The London Digital Studio - Extraordinary experiences by design

Driving digital transformation with a design-led approach

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We deliver exceptional outcomes

Digital innovation is transforming how businesses operate and how people work.

Our mission is to help you on every step of your journey to becoming a truly digital enterprise.

From design to delivery, we're passionate about providing exceptional client and employee experiences. Everything we do is for the benefit of our clients. We're collaborative. Full of ideas. Open to feedback. Focused on driving your business forwards.

What exactly is the London Digital Studio?

The London Digital Studio is a team of designers, developers, strategists and scientists collaborating in a purpose built creative environment.

We have the agility and creativity of a digital agency, with the skills and resources of a large tech consultancy to deliver enterprise-scale projects.

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We've got the talent

Why work with us? Our values enable us to meet all kinds of needs while delivering a host of business benefits.

- **We deliver style and substance:** we consider every technology requirement for development

- **We're not afraid to innovate** to find the right answers – harnessing the power of AI, robotics and more

- **We create optimised client journeys** with a truly human-centred, design-led approach

"I hope we are able to work together again in the future; you've really demonstrated the value that the Digital Studio delivers and it provides me with the confidence to recommend using the Studio to other teams."

Health sector client

"Keep up the outstanding quality of work that you are producing. I particularly like the research and documentation methods that you have used – clear, concise and relevant"

Resources sector client

"I was very pleased with how you took a fresh look at the method of displaying the historical contracts. It was truly a moment of delight and showed that you were listening. I very much appreciated it. I found working with you very easy."

Insurance services client

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We take a design-led approach

Every member of our team applies design thinking to their work. But what does that mean?

Design thinking is a way of problem solving that enables us to understand, frame, explore and create innovative solutions. We use human-centred design methods to rapidly move from research and ideation into prototyping, testing and delivery.

Our approach provides creative solutions to client challenges using an iterative process. It puts people first. It's possibility-driven and options-focused, considering the needs of the business and of the user.

Seeing things from every perspective

We work to align business needs with end user needs - while taking into account the technology requirements to ensure success across every facet of the project.

