status
VIEW DETAIL	Dubai	Al Habtoor Group	Industrial Electrician	100	767537	04-12-2019	13-06-2020	Jayesh Joshi	APPROVED
VIEW DETAIL	New Delhi	V money Solutions	Marketing Executive	250		04-12-2019	26-05-2020		APPROVED
VIEW DETAIL	Ludhiana	Keva Industries	Graphic Designer	2		04-12-2019	13-05-2020		APPROVED
VIEW DETAIL	New Delhi	Seekruit Hr Technologies	AutoCad Engineer	2	8.33	11-12-2019	12-08-2020		APPROVED
VIEW DETAIL	New Delhi	Seekruit Hr Technologies	Graphic Designer	2		18-12-2019	06-08-2020		APPROVED
VIEW DETAIL	New Delhi	Seekruit Hr Technologies	Marketing Executive	2		18-12-2019	26-05-2020		APPROVED
VIEW DETAIL	New Delhi	Seekruit Hr Technologies	Mechanical Engineer	2		18-12-2019	20-03-2020		APPROVED
VIEW DETAIL	New Delhi	Seekruit Hr Technologies	MIS Executive	2		18-12-2019	15-07-2020		APPROVED

Seekruit – HRTech platform

A new venture to disrupt the HR industry

Apps

Seekruit

Reading List



Hardik Desai

Online

Dashboard

Video Introduction >

Curriculum Vitae

Job Opportunities

BACK

Hardik Rajeshbhai Desai

DOWNLOAD

PERSONAL DETAILS

Name

Hardik Rajeshbhai Desai

Address

28, Marutidham Society, Near Dmart, Waghodiya Road,
Vadodara
Vadodara
Gujarat - 390019

Mobile

+91 7435024818

Email

h8331650@gmail.com

Social Profiles

LinkedIn

Facebook

Twitter

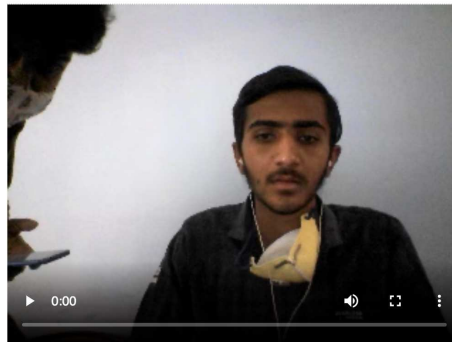
Languages

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

jnxcejvnj, jvjggb

Passed with 99 % / CGPA

2020

HSC, GHSEB

Passed with 69 % / CGPA

2018

SSC, GSEB

Passed with 70 % / CGPA

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

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


HOME

NALPHI


OUR STORY

THE TEAM


PARTNERSHIPS



BAGS
Nalphi Bag
★★★★★
₹23,525



BAGS
Nalphi Bag (x 2)
★★★★★
₹47,050



BAGS
Nalphi Bag (x 4)
★★★★★
₹94,100

FEATURED ON YANKODESIGN

YD YANKODESIGN

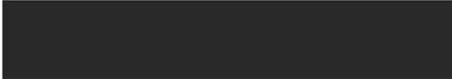
ABOUT CATEGORIES JOBS SUBMIT A DESIGN SHOP

YD YANKO DESIGN

PRODUCT DESIGN TECHNOLOGY AUTOMOTIVE ARCHITECTURE DEALS RANDOM SUBMIT NEWSLETTER

THIS TOTE-BAG WITH AN INTERNAL LIGHT IS PERHAPS THE MOST REVOLUTIONARY IDEA OF THE DECADE

BY SHARON WHEAT • 24 JUL 2019



This tote-bag with an internal light is perhaps the most revolutionary idea of the decade | Yanko

Walden Cart – agriTech platform

A new venture to disrupt the vegetable cart industry





Create your carts



Carts

Carts: 2, Items: 12, Rs 3080.00

[REVIEW ALL CARTS](#)



Cart 1
Items: 6, Rs 1540.00
Ship to: Noida - 201301
▼
Honey Money Top
Noida Sector XX,
Uttar Pradesh



Cart 2
Items: 6, Rs 1540.00
Ship to: Delhi - 110075
▼
Honey Money Top
New Friends Colony
Delhi

+ Add Fresh Cart

(To Duplicate a cart tap the  icon on the cart)

Categories

Vegetables (26)

Vegetables (14)

Green Leafy Vegetables (8)

Potatoes and Onions (4)

Cart 1

Items: 6, Rs 1540.00



Onion

Red, Medium



Pkg size- 5 kgs

Rs 200/Pkg

Less than 3 pkgs - +10%

Less than 5 pkgs - +5%

Pkgs (4)
Cart 1 Kgs - 10 (20)
Cart 1 Amt - 400.00 (800)

Sort by: Relevance



Carrots



Pkg size- 5 kgs

Rs 100/Pkg

Less than 3 pkgs - +10%

Less than 5 pkgs - +5%

Pkgs (10)
Cart 1 Kgs - 25 (50)
Cart 1 Amt - 500.00 (1000)



Brinjal

Large, Round

Pkg size- 3 Pcs


Rs 30/Pkg

Less than 3 pkgs - +10%

Less than 5 pkgs - +5%


Pkgs (10)
Cart 1 Pcs - 30 (300)
Cart 1 Amt - 300.00 (3000)





**XDLAB**
ACCOUNT: COMMERCIAL
SHOP AND CREATE CARTS
Cart 1 - 110025 ▼ A-3, Sector 8,
Items 0, R 200.00 NOIDA Uttar Pr... [REVIEW CARTS](#)

[Vegetables](#) [Poultry](#) [Spices](#) [Flowers](#) [Fruits](#)






