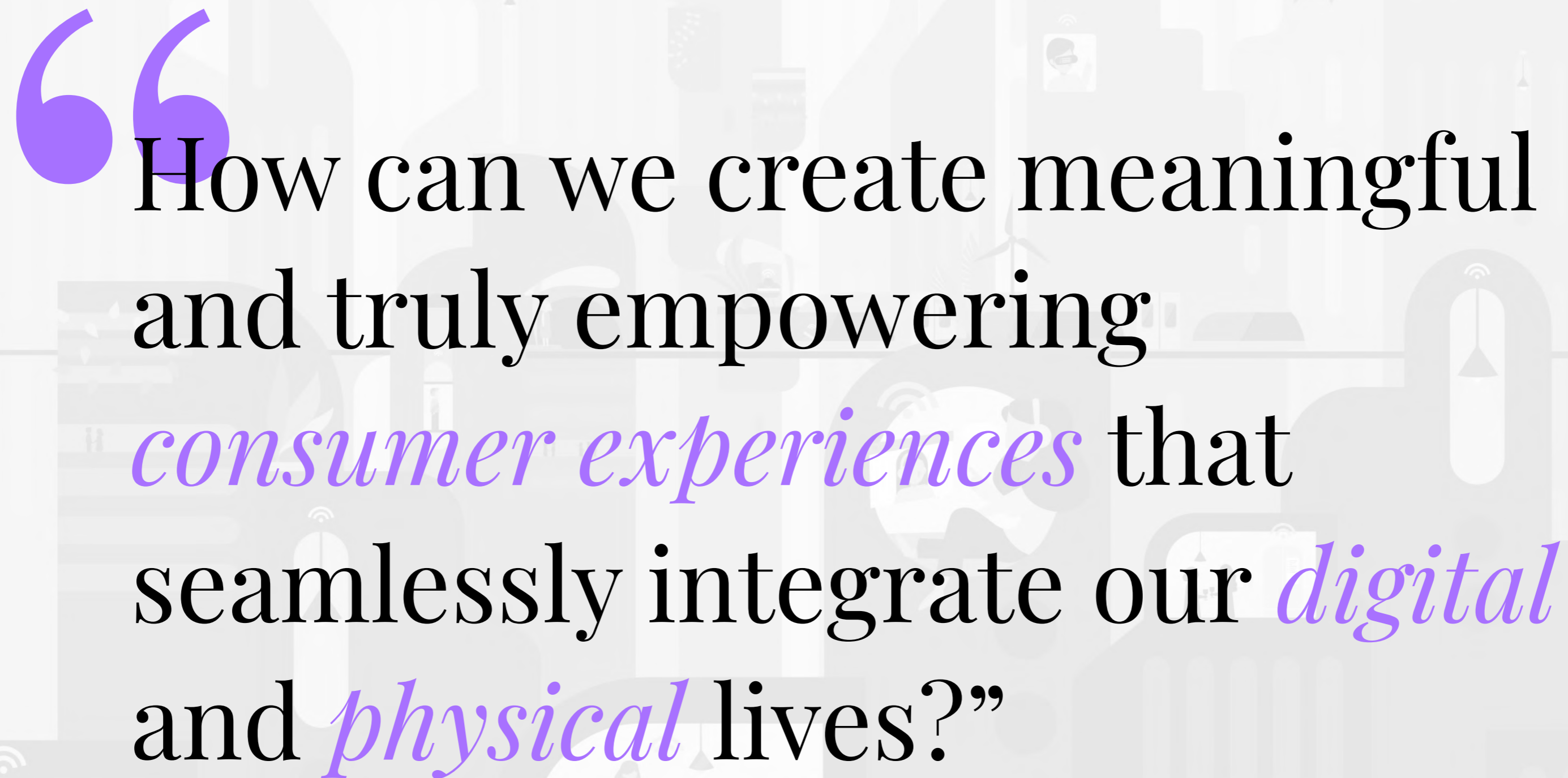
