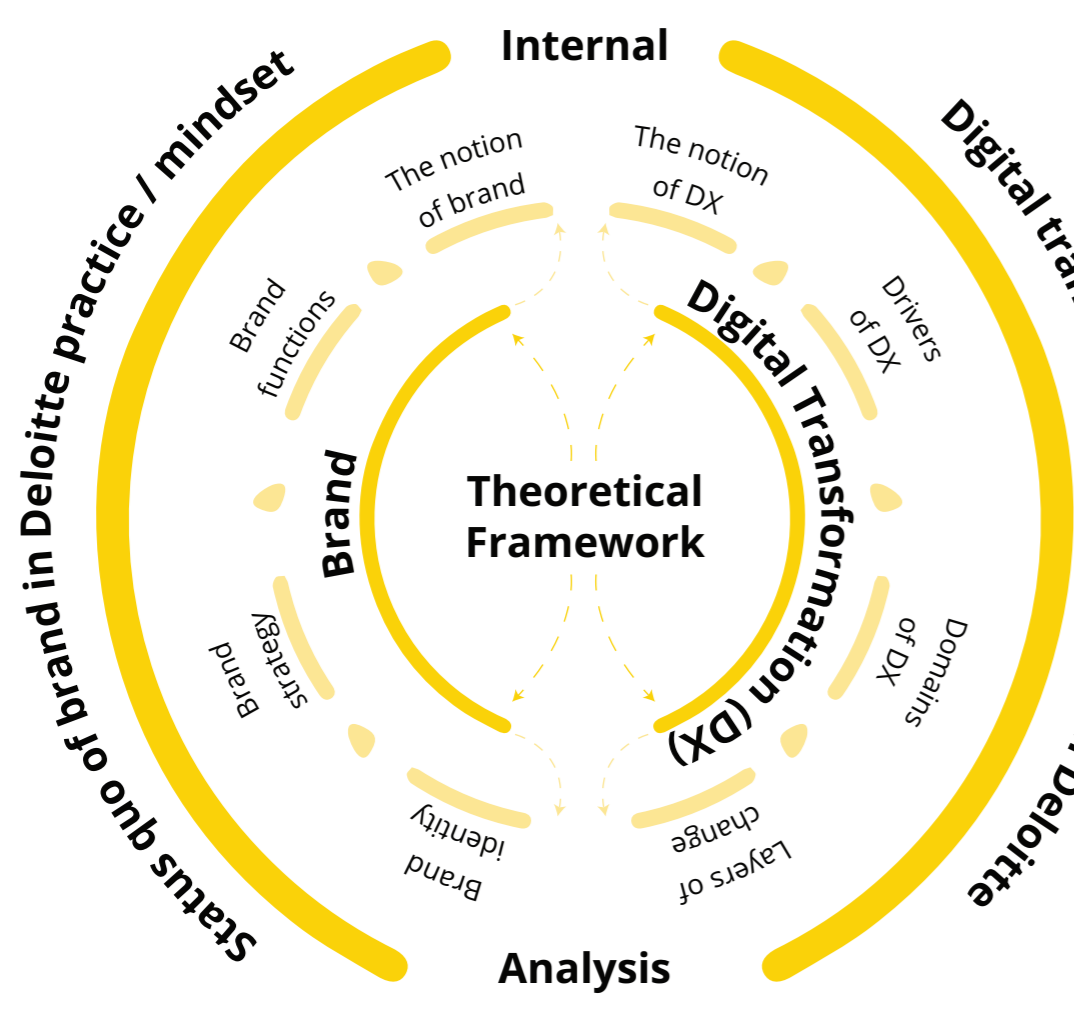
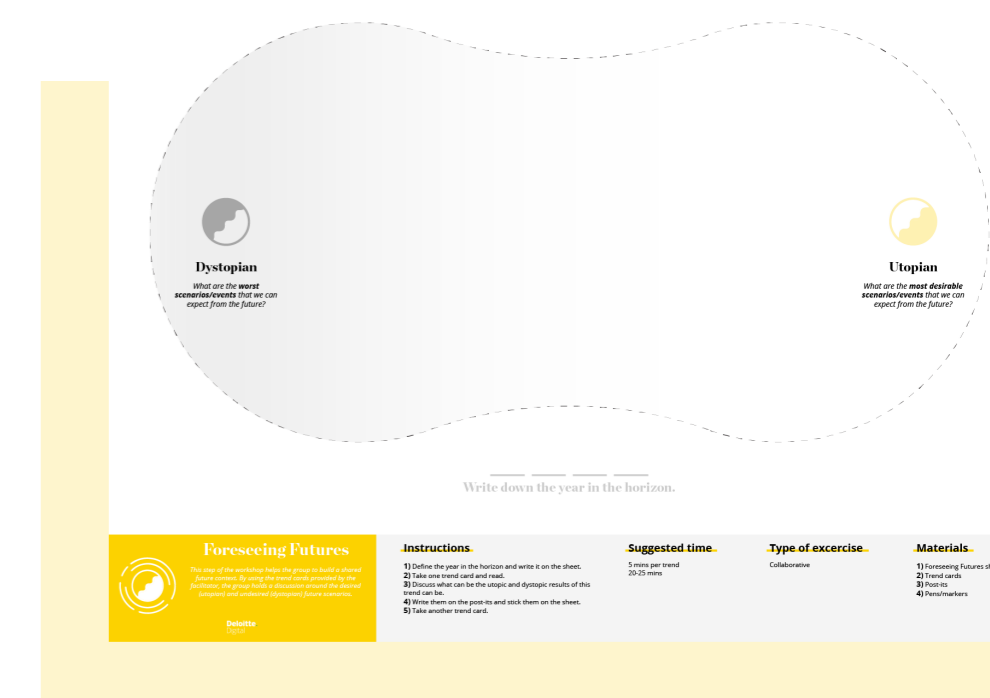
