



**Prysmian**  
UX Activities Plan

# Agenda

## 00. UX Approach

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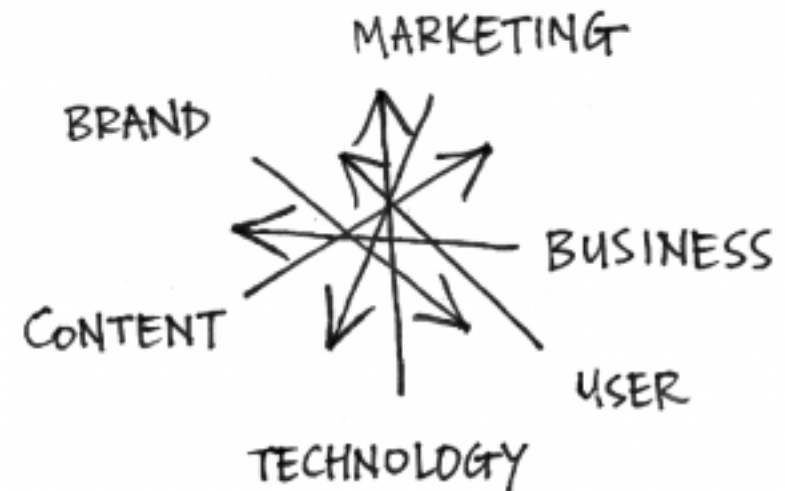
### The Prysmian Case

#### 01. High level understanding

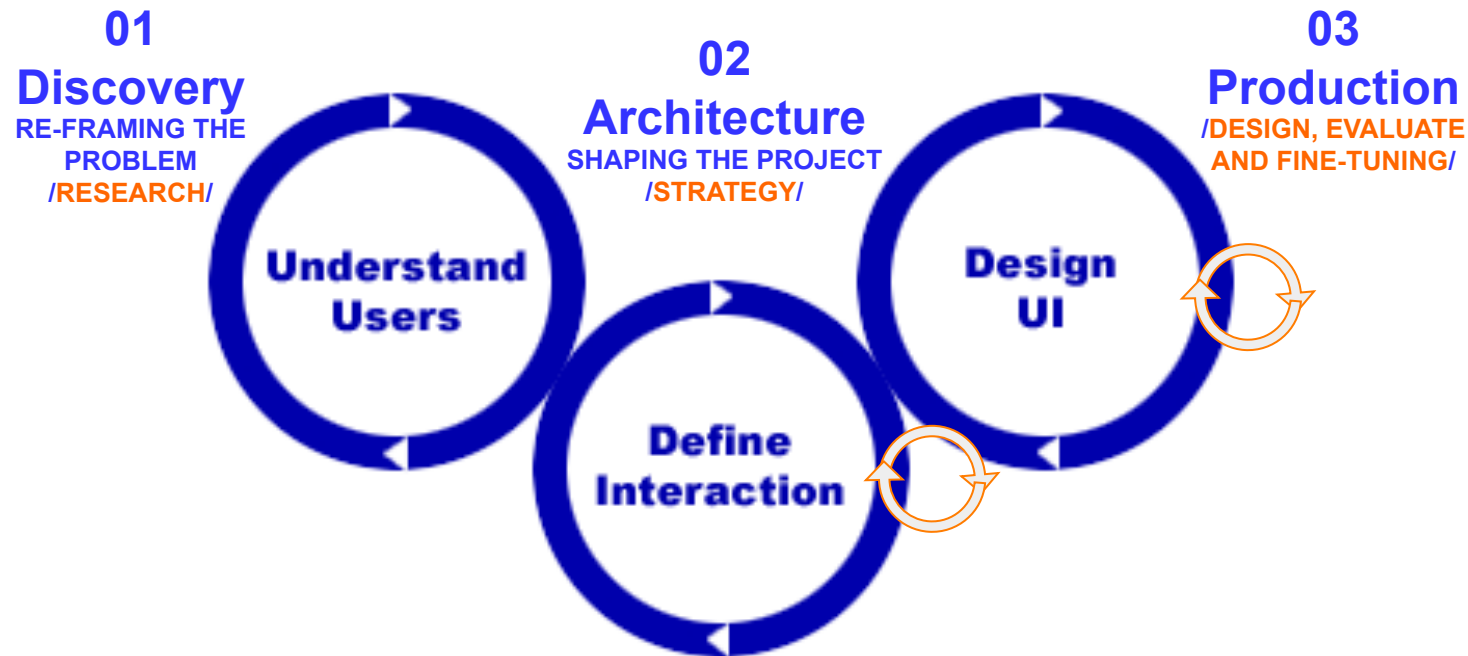
- 01.(a) General digital context
- 01.(b) Key points
- 01.(c) High level objectives

#### 02. The UX process for Prysmian

#### 03. Timeline



# 00. UX process



The UX process is quite standard.

