

A Strategic Design Consultancy | CX & AI

Strategy

Value & Impact

- Future horizons
- Product & portfolio strategy

Research

Insights & intelligence

- Market research
- Market testing

Design

Digital Experiences

- Prototypes & MVP
- Service design

Go to market

New Ventures

- Business model design
- Go to market strategy

CX Automation

AI & Automation

- Conversational agents
- Service automation

Director, Strategic Design | CX & AI



Nathan Maguire
Digital Experience

Nathan Maguire is a Strategic Design leader with 20 years experience guiding organisations through complex change to unlock innovation in digital products, services and emerging technologies.

With extensive experience leading teams through complex change, I've led Corporate Innovation Programs, consulted to Innovation Labs and Venture Programs and founded Ansa AI, a conversational AI tech startup.

I've worked with leading organisations in the Australian, US and UK markets in digital design, product and technology roles. I'm a dynamic, strategic thinker and collaborative leader, focused on unlocking the power of technology to drive innovation for my clients.



Trusted by industry leaders
and change makers.

iag

SAMSUNG

Microsoft

Canon

TOYOTA

NRMA

Commonwealth Bank

T

AUSTRALIA
POST

3

Stockland

QANTAS

Woolworths

World Vision®

Sportsgirl

healthdirect
Australia

TRIPLE
NM

2day
104.1

marie claire

InStyle

CX Automation

Conversational AI, virtual agents, service automation

The Virtual Concierge: Tech Startup

In 2018, I saw an opportunity to create a virtual concierge service for the hotel and vacation rental market, by imagining how vacation property managers, and hotel managers might provide their guests with fast, convenient and 24/7 automated service offerings.

The product: Ansa helps guest throughout their stay to check in and out, with property information, local services and recommendations, and provides hosts with real time feedback about their guests.

I was a co founder of Ansa AI, managing product, strategy, design, legal ,finance and HR.

For commercial confidence, I have omitted and obfuscated confidential information in this case study.

A Virtual Concierge for Hospitality

The virtual concierge provides property management software connecting property managers, hosts and guest on the Google Assistant and Facebook Messenger platforms.

- Customise responses to guest questions
- Filter by service type, location and time
- Receive SMS alerts with service information
- Escalate urgent health requests to nurses

