Persistent

Persistent Digital Greenhouse™

Human-centered, design-led approach to digital transformation

Businesses must be differentiated, relevant and compelling to their customers. They demand innovative and customized solutions that offer intuitive and frictionless digital experiences with a seamless customer journey. Businesses must optimize and automate internal processes, remove inefficiencies and provide excellent employee experience in order to remain competitive. But many digital initiatives lack a customer centric approach and often fail to deliver due to complexity of choices in new platforms and technologies, leveraging data, organizational silos, lack of executive support and stake holder buy in.

Introducing the Persistent Digital Greenhouse™

Based on our extensive experience leading organizations through digital transformation initiatives, Persistent Digital Greenhouse™ is a human-centered, design-led approach to digital transformation that provides a quick, low-investment, low-risk engagement to create a grand vision blueprint in just four to six weeks. It brings together process, people and technology to deliver business value. It is tuned to focus on and solve specific user pain points while viewing the full scope of the solution in the context of the grand vision, instead of looking at it in isolation.
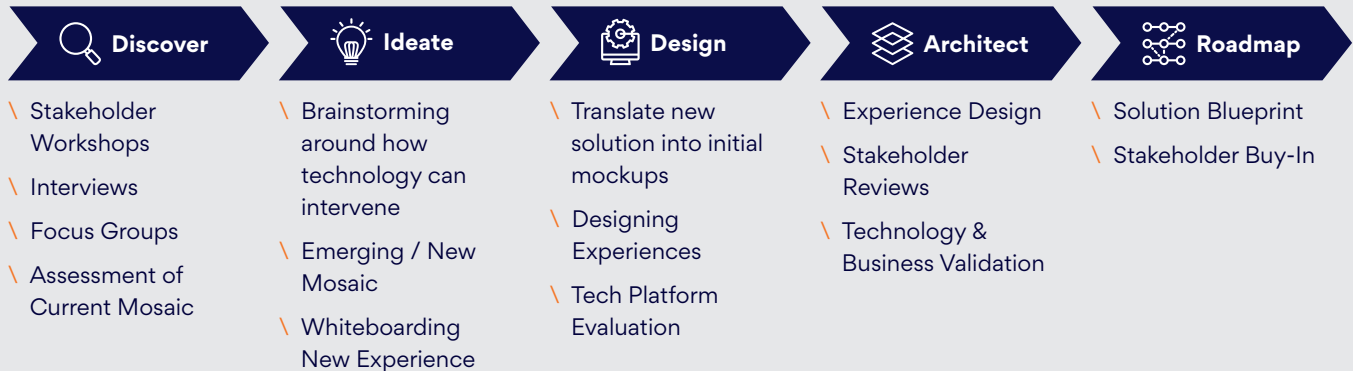
Are you looking for tailored solutions that address business and user needs?

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Are your users engaged with the solutions and applications they are using?

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Do you see change management as an issue while rolling out new digital initiatives?

Persistent Digital Greenhouse™ — a Comprehensive Digital Strategy Engagement

Persistent Digital Greenhouse™ helps minimize developmental and implementation risks and uncertainty through a human-centered approach, for immediate user validation and product development attitude.

🔍 **Discover**	💡 **Ideate**	🖥 **Design**	▧ **Architect**	⸬ **Roadmap**
\ Stakeholder Workshops \ Interviews \ Focus Groups \ Assessment of Current Mosaic	\ Brainstorming around how technology can intervene \ Emerging / New Mosaic \ Whiteboarding New Experience	\ Translate new solution into initial mockups \ Designing Experiences \ Tech Platform Evaluation	\ Experience Design \ Stakeholder Reviews \ Technology & Business Validation	\ Solution Blueprint \ Stakeholder Buy-In

Deliverables

Personas / Empathy Maps / Journey Maps / Initial Solution Hypothesis	Paper Mockups / Technology Solution Hypothesis / To-be Journey Maps	Early Mockups	Interactive Vision Mockups / Future Facing Solution Architecture	Implementation Blueprint / Estimates / Roadmap & Project Plan

This approach encourages the team to view the full scope of the project in the larger context of the organization, instead of looking at a siloed project.

This exercise identifies critical experience breakdown points and priority areas for experience improvement. It also conducts an effort versus impact analysis — identifying the product features with the highest impact/ easy to implement projects versus the low impact/hard to implement projects. This offers an important way to prioritize features accordingly.

The result is a highly customer-centric solution which reflects the broad business requirements and significant touchpoints of customer interactions.

Welcome to our Persistent Digital Greenhouse™. Learn more: www.persistent.com/persistent-digital-greenhouse/

About Persistent

With more than 10,000 employees worldwide, Persistent Systems is a global solutions company delivering digital business acceleration, enterprise modernization and digital product engineering for businesses across all industries and geographies.
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