The most important thing is to **be able to tailor the best tools to approach a specific project.**

The final aim is to understand end users' needs, scope and define interactions based on that understanding, and design user interfaces from the interaction definitions.

# 01. High level understandings

... before diving deep within the Prysmian world, we share a few high level thoughts that have driven the choice of the **UX toolkit** we would like to use to approach this project:

- . (a) General **digital contest**
- . (b) **Key points** we need to focus on to increase the value of Prysmian's new digital identity
- . (c) **High level** objectives

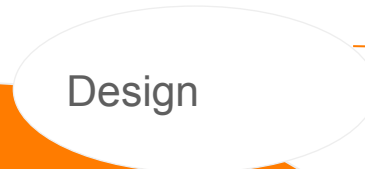
## 01.(a) General digital context



- Communication has moved outside the corporate website. The **digital universe is wider** than before
- Communication is moving towards **real time**
- Content will be in more **media types** and more **channels** than ever before

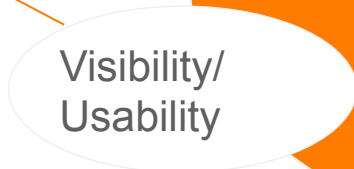
## 02.(b) Key points

- Content strategy
- Content quality
- Update frequency
- Copying
- Relevant
- Adapted to channel

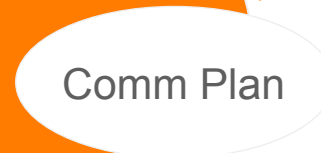


- Info Design
- Multi-channel concept
- Design of functionality

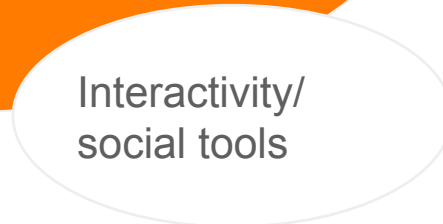
- Information architecture
- Navigation
- Search functionalities
- Accessibility
- Optimized for channel



