



Executive presentation

UX | UI & SERVICE DESIGN

2020.



MEDIBLE



+250 Projects

5 Countries

7 Years of experience

 Government and non-profit

 Financial

 Services



 Government and non-profit

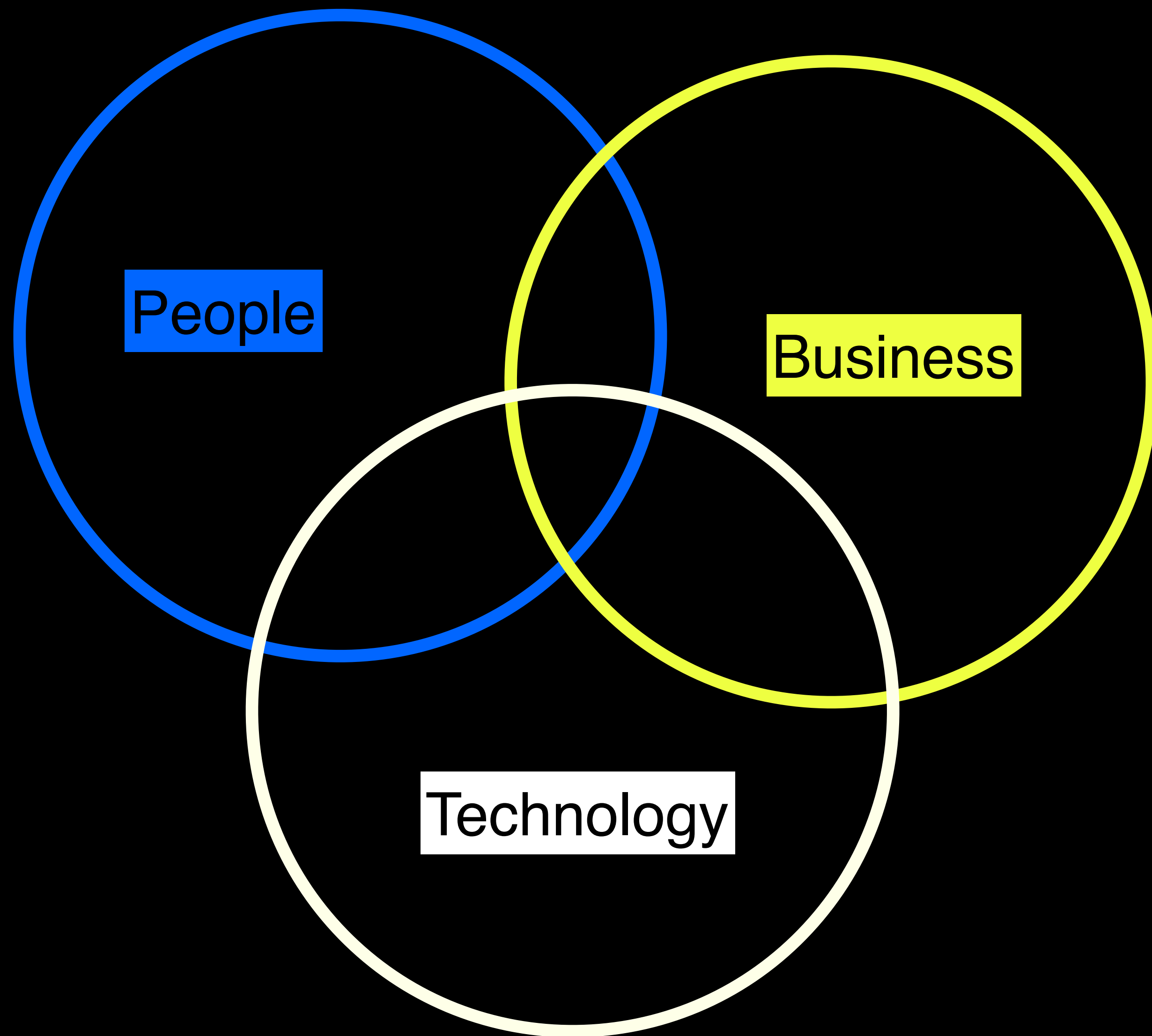
 Financial

 Services





**We design
experiences that
connect**





Design...

rightly

How do we improve the experience?

How do we make it easy to understand?

How do we apply the practical improvements?

the right

What needs and segments?

What value proposition and strategy?

What products, services and capabilities?