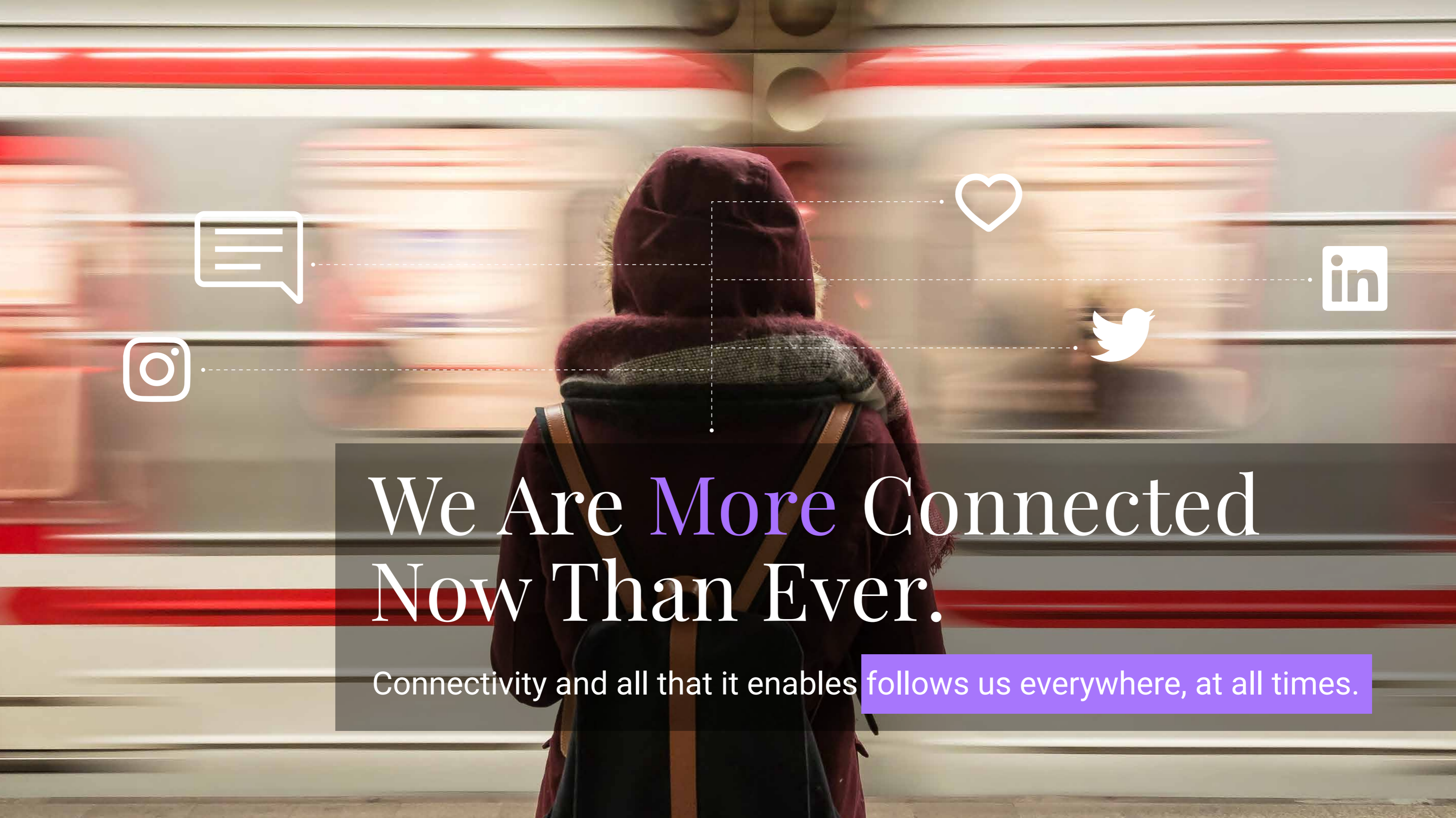