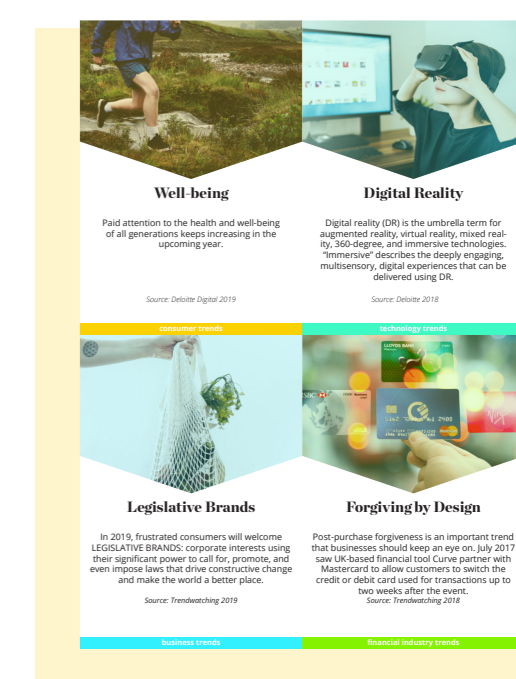
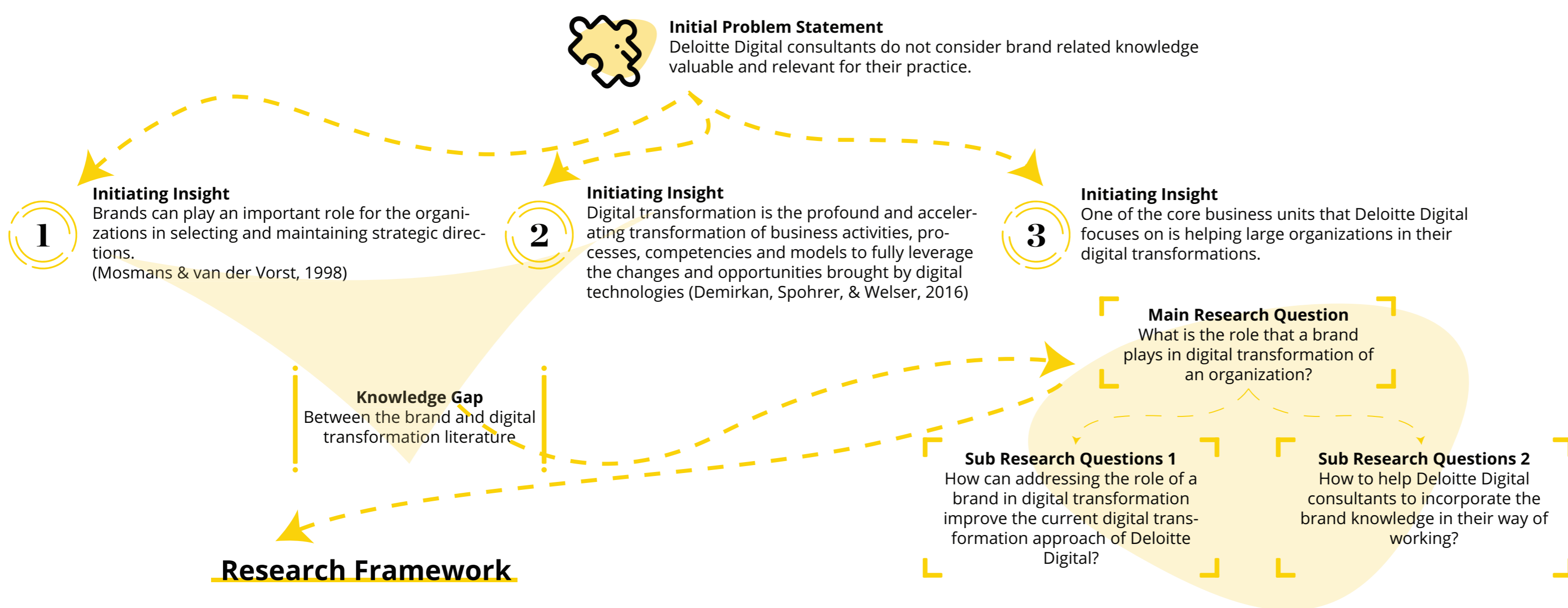
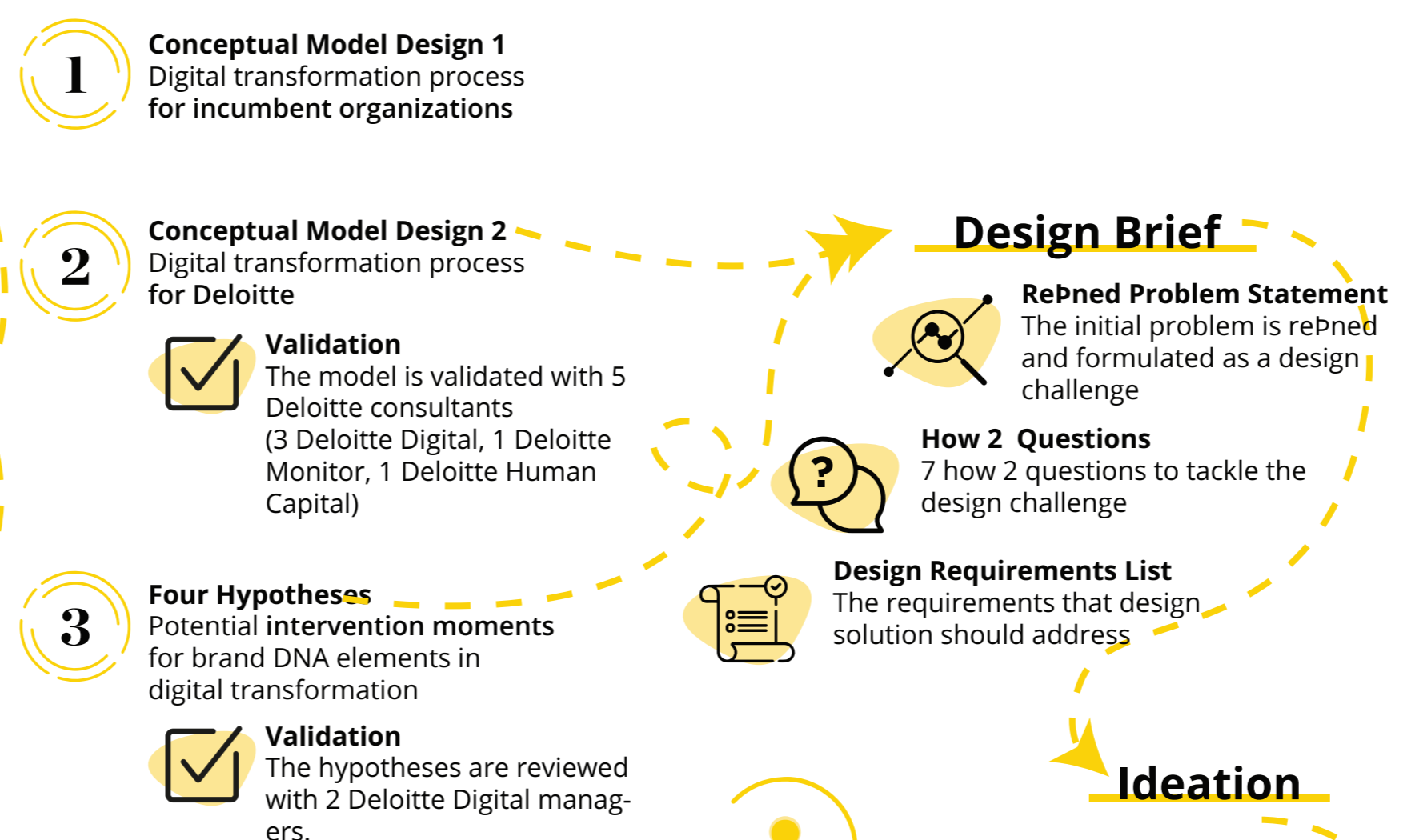