New Prysmian  
digital identity



- Digital values
- Key messages
- Consistency in messages across channels

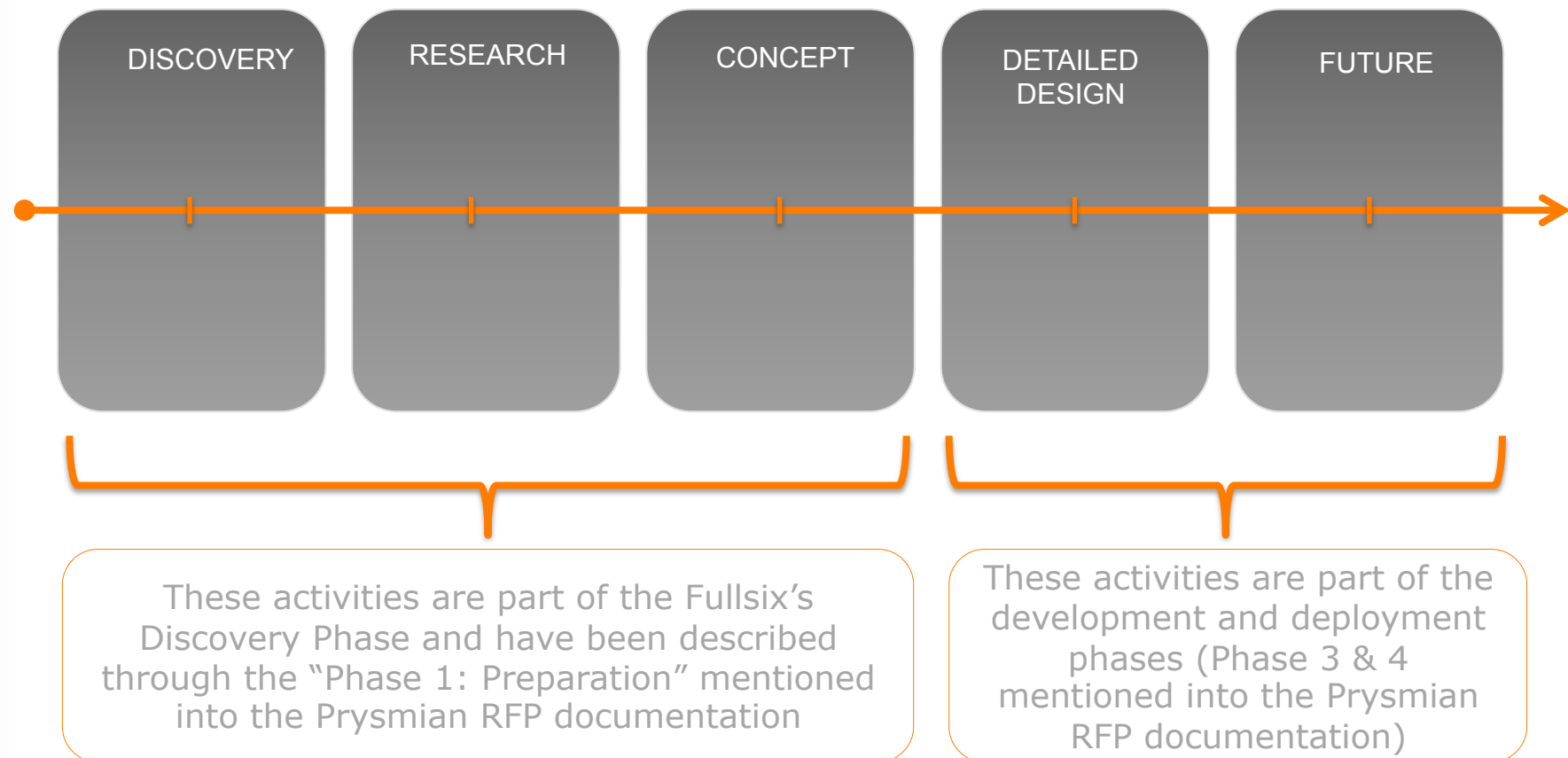


- Tools
- Interactive apps

## 03.(c) high level objectives

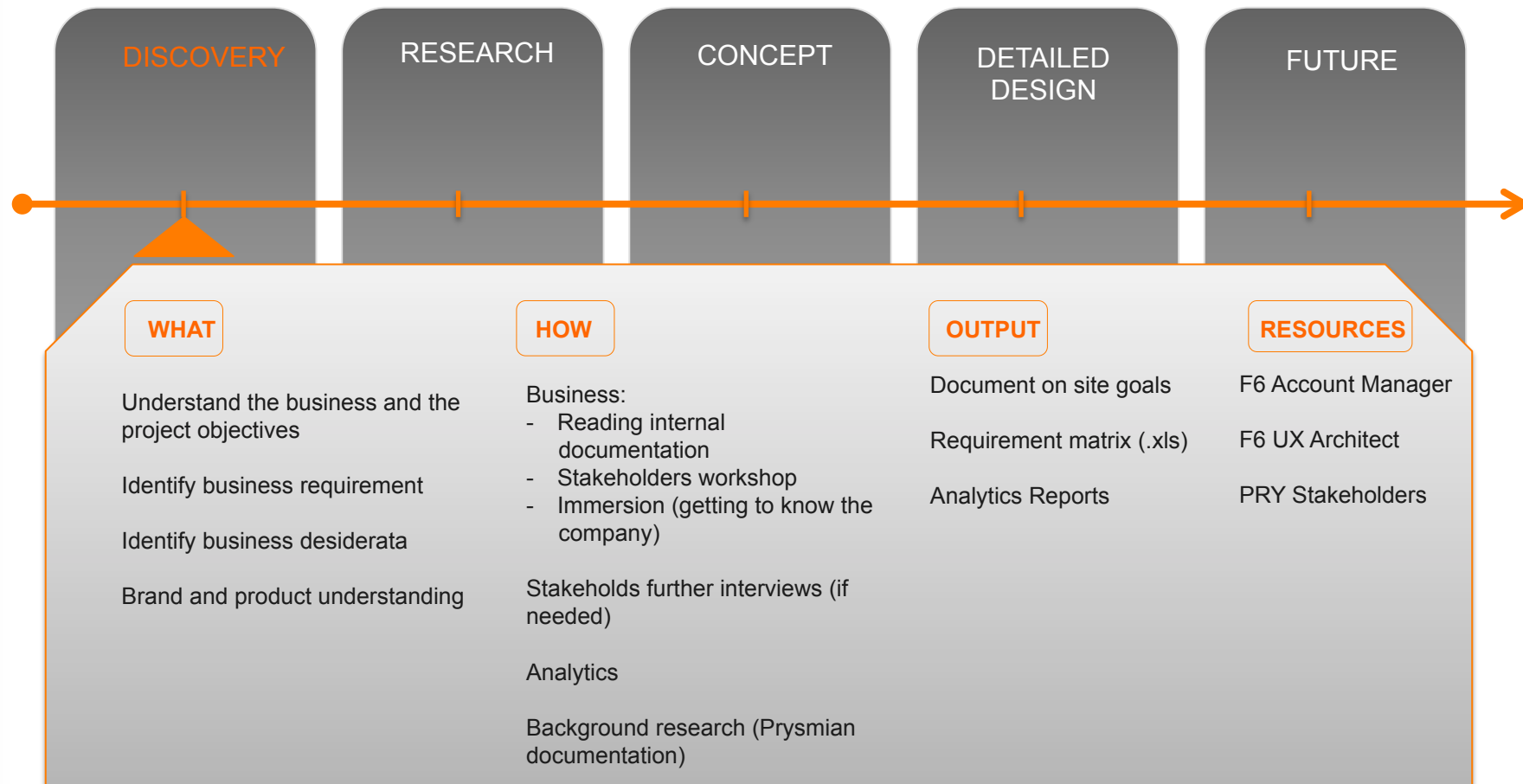
- identify **business and end users' needs** in order to design a new digital platform that is able to meet both perspectives
- analyse the **technological requirements and constraints** that may have an impact on the project release
- identify and plan the evolutionary path the project may follow in **future releases** (i.e. the requirements gathered during this phase are prioritized and a timeline will highlight the different releases)
- Set up **KPI** and discover the elements that will inform the success of the project