# omplified



“How can we create meaningful and truly empowering *consumer experiences* that seamlessly integrate our *digital* and *physical* lives?”



# We Are **More** Connected Now Than Ever.

Connectivity and all that it enables follows us everywhere, at all times.



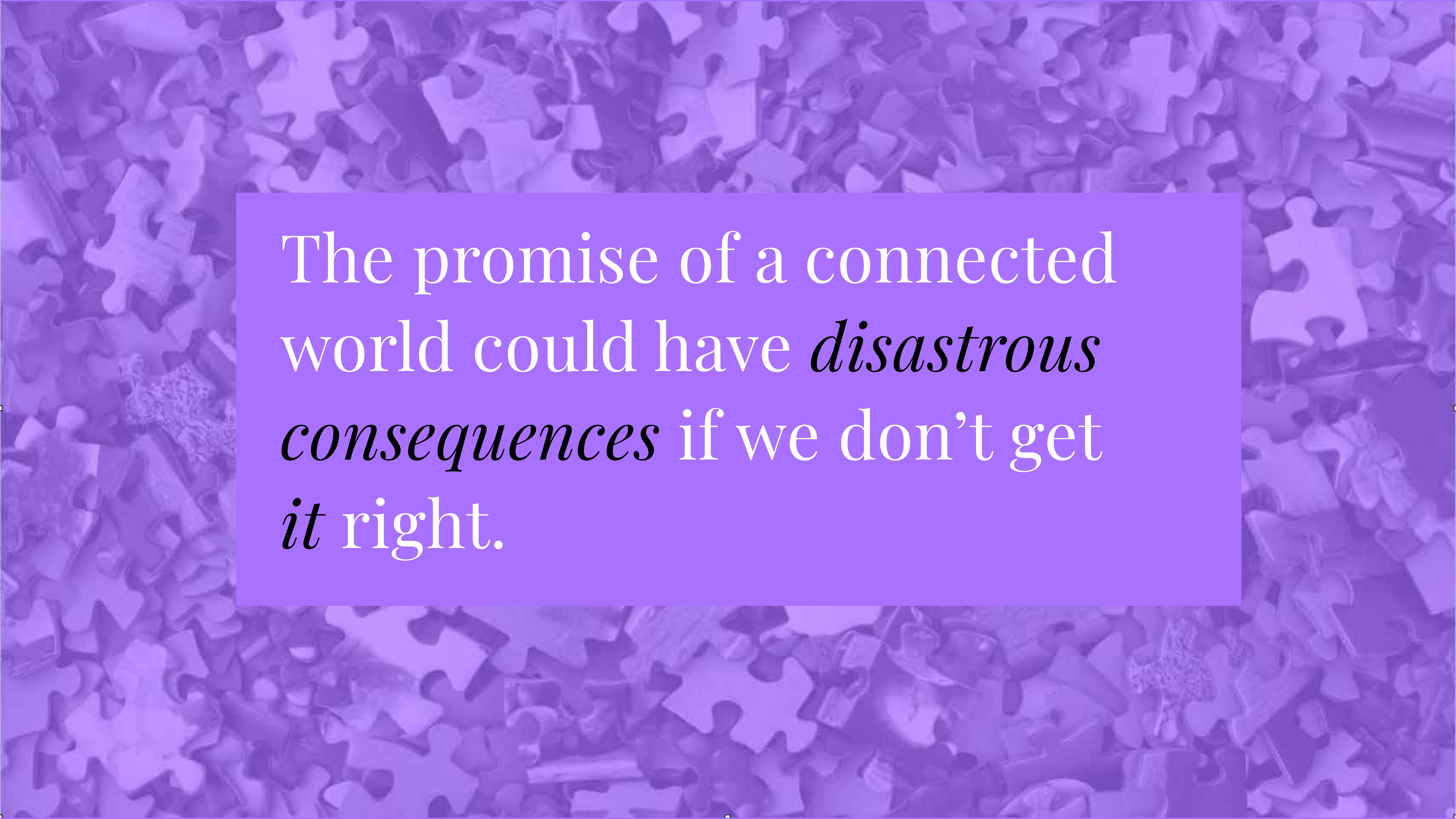
People's expectations of how they experience the world is forever **evolving.**



We are welcoming a new era of **ambient experiences** fueled by technology that

Adds Value to our Lives in  
the Most *Unexpected Ways*



The background of the image is a dense field of purple puzzle pieces. The pieces are in various orientations and are slightly offset from each other, creating a textured, mosaic-like effect. The color is a consistent shade of purple throughout.