Different Perspectives

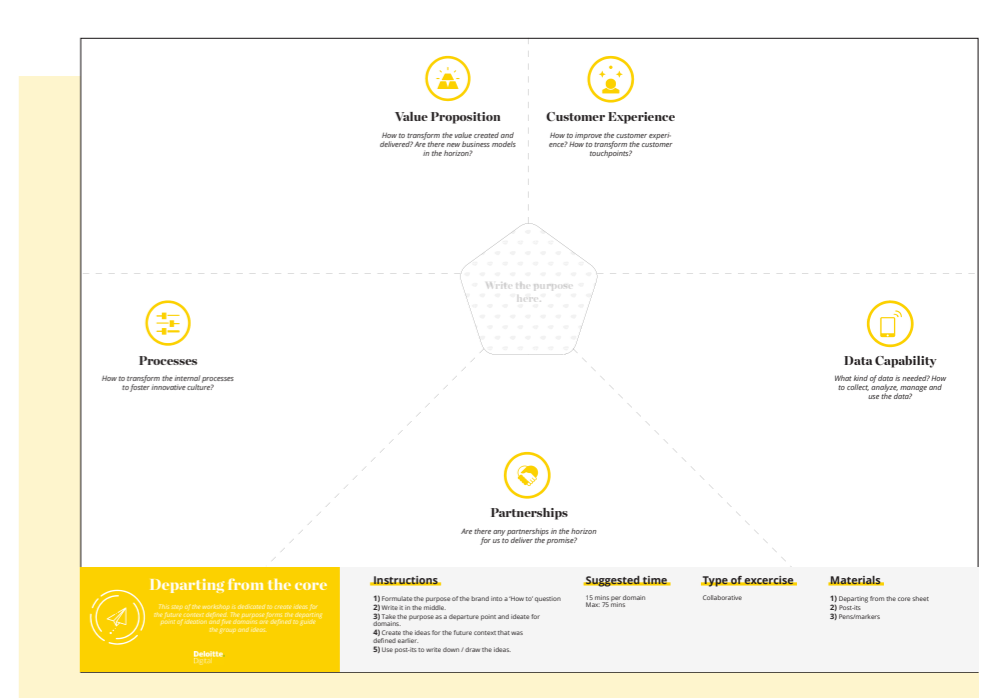
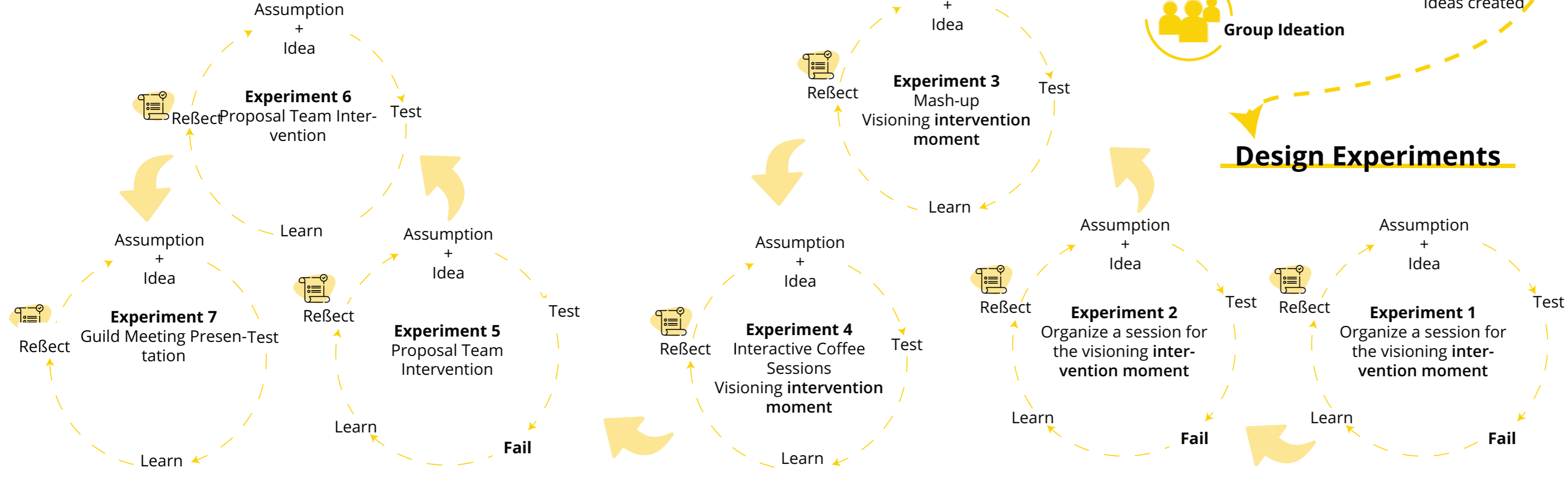
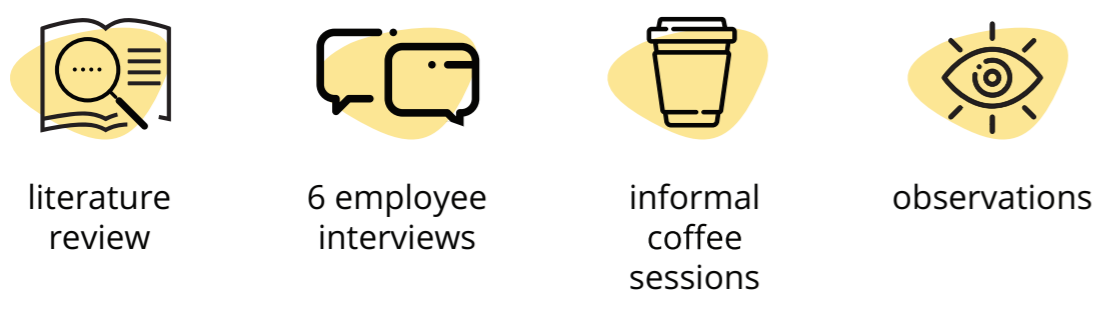
Unveiling the role of brand identity in digital transformation