Sort: [Relevance](#) ▼

**Onion**
Red, Medium
Pkg size - 5 kgs
Grade A At Rs 200/Pkg
Packs +
Kgs - 10 Amt - 400.00 [ADD TO CART](#)

**Brinjal**
BT, bharta
Pkg size - 5 kgs
Grade A At Rs 200/Pkg
Packs +
Kgs - 10 Amt - 400.00 [ADD TO CART](#)

**Radish White**
Grade A At Rs 200/Pkg
Packs +
Kgs - 10 Amt - 400.00 [ADD TO CART](#)

ORDER WITHIN **20:15:30** FOR NEXT DAY DELIVERY



Appetit Delivery

A new-commerce venture in Romania

Admin Admin

- Dashboard
- Orders
- Live Orders
- Drivers
- Clients
- Restaurants
- Dispatchers
- Cities
- Pages
- Finances
- City Admins
- Site Settings

VERSION 2.4.3
2021-05-27 11:31:39

Orders

Date From Date to Filter by Restaurant Filter by Client

Filter by Driver Filter by Dispatcher Filters All Countries v All Cities v

Filter

ID	RESTAURANT	CREATED	TIME SLOT	METHOD	LAST STATUS	CLIENT	ADDRESS	DRIVER	PRICE	DELIVERY	Dispatcher
#542	 Brooklyn Taco	27 May 2021 10:38 AM	10:30 - 11:00	DELIVERY	ACCEPTED_BY_RESTAURANT	Demo Client 2	16722 Cooper Drive Apt. 953 Margretfort, SC 26772-8706		€44.00	€9.00	
#562	 Leuka Pizza	27 May 2021 10:18 AM	10:30 - 11:00	DELIVERY	ACCEPTED_BY_RESTAURANT	Demo Client 1	669 Dorothea Pike Apt. 816 East Retafurt, ME 60295-5852		€55.97	€7.00	
#571	 Brooklyn Taco	27 May 2021 10:13 AM	10:30 - 11:00	DELIVERY	ACCEPTED_BY_ADMIN	Demo Client 1	16722 Cooper Drive Apt. 953 Margretfort, SC 26772-8706		€40.00	€8.00	
#587	 Brooklyn Taco	27 May 2021 10:12 AM	10:30 - 11:00	DELIVERY	ACCEPTED_BY_ADMIN	Demo Client 1	1148 Millie Underpass Jarretborough, ND 24744		€43.00	€10.00	
#525	 Brooklyn Taco	27 May 2021 10:12 AM	10:30 - 11:00	DELIVERY	ACCEPTED_BY_ADMIN	Demo Client 2	16722 Cooper Drive Apt. 953 Margretfort, SC 26772-8706		€77.00	€9.00	
#581	 Leuka Pizza	27 May 2021 10:09 AM	10:30 - 11:00	DELIVERY	ACCEPTED_BY_ADMIN	Demo Client 1	16722 Cooper Drive Apt. 953 Margretfort, SC 26772-8706		€55.97	€8.00	Demo Dispatcher
#592	 Leuka Pizza	27 May 2021 09:45 AM	10:30 - 11:00	DELIVERY	DELIVERED	Demo Client 1	26170 Mose Trace Apt. 993 Isabellaborough, CT 18667	Demo Driver	€55.97	€8.00	
#531	 Oasis Burgers	27 May 2021 09:42 AM	10:30 - 11:00	DELIVERY	JUST_CREATED	Demo Client 1	669 Dorothea Pike Apt. 816 East Retafurt, ME 60295-5852		€35.00	€9.00	
#521	 Brooklyn Taco	27 May 2021 09:28 AM	10:30 - 11:00	DELIVERY	ACCEPTED_BY_ADMIN	Demo Client 1	669 Dorothea Pike Apt. 816 East Retafurt, ME 60295-5852		€44.00	€8.00	
#551	 Brooklyn Taco	27 May 2021 09:20 AM	10:30 - 11:00	DELIVERY	ACCEPTED_BY_ADMIN	Demo Client 1	669 Dorothea Pike Apt. 816 East Retafurt, ME 60295-5852		€46.00	€7.00	

< 1 2 3 4 5 6 7 8 9 10 ... 59 60 >

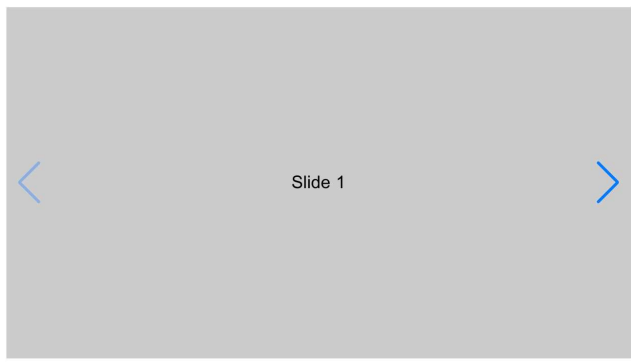
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap 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