The promise of a connected world could have *disastrous consequences* if we don't get *it* right.



How can we *protect* against this outcome?



DOMAIN EXPERTS

EXPERIENCE DESIGNERS

TECHNOLOGISTS

Breaking down silos via an  
**Integrated Design Approach**

URBAN PLANNERS

ARCHITECTS

BUILDING DEVELOPERS

BRANDING EXPERTS



To understand the

# COMPLETE CUSTOMER JOURNEY



# STORE EXPERIENCE

THE PLACE

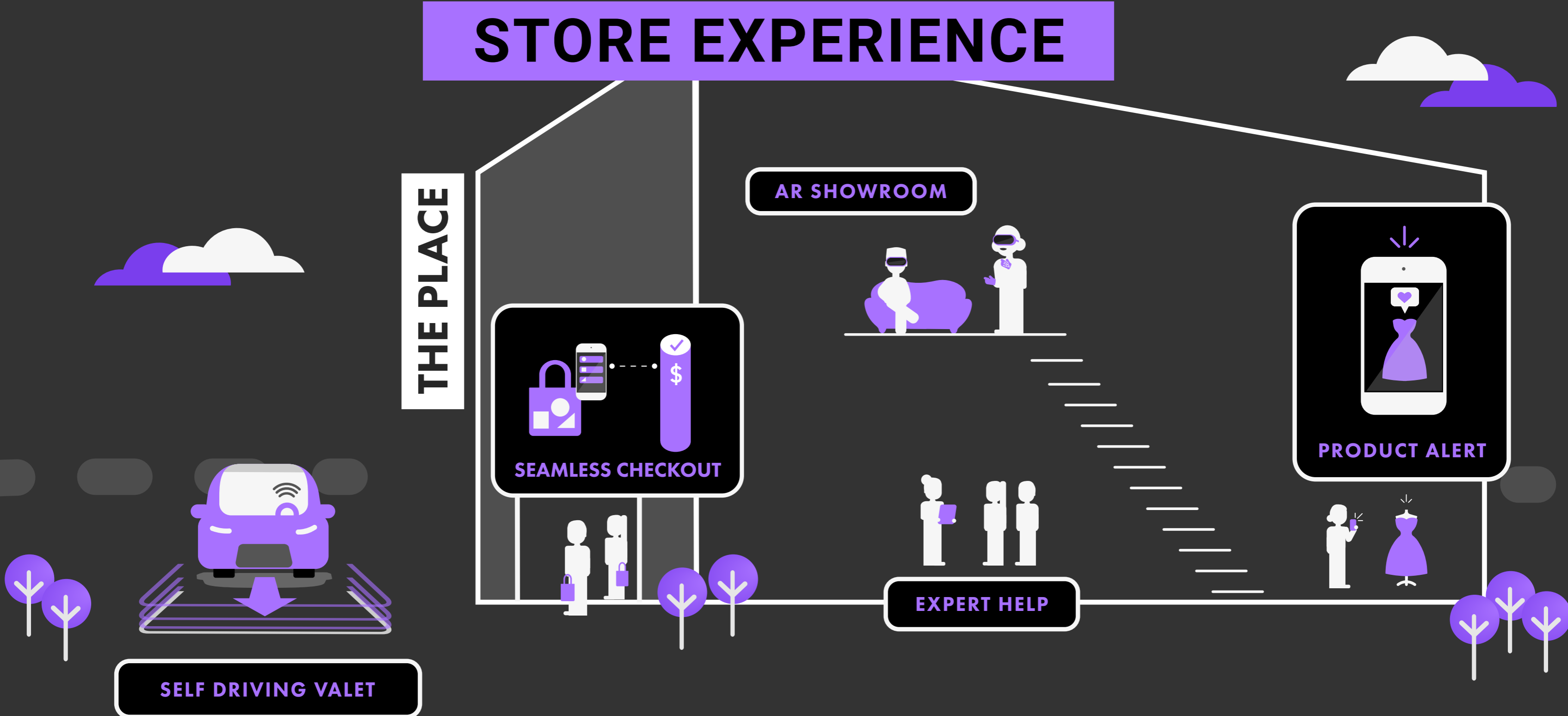
AR SHOWROOM

SEAMLESS CHECKOUT

EXPERT HELP

PRODUCT ALERT

SELF DRIVING VALET



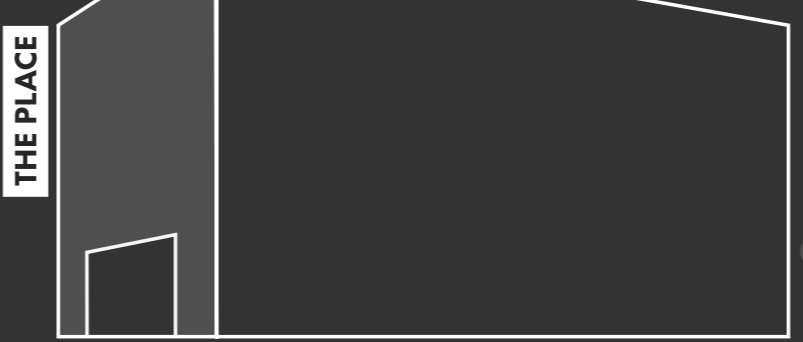
**CATALOG IDEA**

**CHECK PRODUCT FIT**

**AI RECOMMENDATION**

**TAGGING**

**STORE EXPERIENCE**



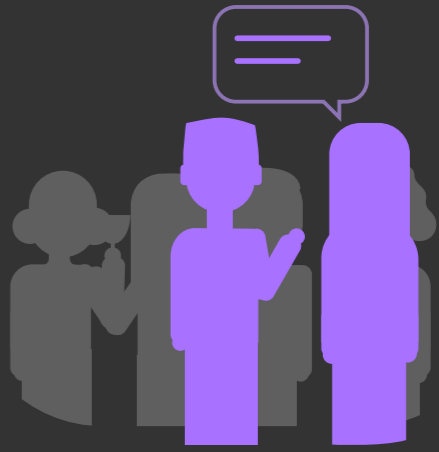
**PERSONALIZED ALERT**

**TRACKING**

**RELATED OFFERING**

**SUPPORT**

**SHARE REVIEW**