## 02. The UX process for Prysmian

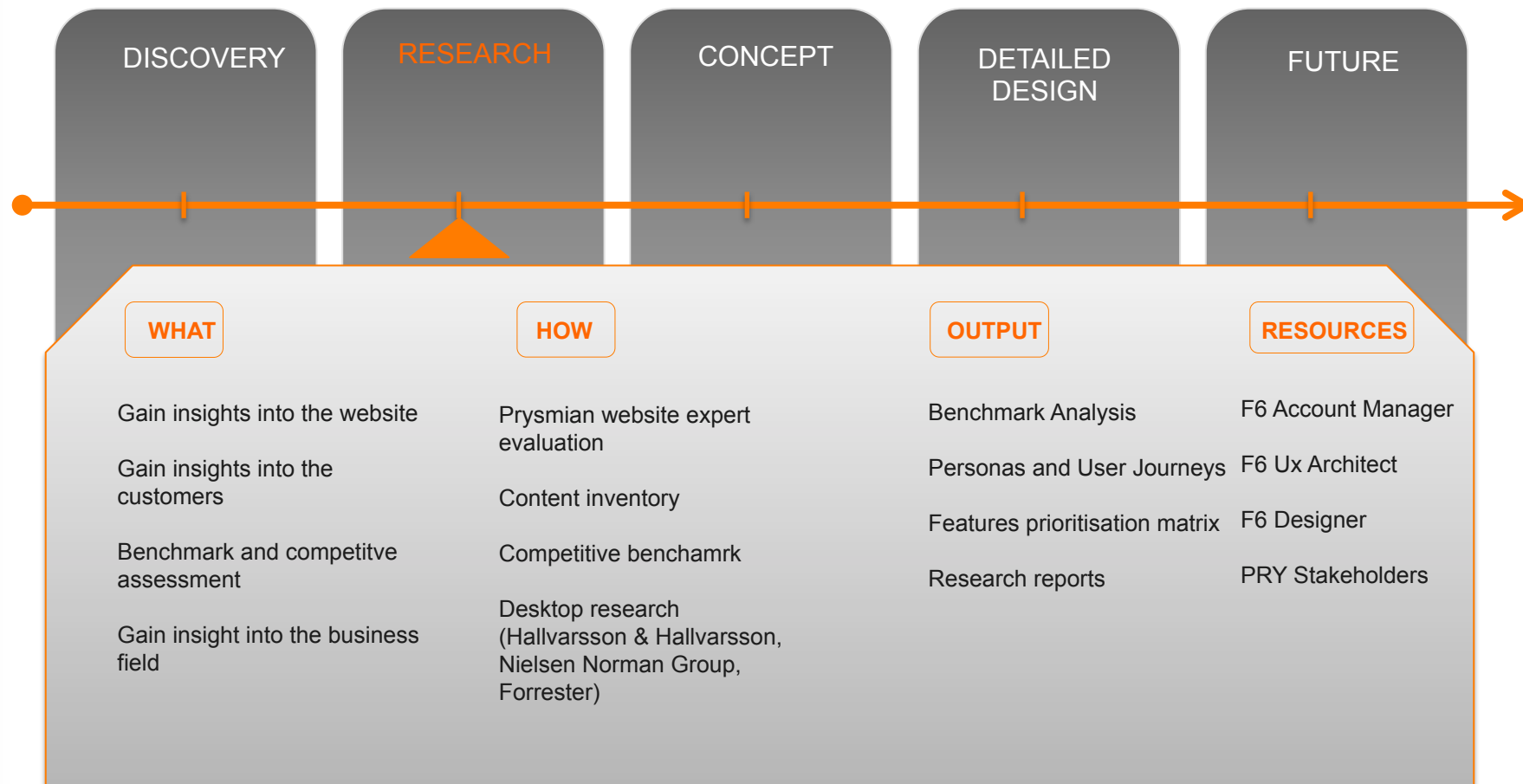




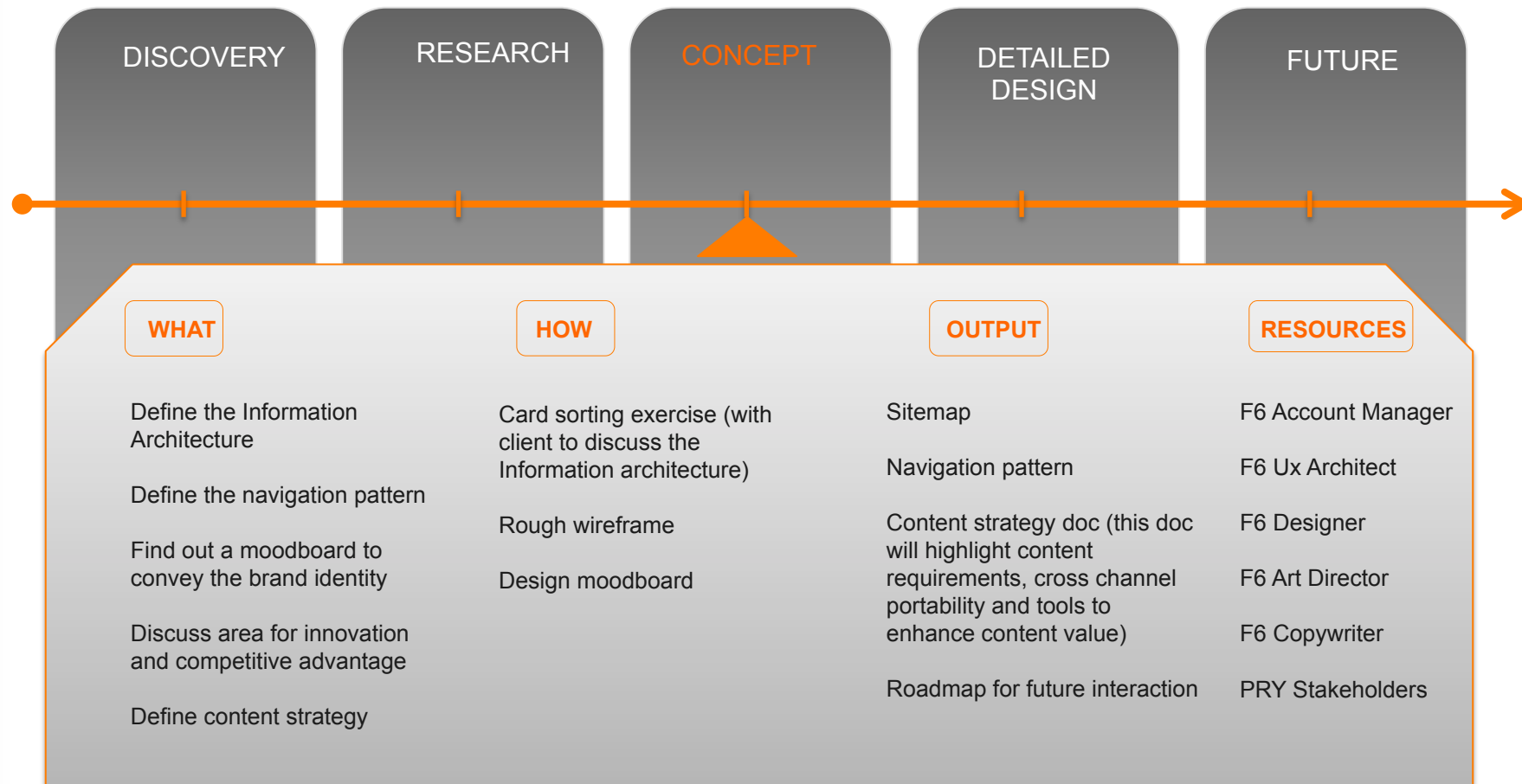