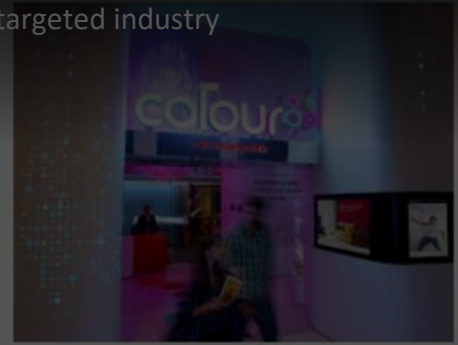


Test 4: 360 Panorama



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

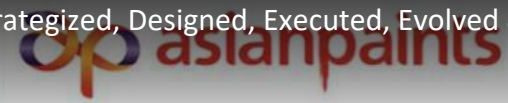


With links to videos



Innovation partner – Asian Paints Omnichannel strategy + execution

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

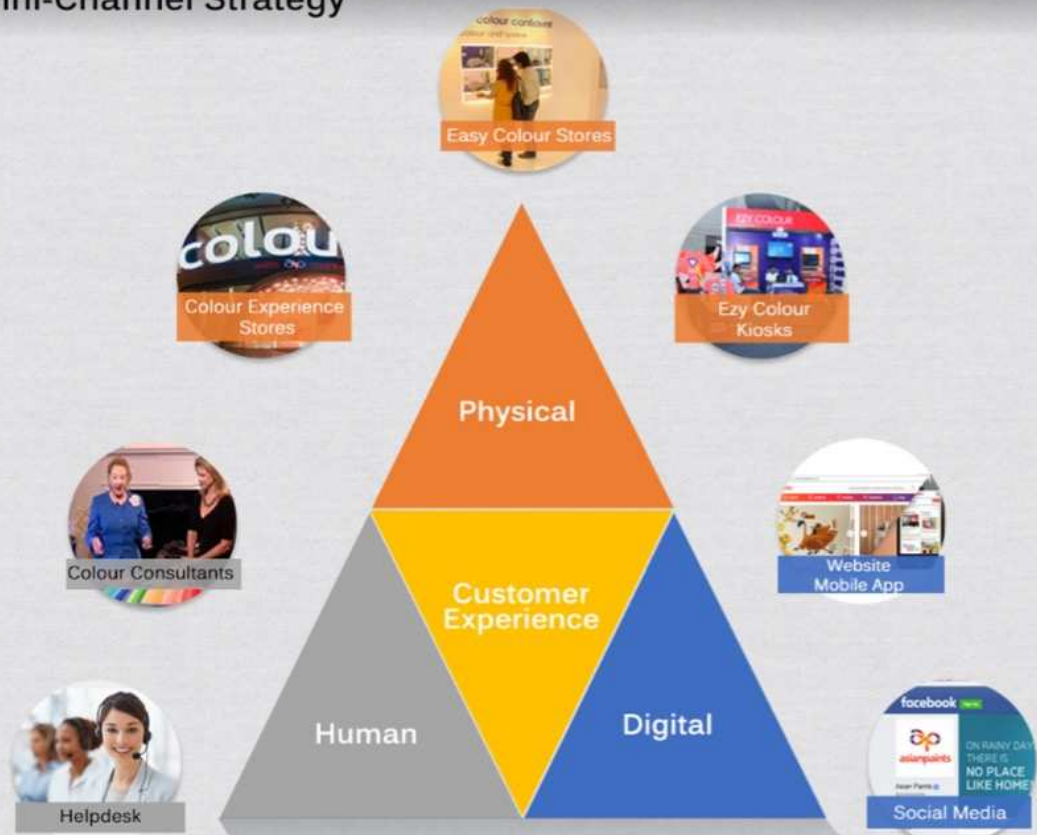


Largest touch-point orchestration by any brand

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



Omni-Channel Strategy



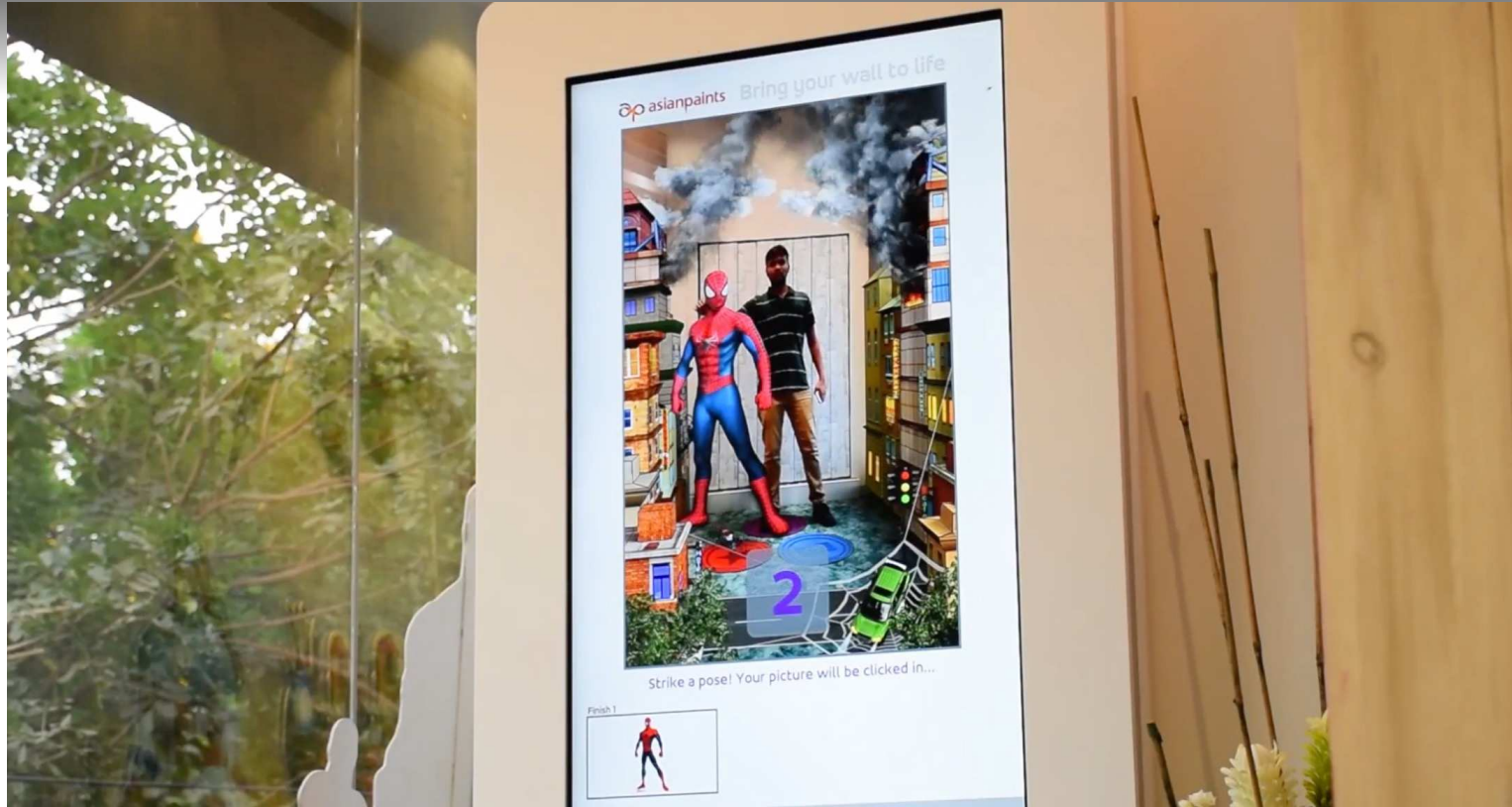
Source: <https://www.youtube.com/watch?v=0AoUK25iHDE>