# RESEACH & EVALUATION

**CATALOG IDEA**

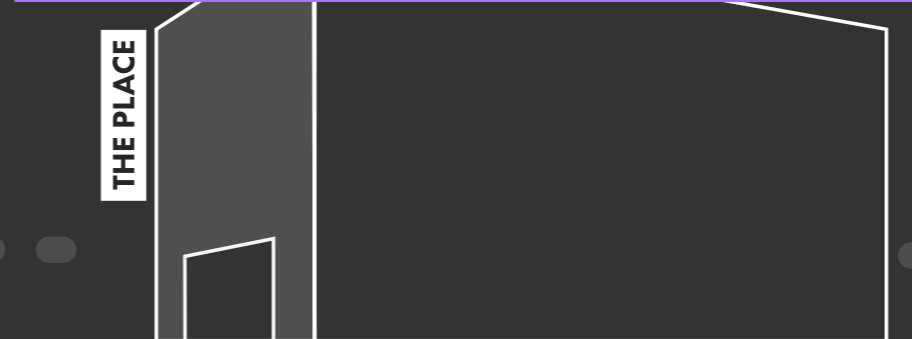
**CHECK PRODUCT FIT**

**AI RECOMMENDATION**

**TAGGING**

# SPONTANEOUS DISCOVERY

# STORE EXPERIENCE



**PERSONALIZED ALERT**

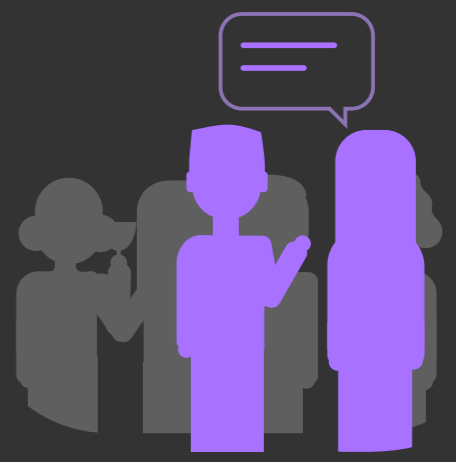
# ENJOY PRODUCT

**TRACKING**

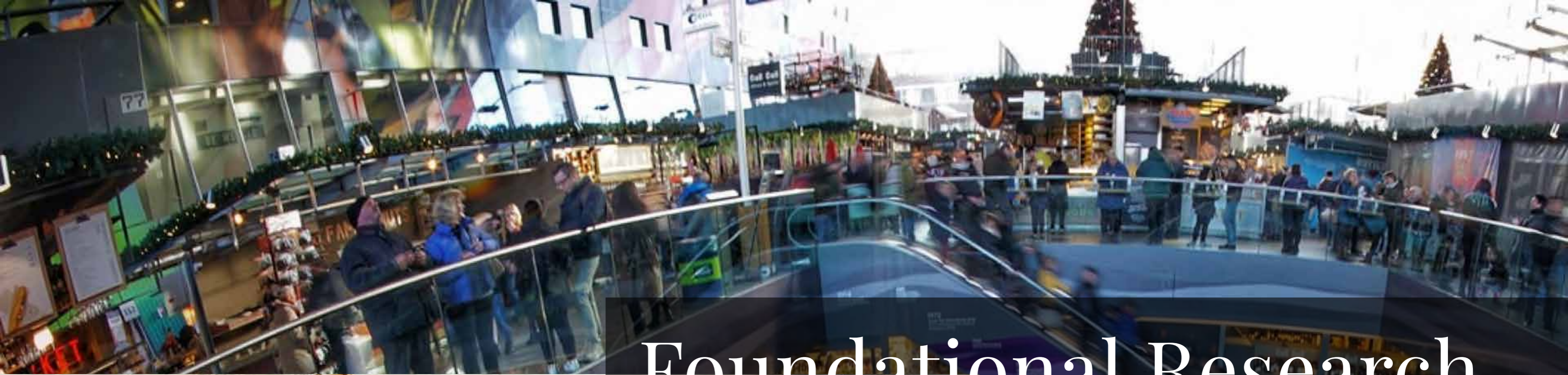
**RELATED OFFERING**

**SUPPORT**

**SHARE REVIEW**



# ENGAGE WITH BRAND



# Foundational Research

to inform the experience strategy