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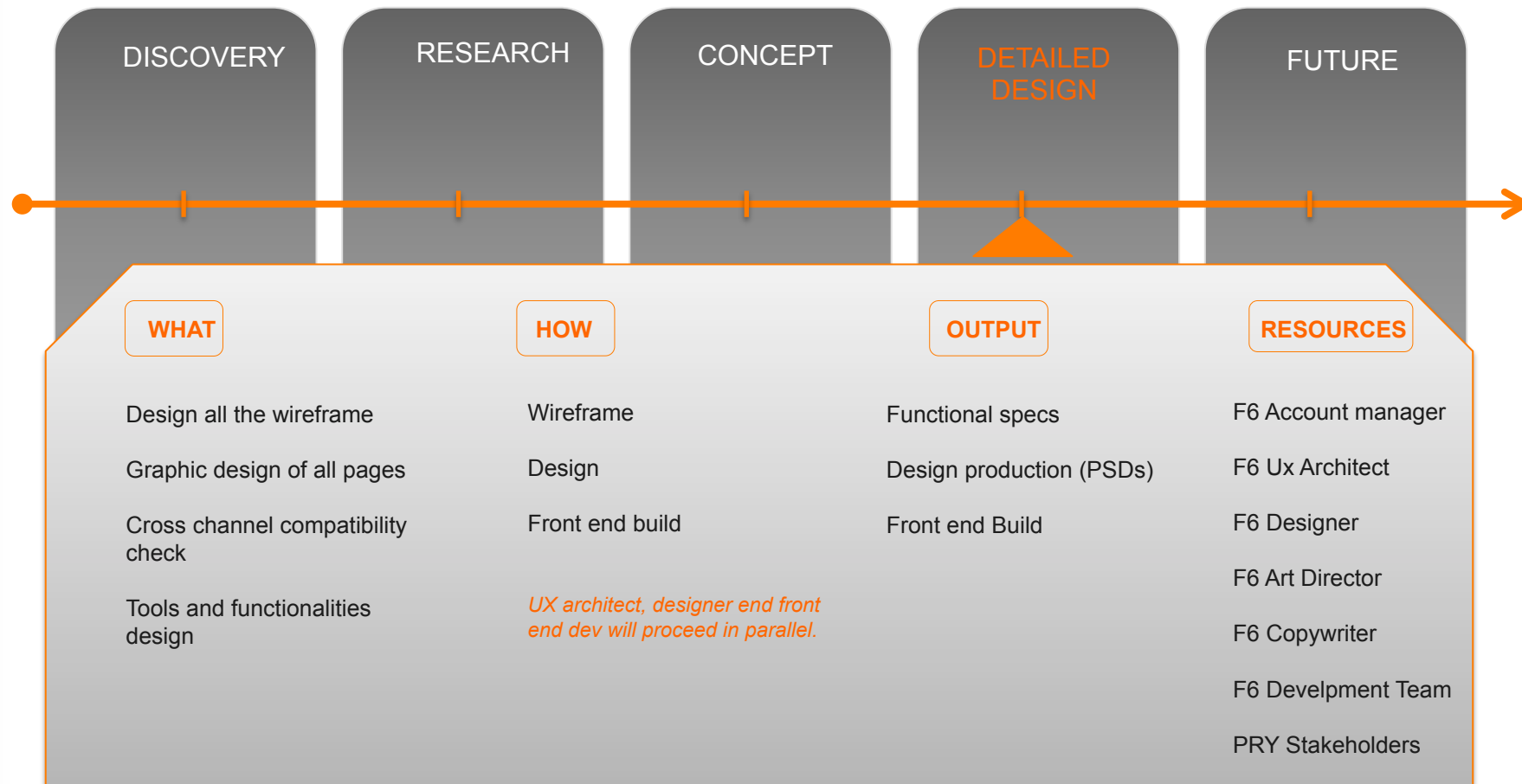