Asian Paints Delhi Signature



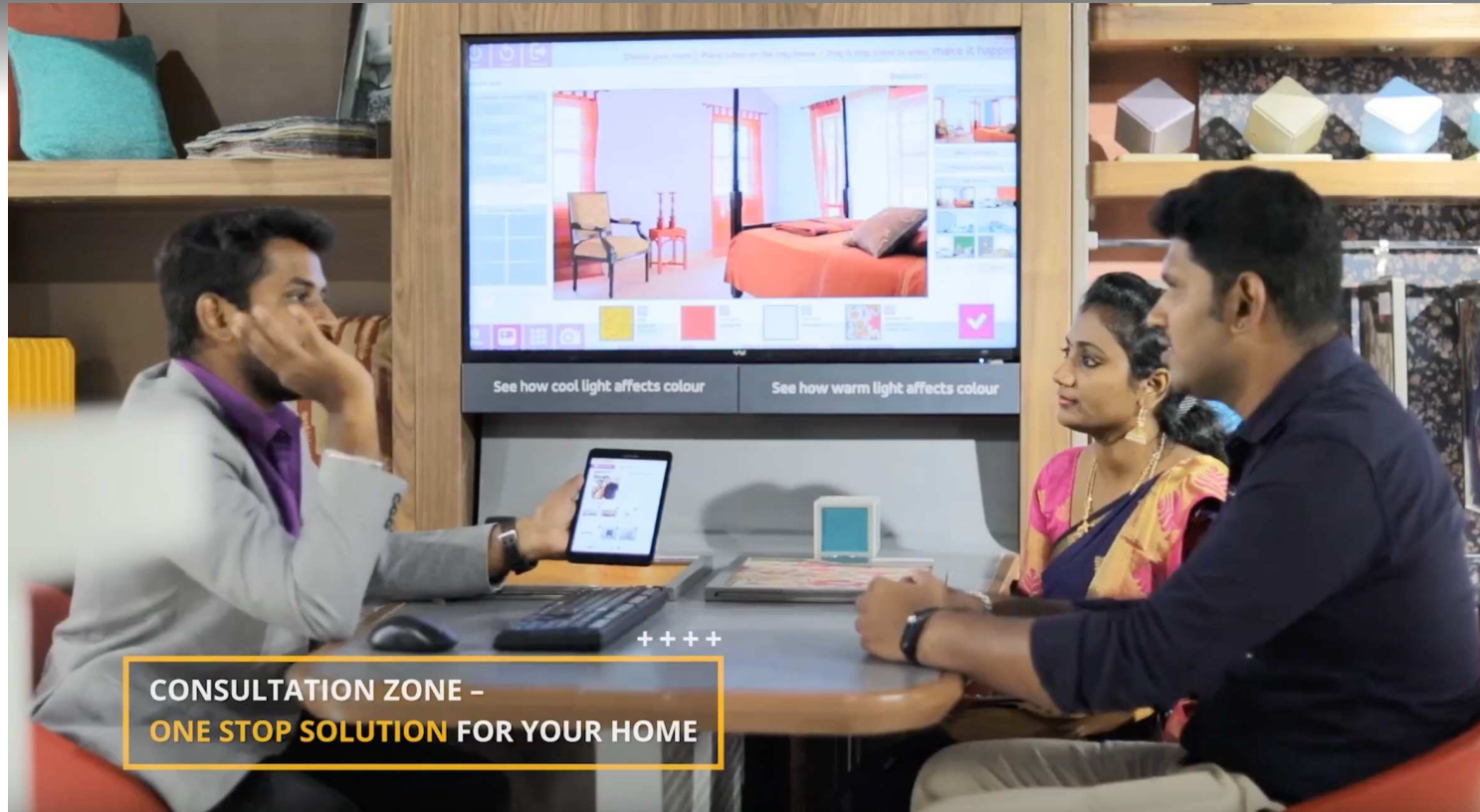
<https://youtu.be/TISiHV9I6OU>

Asian Paints Mumbai Signature



<https://youtu.be/9xIVGwAWJMo>

Asian Paints Homes



CONSULTATION ZONE -
ONE STOP SOLUTION FOR YOUR HOME

https://youtu.be/R5_Mcbq0kEg

Van Huesen Style Studio



TRY ON MULTIPLE OUTFITS WITHOUT THE
HASSLE OF LONG TRIAL ROOM LINES



<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>

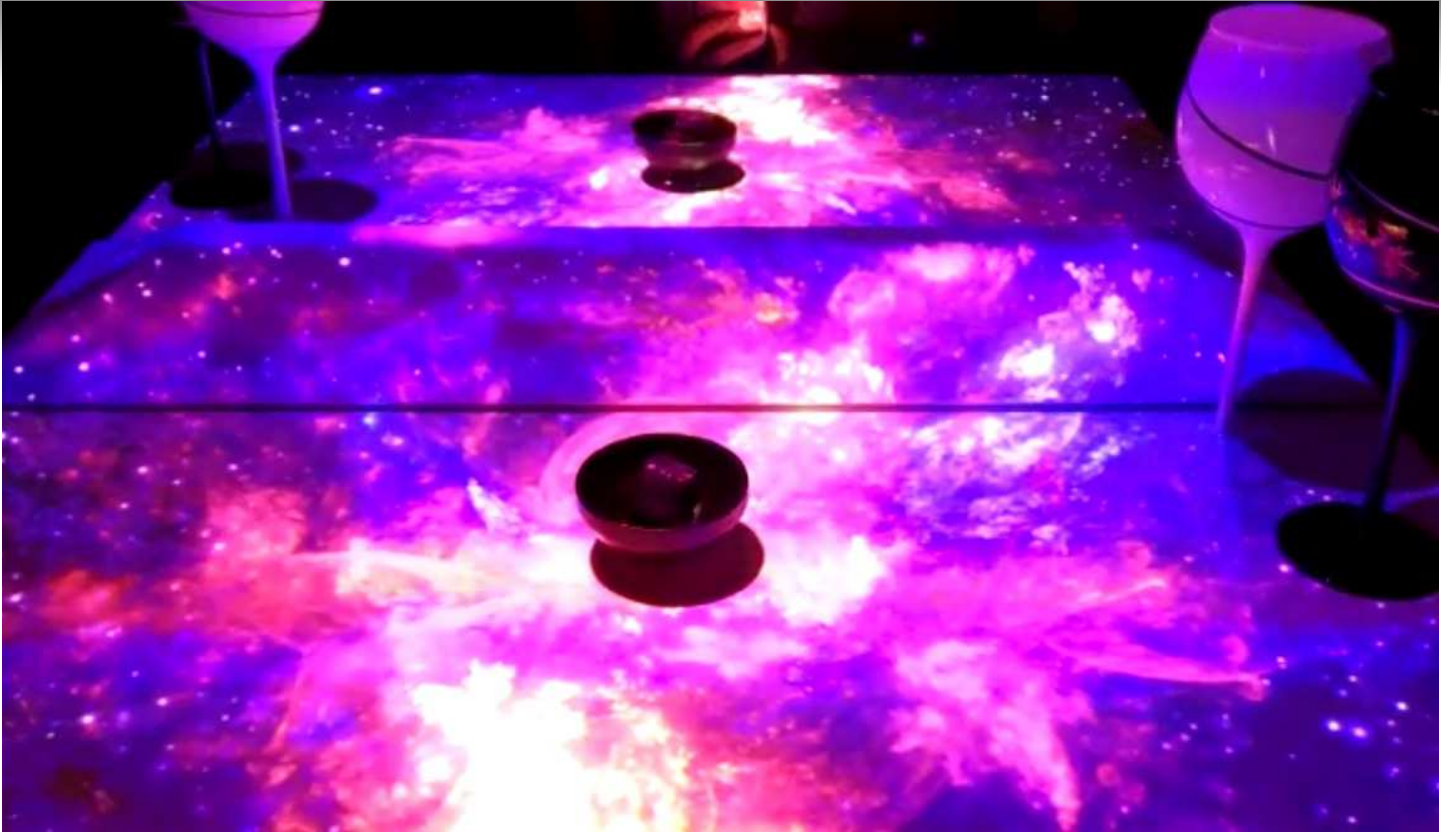
Innovation partner for Canon Middle East – Solutions from products