Discover WHO, WHAT and WHY



## MEET OUR GUESTS

*LTP is a place where every guest feels like a character in the story.*



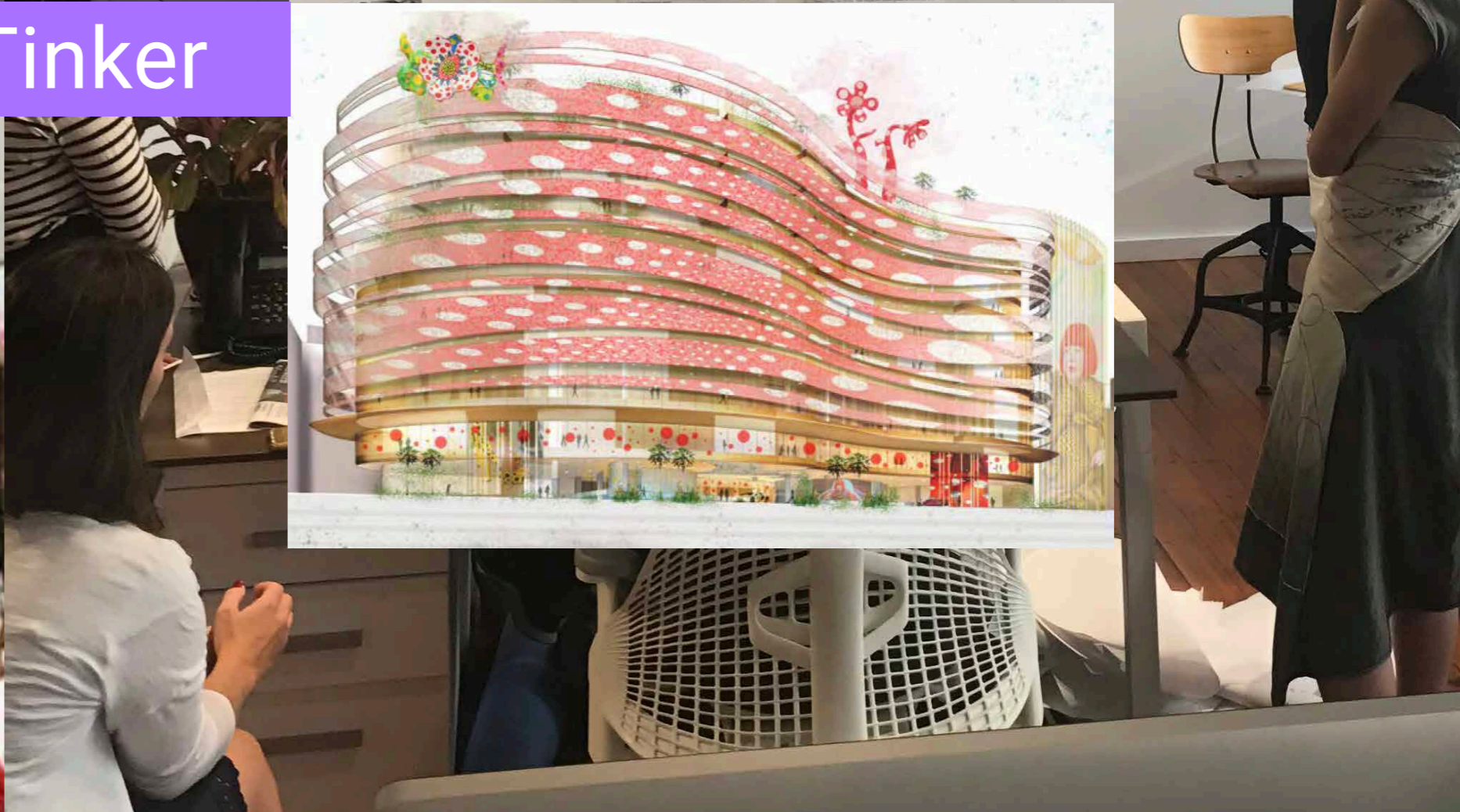
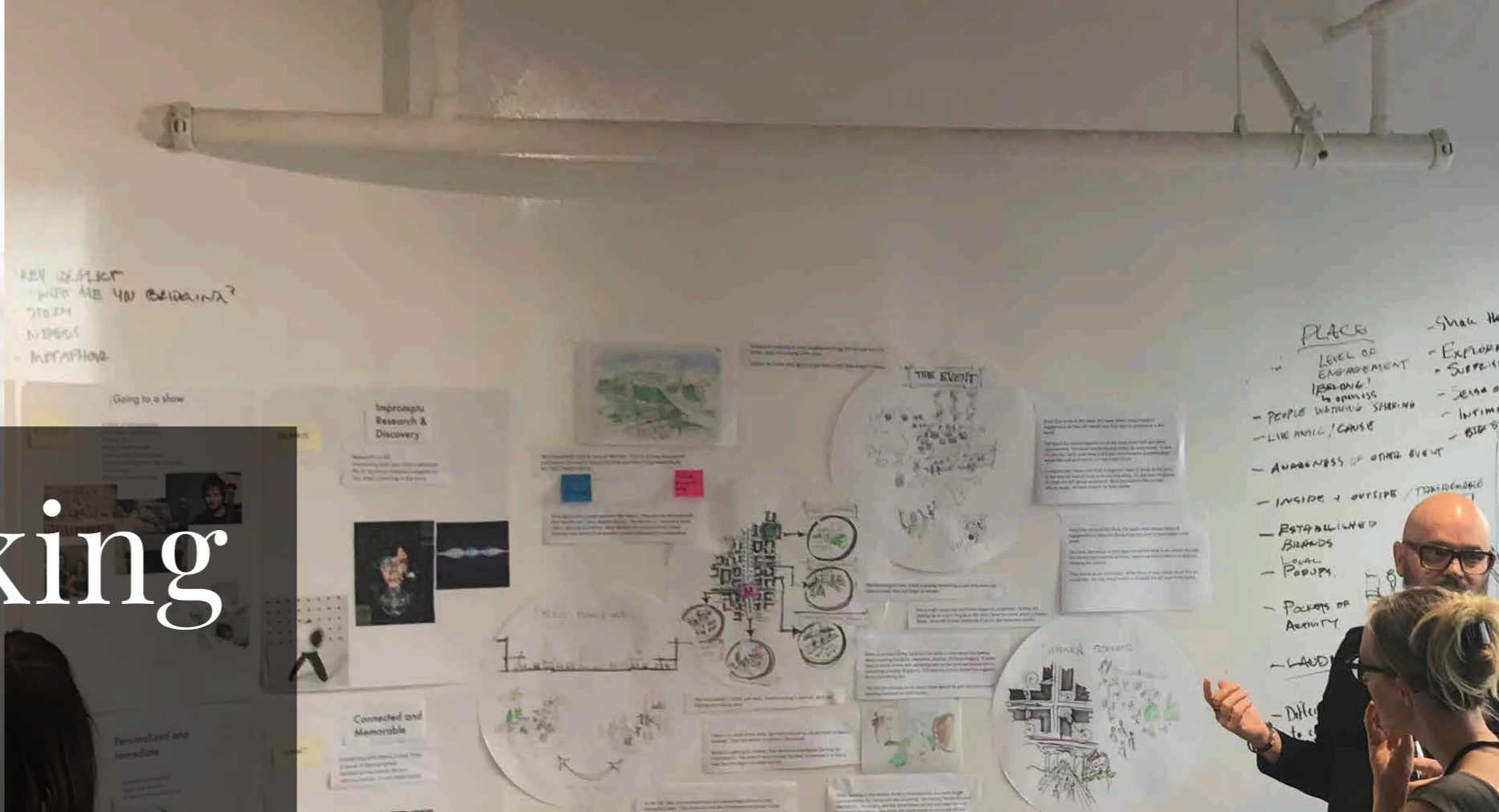
## SECONDARY GUESTS

- |  |   |  |
|--|---|--|
| <b>OLIVIA</b><br>French Expat/<br>New to Dubai/<br>Here for Work | <b>RASHID</b><br>Businessman/<br>Always Well<br>Dressed/Car<br>S. Motorcycles | <b>MAITHA</b><br>College Stu<br>Emirati/Lov<br>Fashion & P |
|--|---|--|



# Applied Design Thinking and Visioning

Imagine, Design, Evaluate and Tinker



***Placemaking* in the Digital Age involves:**

Forging new design  
relationships and expanding  
fields of view

A focus on truly empowering,  
human experiences

# Thank You

**amplified**