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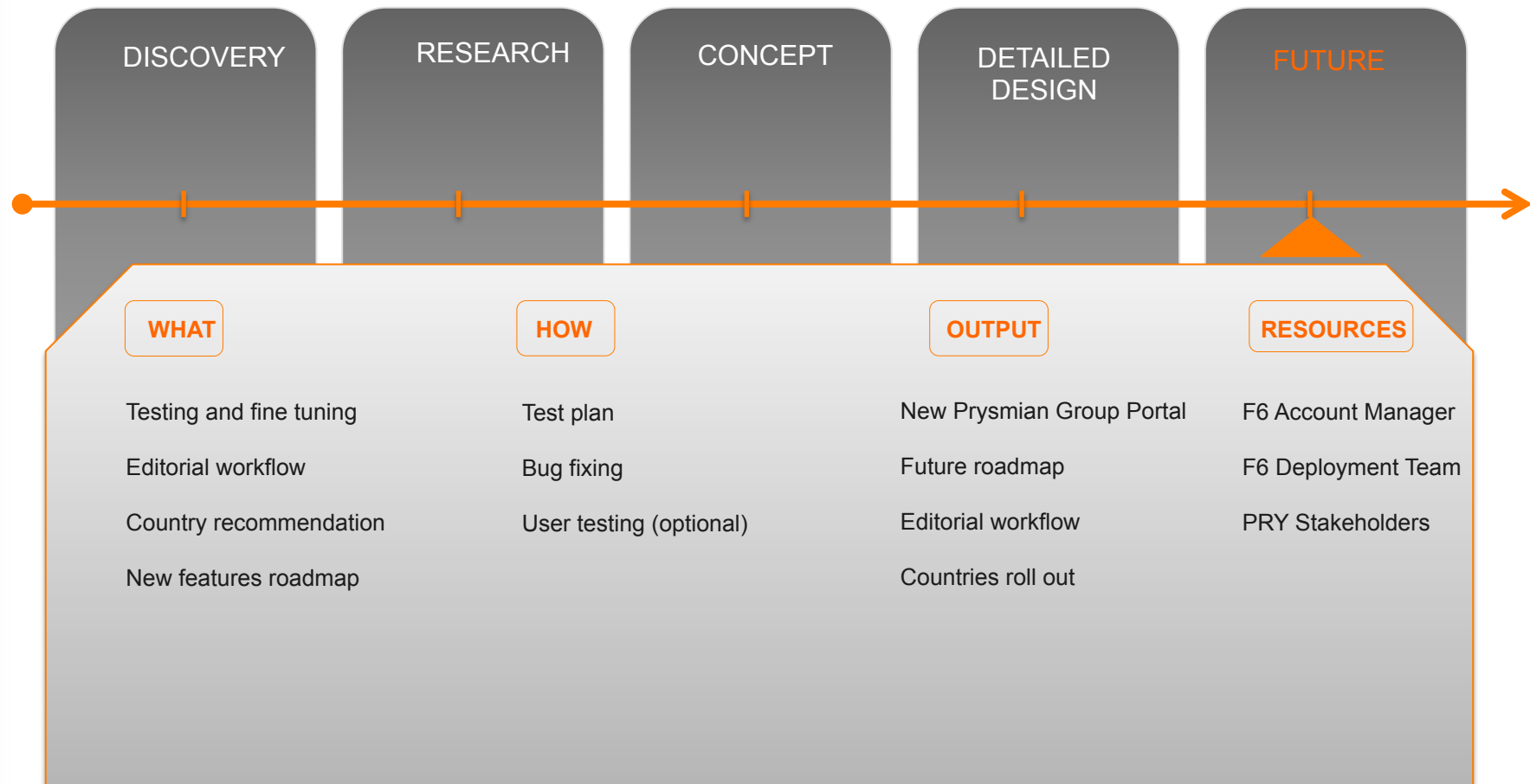
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