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



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

<https://youtu.be/RmJihHfO4kk>

Adhiraj ACCK Center - WINNER GOLD AWARD for Digital Experience



VM-RD Retail Design
Awards 2020



GOLD

Category -
In-Store Tech & Digital Experience

Project Name -
Adhiraj Capital City Experience
Centre

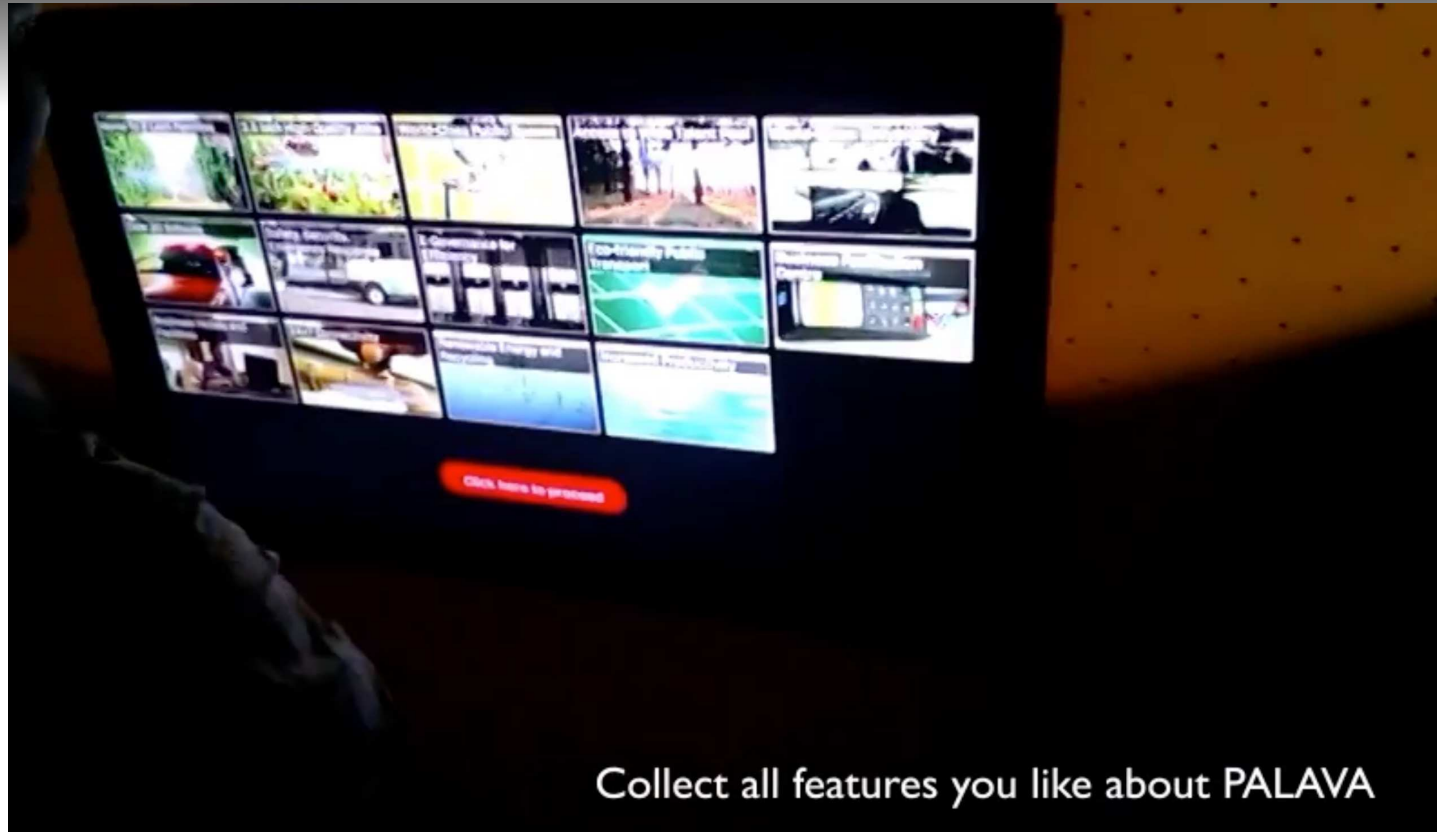
Company Name -
Experiential Design Lab

Modicare Experience Center



<https://youtu.be/LXHDXrPECDU>

Lodha Palava Experience Center



<https://youtu.be/O7PiQLNQsTE>

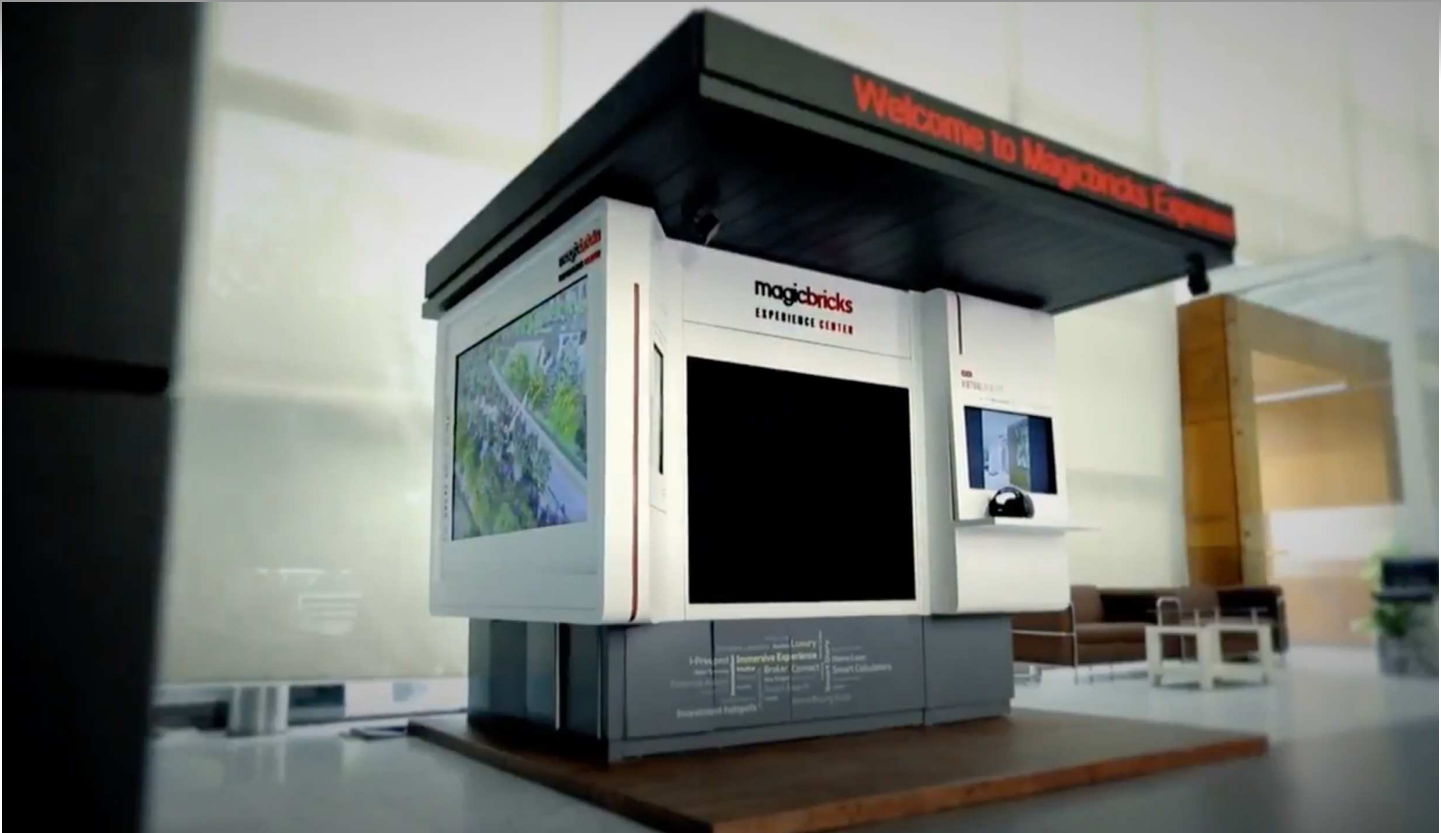
BMW 6 Series Experience Center – Middle East