**We are a great
match for
companies that need to**



Listen and feel

“We need to stop talking to each other and begin to understand our clients and prospects as individual human beings”



Synthesize

"It is the moment to separate the information from the noise, make intelligent cross-data and align ourselves behind concrete principles and actions"

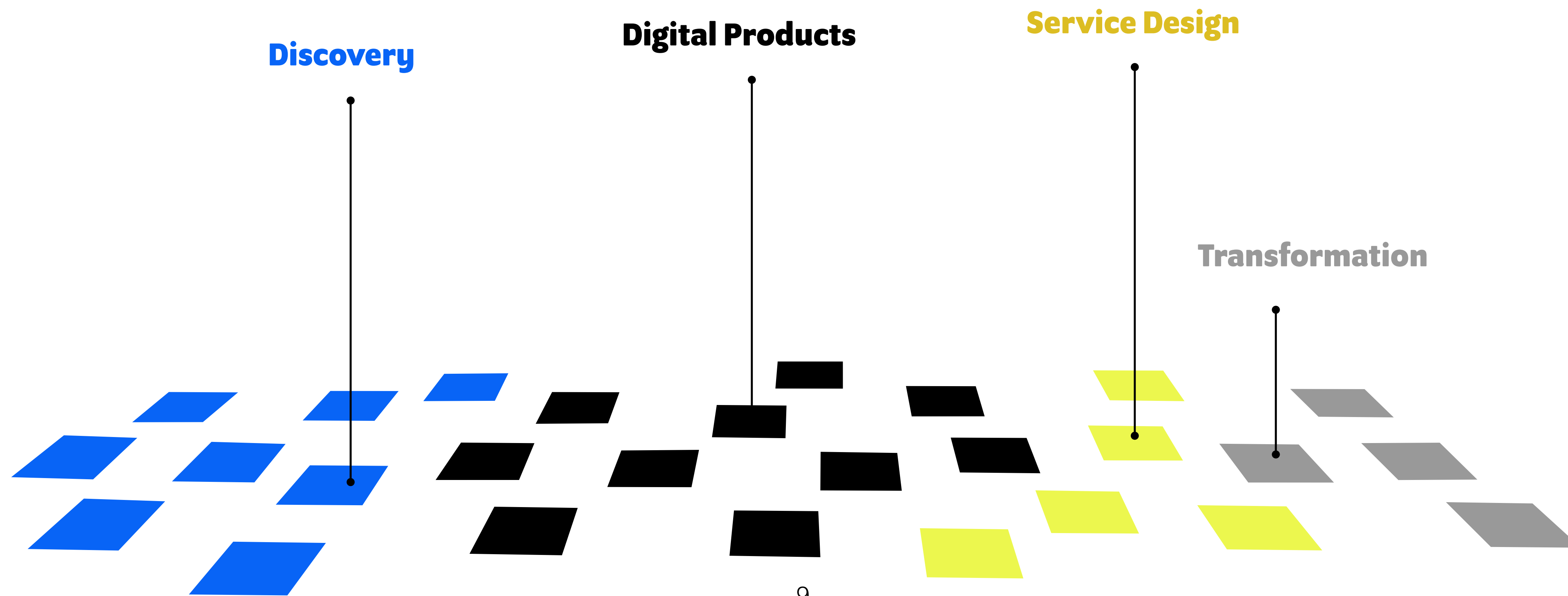


Change

“It is valuable to acquire a fresh perspective that allow us discover opportunities, challenge our paradigms and to adapt to changes”



What do we do?





Our services

Discovery

- Expert Review
- Benchmark
- User Testing
- Contextual observation
- In-depth interviews
- Qualitative segmentation (Personas)
- Co-creation Workshop
- Heuristic analysis
- Card-Sorts

Digital products

- Digital channel strategy
- Digital product and service strategy
- Interaction map
- Content map
- Information architecture
- Visual Design
- Prototypes
- Front-End
- Design Systems



Our services

Service Design

- Actual customer Journey
- Future customer Journey
- Strategic Workshops
- Design of services and products
- Branches of the future
- Prototypes
- Desktop Walkthrough
- Layout design for architects

Trasformation

- Omnichannel transformation roadmap
- Definition of principles
- Planning and executive alignment
- Skills and training
- Creation of agile cells
- Design Training
- Search for design professionals
- Support in technical selection

Our clients had being recognised as:



The Best Digital Banking 2019

Latin America – Country Winners

Argentina	Banco Santander Rio
Brazil	Next-Bradesco Bank
Chile	Banco de Chile
Colombia	Bancolombia
Ecuador	Produbanco
El Salvador	Banco Agricola
Guatemala	Ficohsa
Honduras	Ficohsa
Mexico	Citibanamex
Paraguay	Banco Itaú Paraguay
Puerto Rico	Banco Popular de Puerto Rico

Source: Global Finance 2019. <https://www.gfmag.com/magazine/september-2019/worlds-best-digital-banks-2019-lifestyle>



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