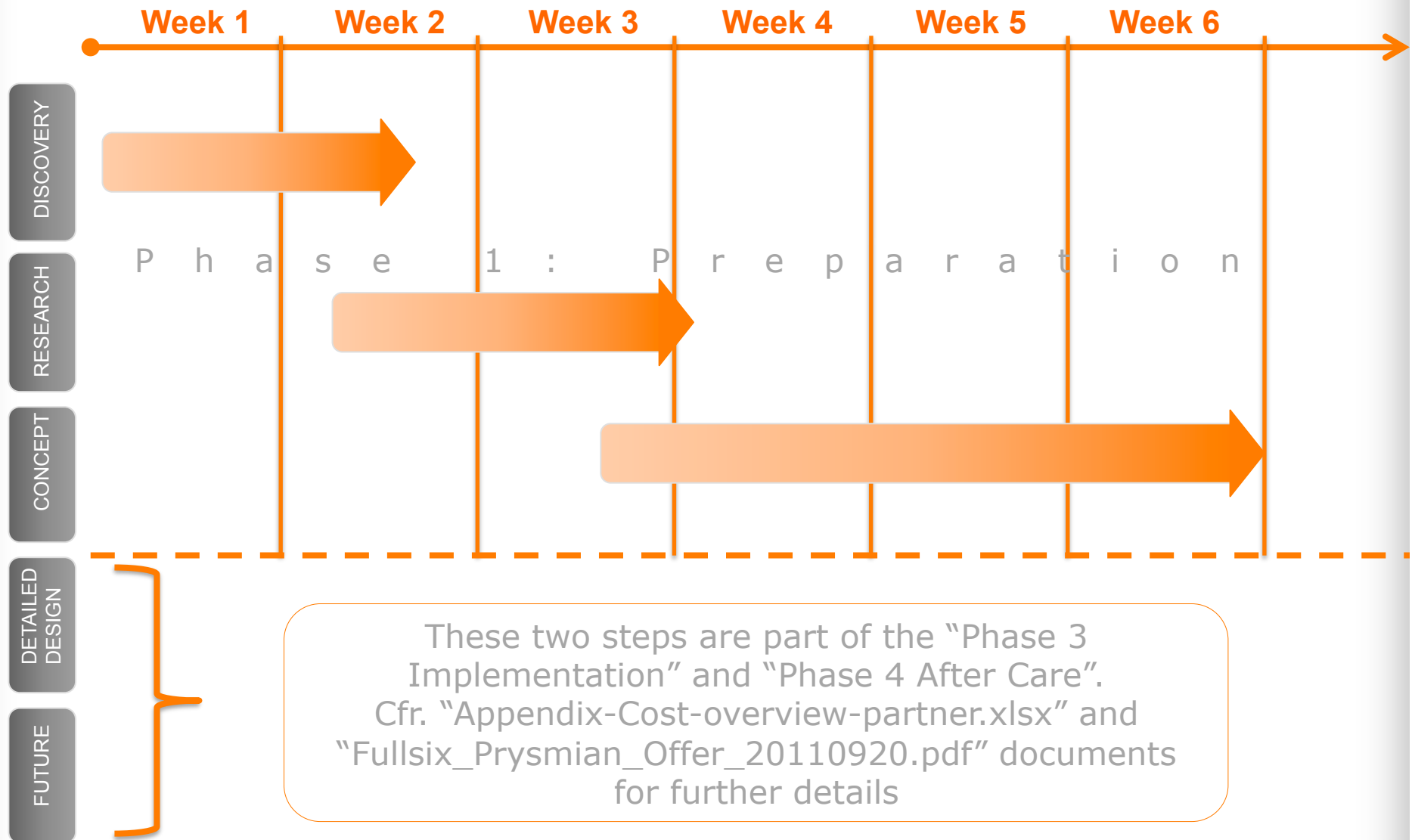
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# 03. Timeline



Thanks!