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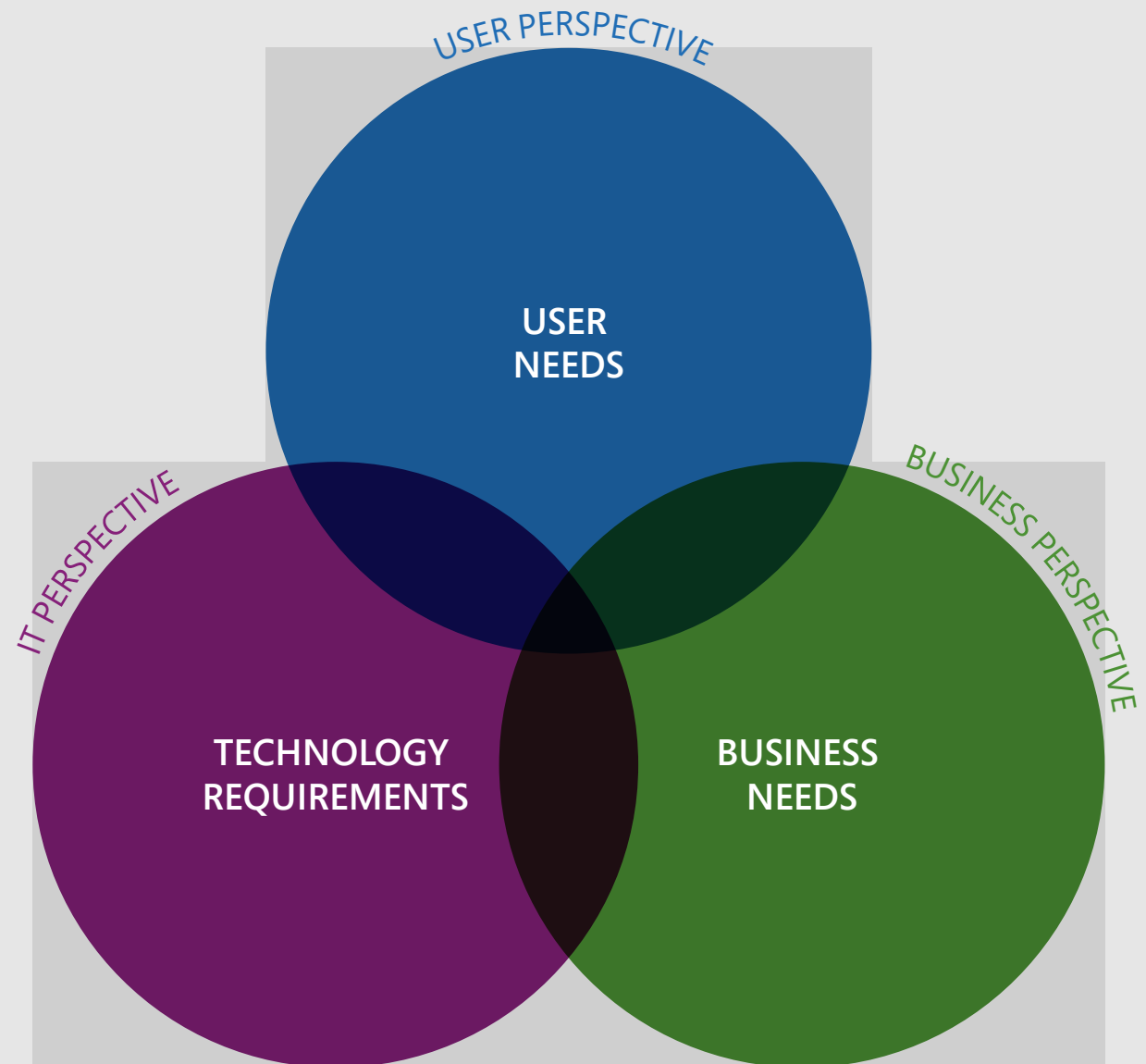
We start with strategy

Our user-centred design process

1 *Strategy*
All our projects are founded on a clear and strong strategy to deliver business value.

2 *Analysis*
We make it our priority to find the right data and use it in the right context to uncover users' wants and needs.

3 *Design*
Our iterative, design-led approach generates concepts that help clients stand out from their competitors.

4 *Test*
We quickly move from concepts to working prototypes – and then begin rigorous testing.

5 *Build*
Our multi-disciplinary team uses modern engineering techniques to produce compelling, robust applications.

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We craft amazing digital experiences

From content-rich intranets, to productivity-based hubs, apps and automations. We help our clients leap forwards in an increasingly digital world.

Boiler manufacturer

Requirement:

Improve the consumer journey to create and build more meaningful relationships.

Our solution:

- **Personalise communications** to attract consumers
- **Make it easy** for boiler installers to work with consumers
- **Create a mobile app** to provide service updates and information
- **Develop post-sales channels** to keep consumers engaged for longer

Racing team

Requirement:

Redesign the client website to convey new branding and make content easier for visitors to find.

Our solution:

- **Elevate the brand** with a modern, fully-optimised design
- **Develop at pace** in time for the start of the race season
- **Deliver dynamic content** and give fans up-to-date information
- **Reduce costs** by moving the site to Azure

Water services company

Requirement:

Increase online traffic to provide an improved service with better resources.

Our solution:

- **Engage customers** with personalised, multi-channel interactions
- **Differentiate from competitors** with proactive customer journeys
- **Provide self-service capabilities** for better digital experiences
- **Facilitate enablement** with a core management platform

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We're ready to get started

If you'd like us to deliver exceptional customer and employee experiences for you, then it's time to get in touch.

To find out more about the London Digital Studio, simply visit: avanade.com/digital-studio

To talk to us directly about what we can do for your business, or if you're an existing Avanade client and you'd like to meet us in person, please contact us at ukinfo@avanade.com

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