pivotree™

SCAN ME

Experience Strategy

Delivering a blueprint for frictionless user experiences and maximum ROI
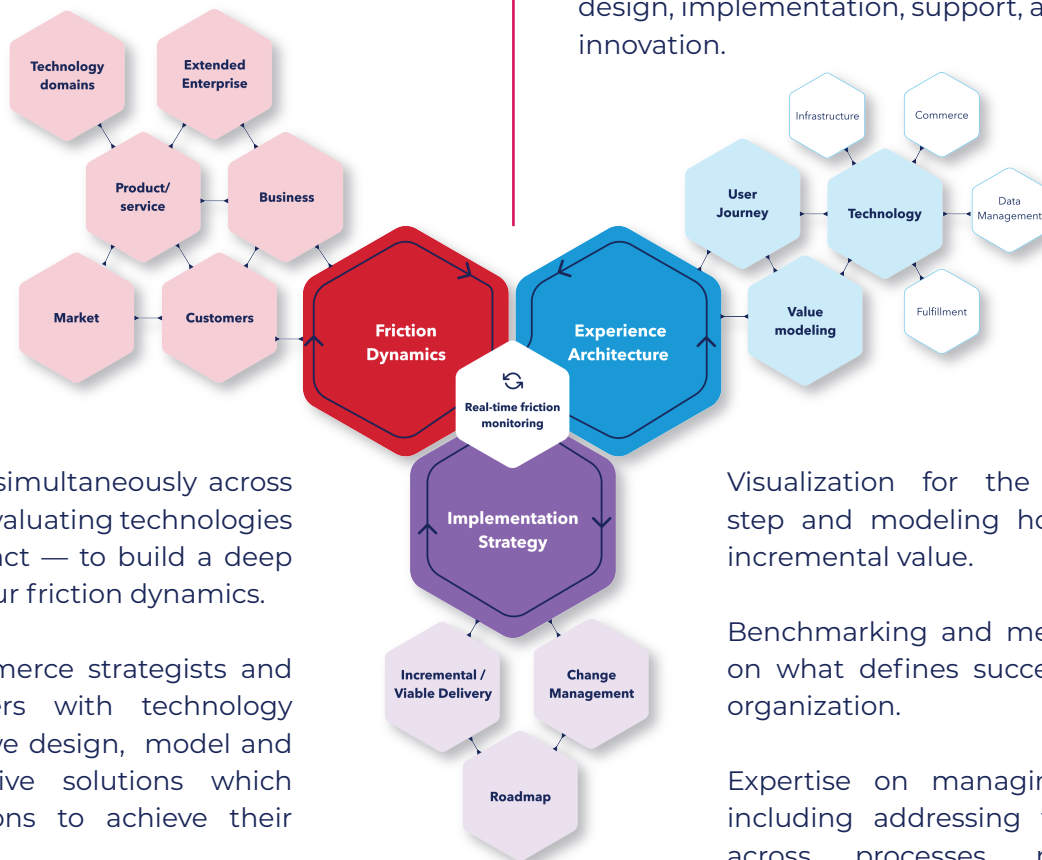
Technology implementation is only a small piece of a complex puzzle. The strategy and design that accompanies — and in many cases precedes — delivery is where your return on investment (ROI) takes flight.

As a full-service commerce provider, Pivotree Experience Strategy combines the science of strategy with the art of design for a holistic, unified approach.

We address design simultaneously across your ecosystem — evaluating technologies and every user impact — to build a deep understanding of your friction dynamics.

By combining commerce strategists and experience designers with technology domain specialists we design, model and implement innovative solutions which enable organizations to achieve their strategic goals.

Our Impact: Approach

Holistic approach to business and technology with less internal friction.

Continuity as the common point of contact for strategic direction — raising the flag on potential risks and opportunities during design, implementation, support, and ongoing innovation.

Visualization for the next best step and modeling how to drive incremental value.

Benchmarking and metrics based on what defines success for your organization.

Expertise on managing change, including addressing the impact across processes, roles, and responsibilities.

Diagram

- Technology domains
- Extended Enterprise
- Product/service
- Business
- Market
- Customers
- **Friction Dynamics**
  - Real-time friction monitoring
- **Experience Architecture**
  - Infrastructure
  - Commerce
  - User Journey
  - Technology
  - Data Management
  - Value modeling
  - Fulfillment
- **Implementation Strategy**
  - Incremental / Viable Delivery
  - Change Management
  - Roadmap

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Our Products

Problem Space Assessment

Through an in-depth friction analysis, our commerce strategists and experience designers create a construct of your business dynamics, strategic vision, customer wants and needs — leveraging a best practice reference experience architecture to extract the current state of your business.

Highlights

- ✔ Constituent Understanding (Personas, Segmentation, Critical Drivers)
- ✔ Ecosystem Map (Supply Chain, Market Trends, Direct/Non-Direct Threats)
- ✔ Business Dynamics (Capabilities, Strategic Direction, Competitive Threats, Market Trends)
- ✔ Friction Identification and Prioritization

Experience Architecture

Leveraging a firm understanding of the outcomes, we map the desired user journeys through the lens of value stories — each designed to identify and measure development/operating cost, and customer benefits, and the creation of competitive advantage.

Highlights

- ✔ Future State User Journeys (Value Stories, Wireframes, Capability Requirements)
- ✔ Friction Solution Valuation
- ✔ Capabilities Framework
- ✔ Roadmap (incremental and viable delivery, change management and go to market strategy

Delivery Alignment

With a framework in place, we create a roadmap linking the critical factors of people, process, and technology. We then deliver an actionable implementation plan detailing what to advance to production, the expected customer impact, and business benefits with defined metrics.

Highlights

- ✔ Future State Roadmap
- ✔ Implementation and Governance Plan
- ✔ Financial Velocity

Our Proven Process

Through our experience working with major retail and branded manufacturers globally, we understand the critical importance of having the right people from both companies involved in discussions and knowledge transfer — and maintain that team throughout the lifecycle of the relationship.

Pivotree is uniquely sized to deliver close, personal contact with senior team members while providing access to multi-skilled subject matter experts — including solution architects, developers, and technology specialists — to ensure accuracy and precision throughout the process.

We apply an 'always the A team' engagement model, utilizing a peer review process and steering committee to ensure all constituents have a deep understanding of the analysis, actions, and impact.

Pivotree is your end-to-end frictionless commerce provider — from strategy and design to implementation and support.

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