Experience Definition
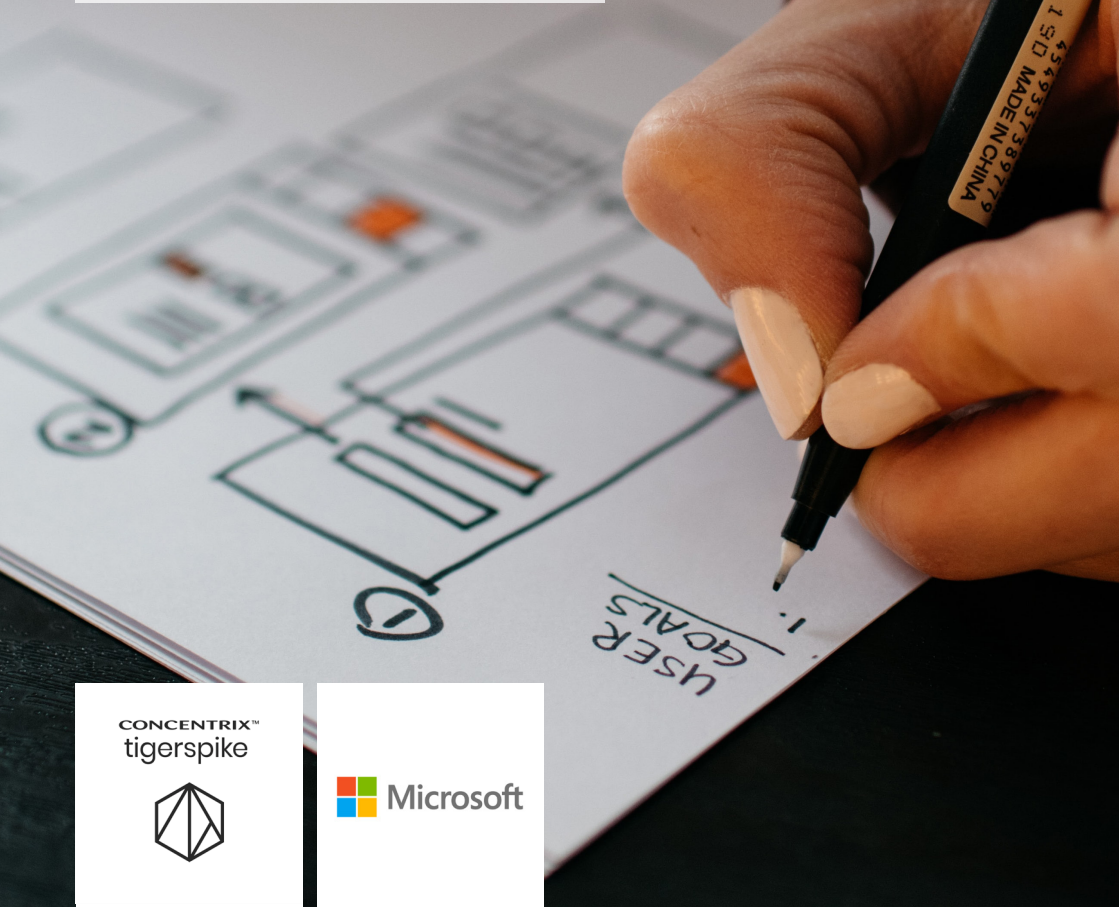
Discover.

Ideate.

Define.

Experience Definition is right for your business when you want to

Address a **specific** business challenge.

Build a **business case** for solution development.

Align internal business priorities **and focus**.

Garner stakeholder **confidence** and buy-in.

You have a concept, but **not the capacity or skills in-house** to conceptualise, test or build.

"Great experiences in today's business environment are both a necessity and an advantage."

Contact your Concentrix Tigerspike sales representative for further details.

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What we'll do

Concentrix Tigerspike's Experience Definition process
helps businesses solve problems, align goals and visualise solutions for development.

Our team of UX and UI designers plus technical specialists, will conceptualise, prototype, validate and iterate to bring to life a seamless experience for your customers or employees.

Outputs such as a product roadmap and backlog, will help you to build confidence in your product vision. And we'll help you create the business case for securing stakeholder buy-in and investment.

We'll do this in three key phases:

Discover — Uncover the challenges and opportunities imperative to success and map the optimal user experience.

Ideate — Bring the solution to life through sketches and design concepts, which are tested with users and stakeholders.

Define — We'll evolve the concepts through information architecture, wireframes, design style guides and technical information, meaning you're ready to start development.

Key activities

Stakeholder workshops

User research

Competitive & comparative analysis

Sketching & design concept creation

User testing

Creation of information architecture, style guides and concepts

Time & cost

6-8 week timeboxed activities

Guide price from:
$142,000

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We design and build digital
experiences people love to use

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About Concentrix Tigerspike

Concentrix Tigerspike is a global digital services company. We offer end-to-end expertise in strategic consulting, service and experience design, multi-platform engineering and systems integration.

We blend technology with human expertise to drive measurable business outcomes for our customers and to create digital experiences that people love to use.

Our problem-solving practice, aligns teams and identifies focus areas for further exploration by rapidly validating assumptions. This helps businesses to quickly set priorities and to make confident, informed decisions.

With a team spanning 10 global offices, we have been improving people's lives through technology for over 16 years - and since 2017 we have been part of the Concentrix family.

Since 20XX Concentrix Tigerspike has been a trusted Microsoft partner. Insert quick upshot of what being a parner means

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