

We create great customer experiences.

Design thinking

User research & experience assessment
Service vision & blueprinting
Brand assessment & strategy
Digital & social media strategy

Design doing

Interaction design & delivery for web, mobile, kiosks, devices and spaces
Brand development
Service implementation

Prospect devises the strategies that integrate your people, your technology and your business to deliver the kinds of experiences that everyone is looking for:

Easier travel. Simpler shopping. Safer banking...

We transform those strategies into the digital media, devices and spaces that connect people to your brand. For you it means:

Happier customers. Engaged employees. Business growth. And more.

WHAT WE HAVE ACHIEVED FOR OUR CLIENTS

bmi: Brand refresh and site redesign resulted in a 20% increase in conversions of online ticket sales.

Silverjet: Developed all digital touchpoints for start-up, business class only airline. Exceeded booking targets by 17%.

Amtrak: Vision and implementation for Acela high speed train service. Design of entire passenger experience. 200% jump in ridership within 6 months of service introduction.

Nokia Siemens Networks: Enabled \$17b joint venture to establish a credible global brand via their internet, intranet and extranet sites.

Financial start-up: Created digital experiences that raised £1.5m to launch an online fund management community.

Design Council: Website that delivered a 110% increase in site visits over 18 months.

The Royal Society of Arts: WEEEman website for an RSA eco-initiative had 6 million hits in its first 6 weeks

Victoria & Albert Museum: Interactive kiosks gave visitors a new way to experience the British collection. BAFTA nominated.

Nokia: Online strategy and implementation to merge 52 different national websites into one global brand experience.

Tesco: Interactive kiosk for new eco-friendly stores provided customers with an easy to understand explanation of Tesco's eco-initiatives.

WHY OUR CLIENTS VALUE WHAT WE DO

We give you results that count. On the bottom line. Everything we do is aimed at improving what you do.

We believe every business is a service. No matter who you are and what you do, you provide a service to your customers. **Every service must be designed.** Services don't just appear out of thin air – it takes thought and work to put them together.

We get to know your business. We ask you tough questions about your goals, your strengths, your weaknesses. We look at your competitors to see where you can gain an unfair advantage.

We get to know your customers. We help you see yourselves as your customers see you. You'll see what they see. You'll feel what they feel. The good. The bad. The ugly. That's when the fun begins.

We engage your customers and your organisation to bring fresh insights to light.

Our co-creative design process builds these insights into service propositions that have value and brand experiences that people are willing to fight for.

We bring strategy to life through the digital media, devices and spaces that make peoples' hearts beat a little bit faster. And your wallet get a little bit fatter. We have done it many times for many brands across sectors: **travel, property, finance, telecoms, health, legal, the arts and more.** But don't just take it from us - listen to what our clients have to say.

WHAT A FEW CLIENTS HAVE SAID:

"Prospect have been an absolutely essential part of our team from Day 1. They have been innovative, practical, flexible, responsible, focused, down-to-earth and visionary. We have developed a deep respect for Prospect's ability to help us through change." Graham Honeywill, Nokia Siemens Networks

"If you could combine three ingredients together to create a great agency, I'd choose experience, process and results. Prospect has them in abundance. Even better, work felt more like play. How cool is that?" Justin Knecht, Center for Design Innovation

"Prospect brought detailed messaging to life through exciting and inspiring interactive content. The results have broad appeal with Tesco customers and staff. Prospect were the perfect mix between on-screen creativity and practicality."

Edward Jeans, Integrity / Tesco

WHY PROSPECT?

- You want a consultancy that will work **with** you, not just **for** you.
- You want to gain insights that will lead to profitable ideas.
- You want someone to ask the right **questions**, so you can deliver the right **solutions**.
- You want to discover what your brand needs to say. But also how it needs to **listen**.
- You want to use the latest technologies. So do we. But we'll specify them only if they provide a **real benefit** for people.
- You want to make success repeatable. And inevitable. We have the process that will do that.
- We are serious about making your service work. For your customers. And for your brand. So get serious about talking to us.

Prospect can help you achieve what you want to achieve for your business. Give us a ring. Or just drop by!

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