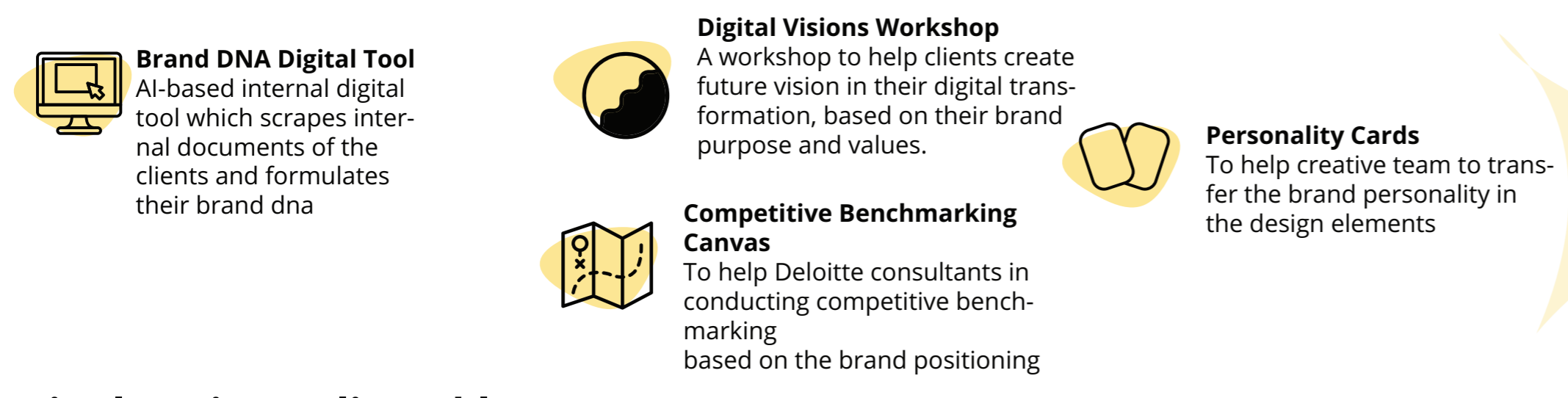
Outcomes Generated



Methods Used



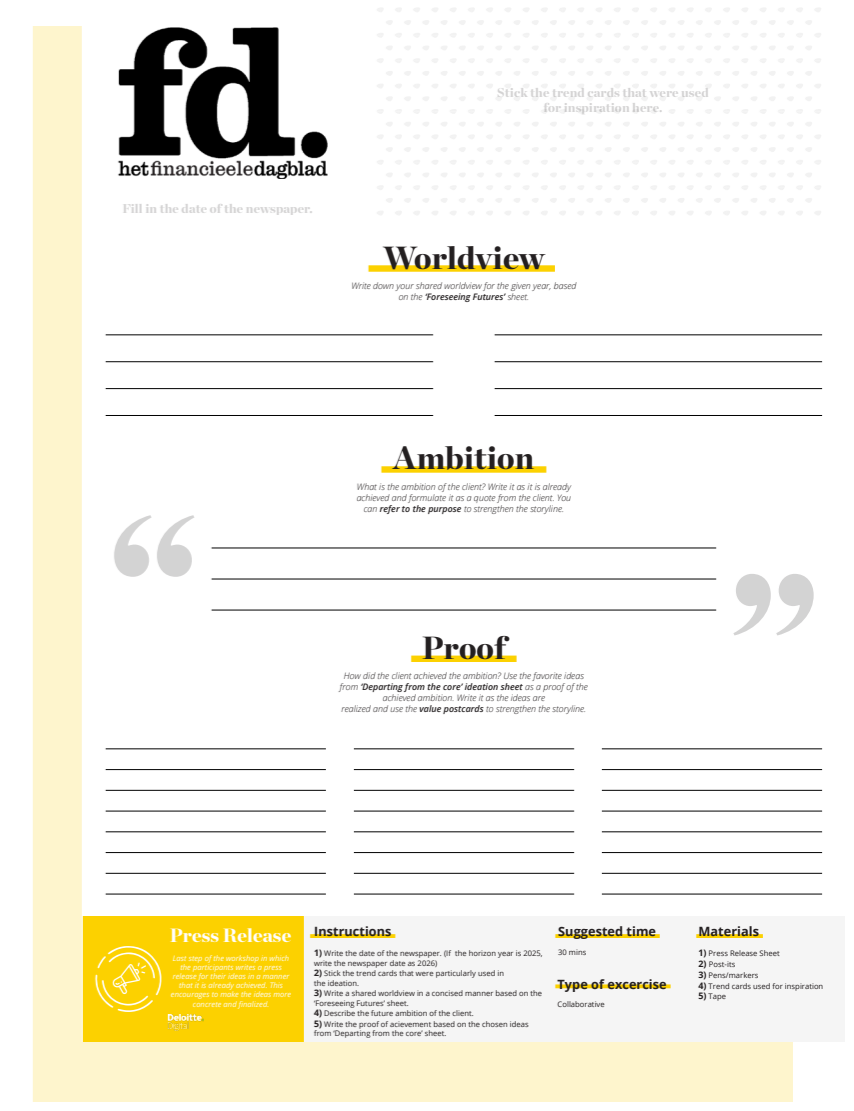
Final Design Propositions



Validation ✓
Desirability aspect validated with;
- 1 senior manager (interview setting)
- 1 business analyst (interview setting)
- +20 consultants (presentation & short feedback)

Final Design Deliverable

Digital Ambitions Workshop



Digital Ambition Workshop Material

P. Celik
Different Perspectives: Unveiling the role of brand-identity in digital transformation
30/01/2019
MSc Strategic Product Design

Committee Prof. dr. Vorst, R.R.R. van der Ir. G.H. (Gert Hans) Berghuis
Company Deloitte Digital