https://youtu.be/OS6Rvd0g0_U

Magicbricks omnichannel engagement

Creating the seamless online + offline engagement for MagicBricks.



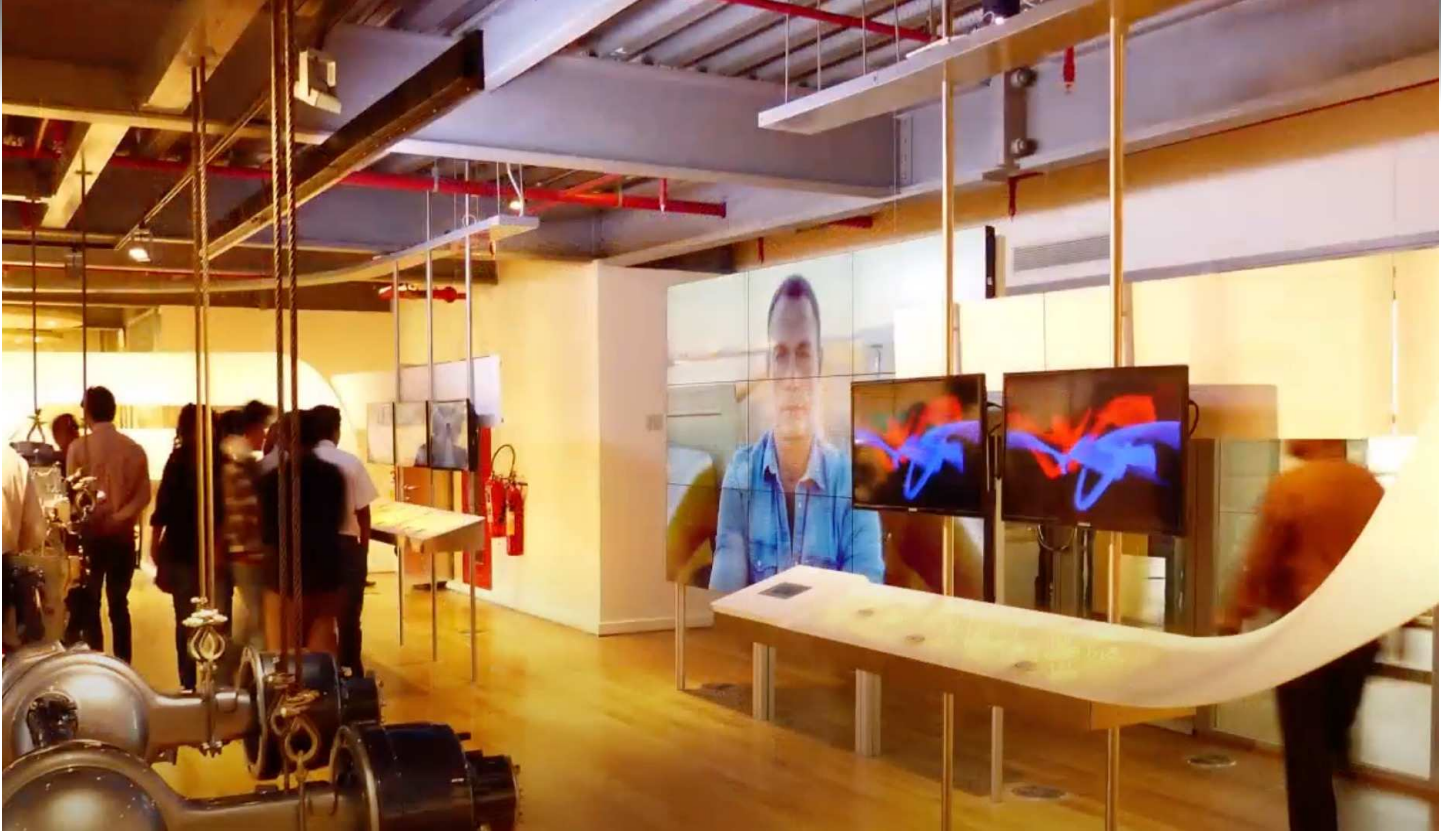
<https://youtu.be/YwHliGEJLgA>

Titan Experience Zone



<https://youtu.be/uLAM6nbEy00>

VECV Experience Center



<https://youtu.be/yVAKNM63WOI>

Bhartiya City Experience Center



<https://youtu.be/X1hF467FlmY>

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




xdPortfolio

41 videos • 1,478 views • Last updated on Feb 15, 2021


Public ▾

✂ ↻ ⋮

Experiential Design Lab's projects, ranging from Architecture, Gadgets, Lighting, Software and Technologies targeting Smart Retail, Corporate experience zones, Experiential exhibitions and events, Activations and promotions, Smart home interiors, Lighting, Signages etc.


