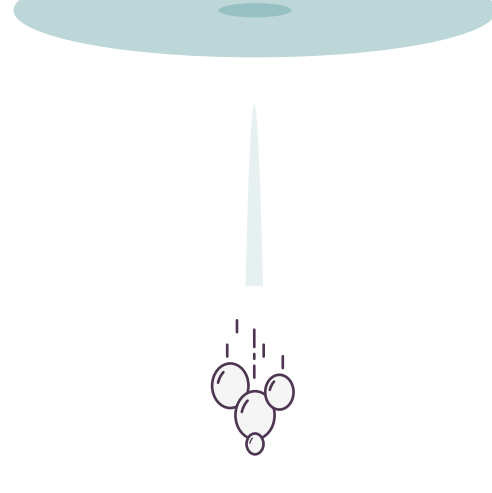
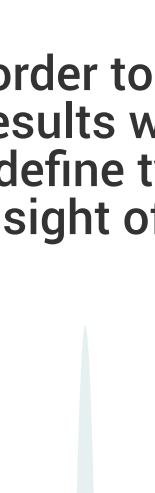


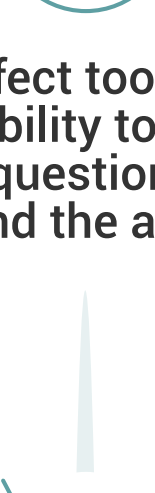
It all starts with contact and initiative



Initiative to make clients' life better and interaction with them more productive



In order to get best results we have to define type and insight of client



The perfect tool for that is ability to ask right questions and to attend the answers



To create the productive interaction its not enough just to define the insight



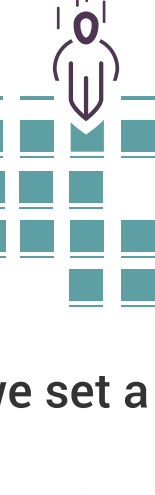
Its important to research the clients' eco-system



When the primary data is collected we use empathy and frame hypotheses



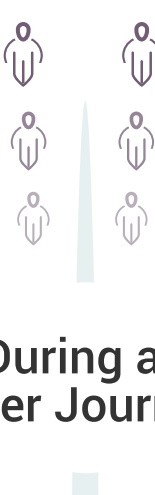
We form hypotheses into prototypes and ...



By testing them on target group we get right versions for implementation



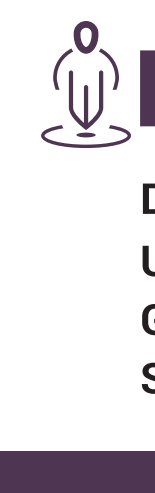
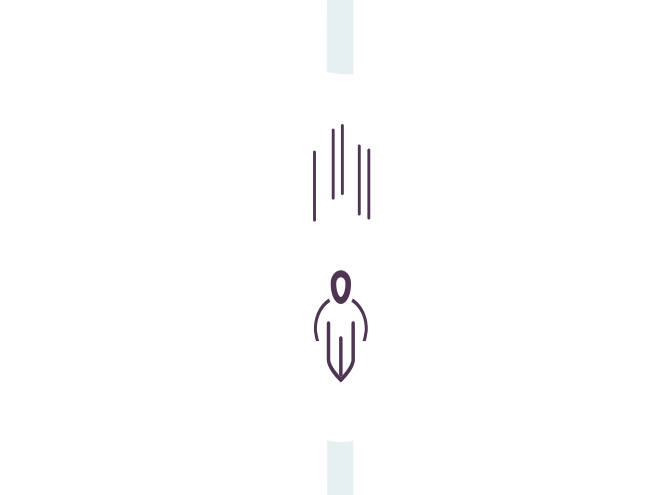
Then we set a priority



Through communication with target testing group we launch A-B testing processes



During all Customer Journey Map



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