



# Digital Experiences That Create Value

You need to create business impact through experiences with your brand that your customers will embrace. You need to see things from their perspective and work together across organizational groups to align your goals and theirs. With a Human-Centered Design approach, you will engage end users and stakeholders, discover high-value unmet needs, identify where you can create value and explore and validate new solutions.

## BENEFITS

Our engagements often provide the following advantages:

- A better understanding of customers and needs
- Creation of a view from a customer's perspective that cuts across organizational silos
- Consistency across customer touchpoints
- Collaboration across siloed teams
- Clear priorities based on effort and impact

## DESIGN THINKING

We're an interdisciplinary team of optimists and makers, experimenters and learners. We empathize and iterate, and we look for inspiration in unexpected places. We focus on people understand their stories, find the right problems to solve, and envision, create and test solutions together.

## OUR SERVICES

- Design Sprints & Prototyping
- User Testing
- Expert Evaluation
- Competitive Analysis
- Journey Mapping
- Concept Ideation
- User Flow Optimization
- UX Design
- Product Blueprinting

## FIND OUT MORE!

Learn more about how OpenArc can help you meet your needs and goals by connecting with one of our strategy experts.



32% of all customers would **stop doing business** with a brand they loved **after one bad experience.**

PwC

**85% of issues related to UX** can be detected by performing a usability test on **a group of 5 users.**

MeasuringU

Design used to be the seasoning you'd sprinkle on for taste; now it's the **flour you need at the start of the recipe.**

John Maeda

Mobile users are **5x more likely to abandon** a task if a site **isn't optimized for mobile.**

Adobe