 **xd lab (xdlab)**

≡ SORT




Real Estate Experience Center - Adhiraj Capital City, Khargar, Navi Mumbai_

xd lab (xdlab)




Asian Paints Colour Store ... Experiential Design Lab

xd lab (xdlab)




ApHomes Digital Journey

xd lab (xdlab)




Asian Paints Signature Store Mumbai ... Experiential Design Lab

xd lab (xdlab)




Van Heusen Smart & Seamless Customer Engagement in Retail

xd lab (xdlab)



Magicbricks Experience Center

xd lab (xdlab)

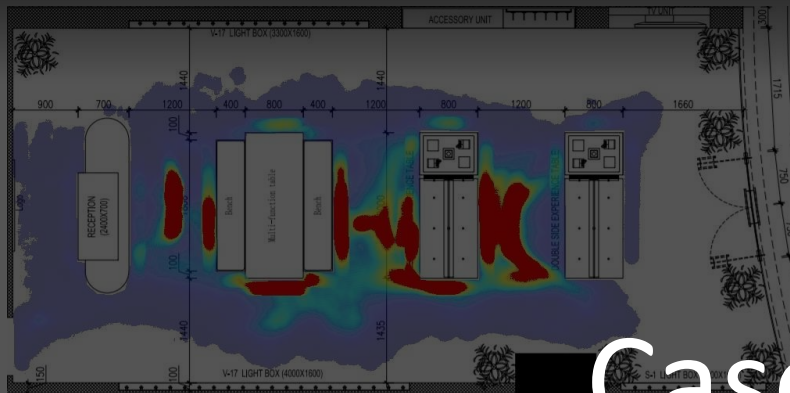


Alixir Experiential Shop ... Experiential Design Lab

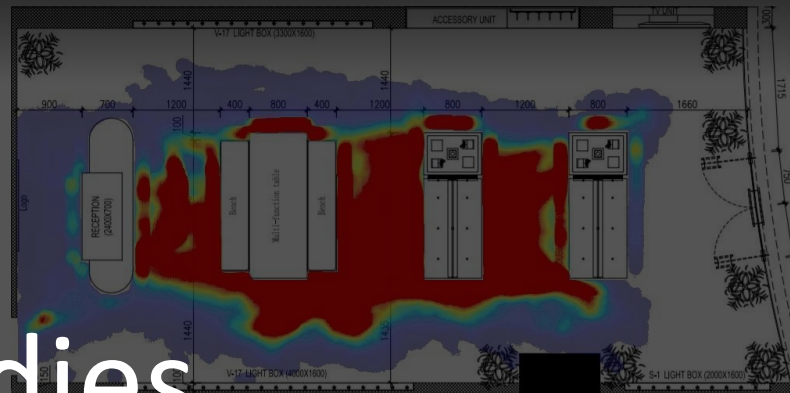
<https://www.youtube.com/playlist?list=PLA51ACBEA8CC2789D>

Vivo retail analytics

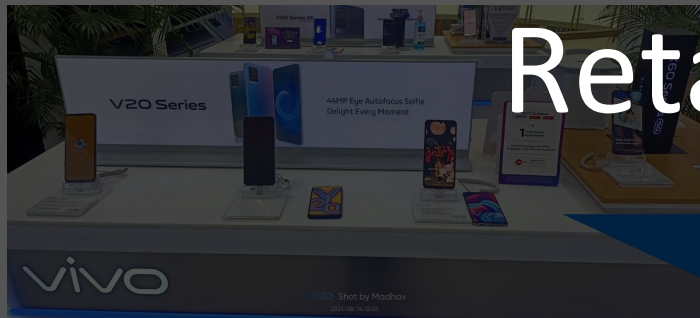
Delivering actionable insights and recommendations on Footfall counter & Heatmap data



Average Waiting time



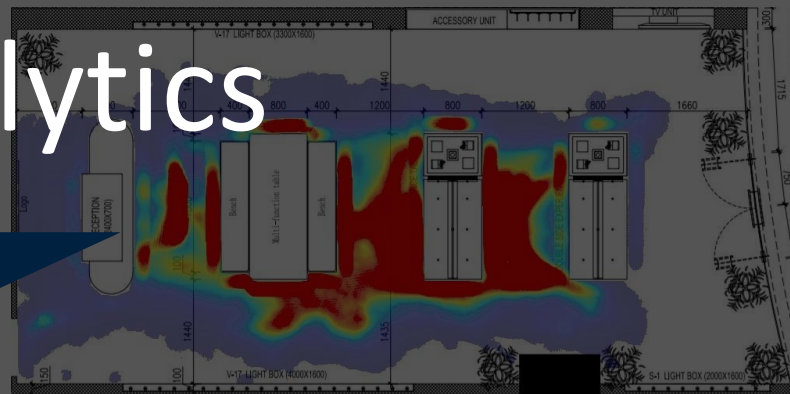
5 min Waiting time



Case Studies Retail Analytics

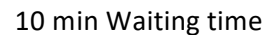
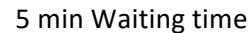
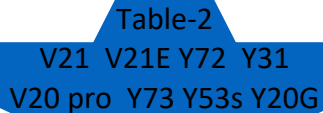
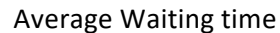
Table-2

V21 V21E Y72 Y31
V20 pro Y73 Y53s Y20G



10 min Waiting time

Delivering actionable insights and recommendations on Footfall counter & Heatmap data




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	 Excel file with store wise customer survey data
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	



Thank you!... Questions?

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+91 9871881099

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