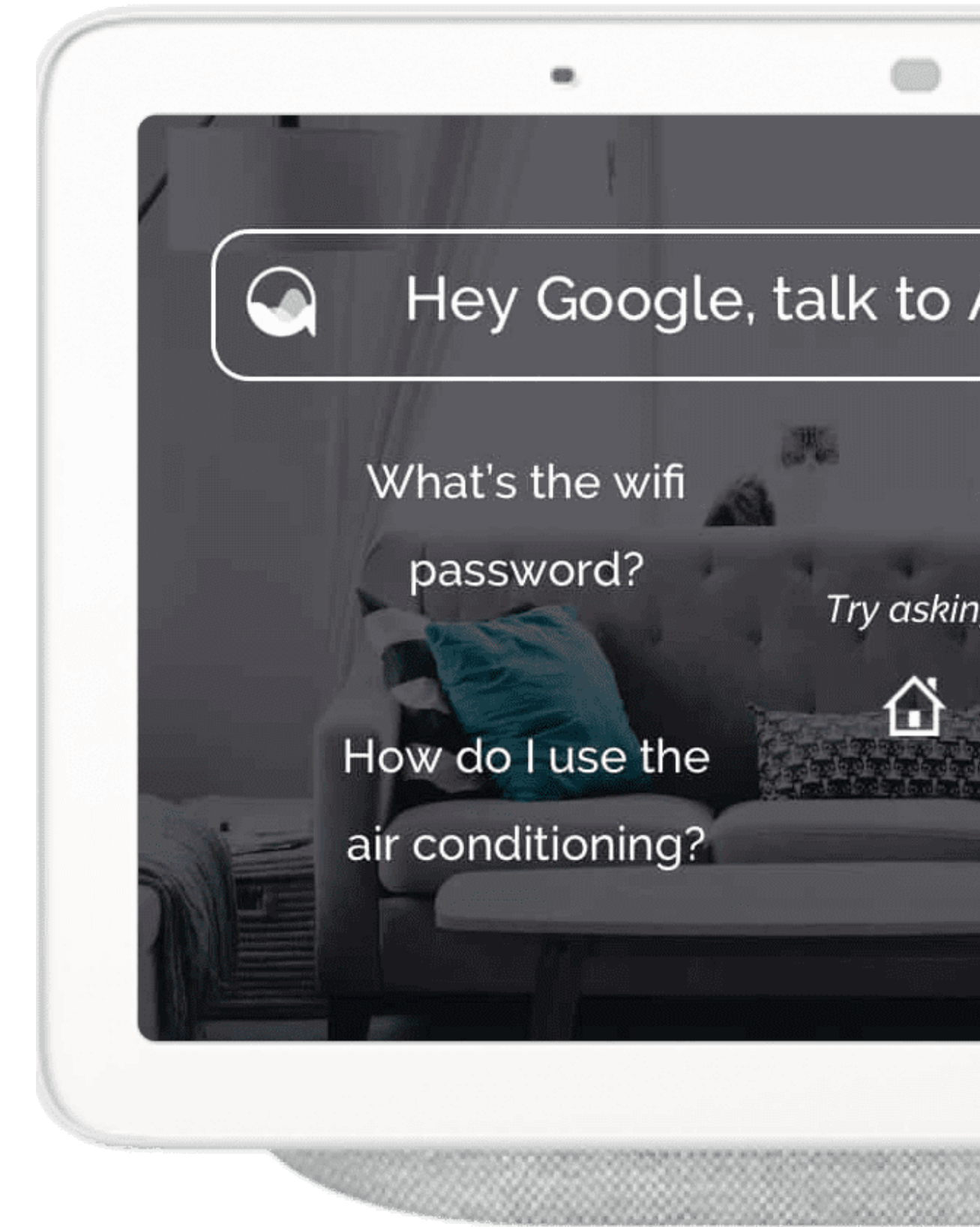
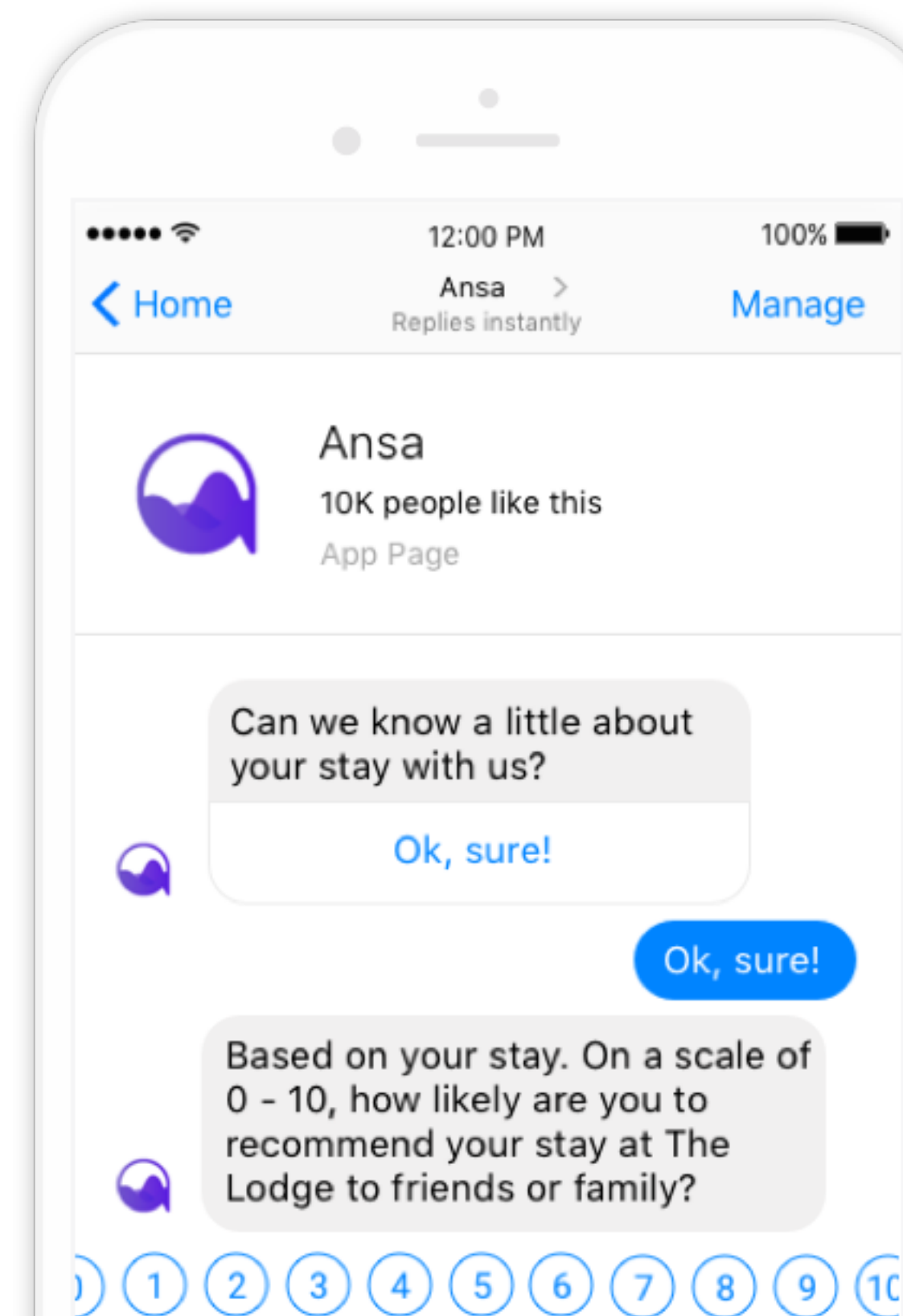
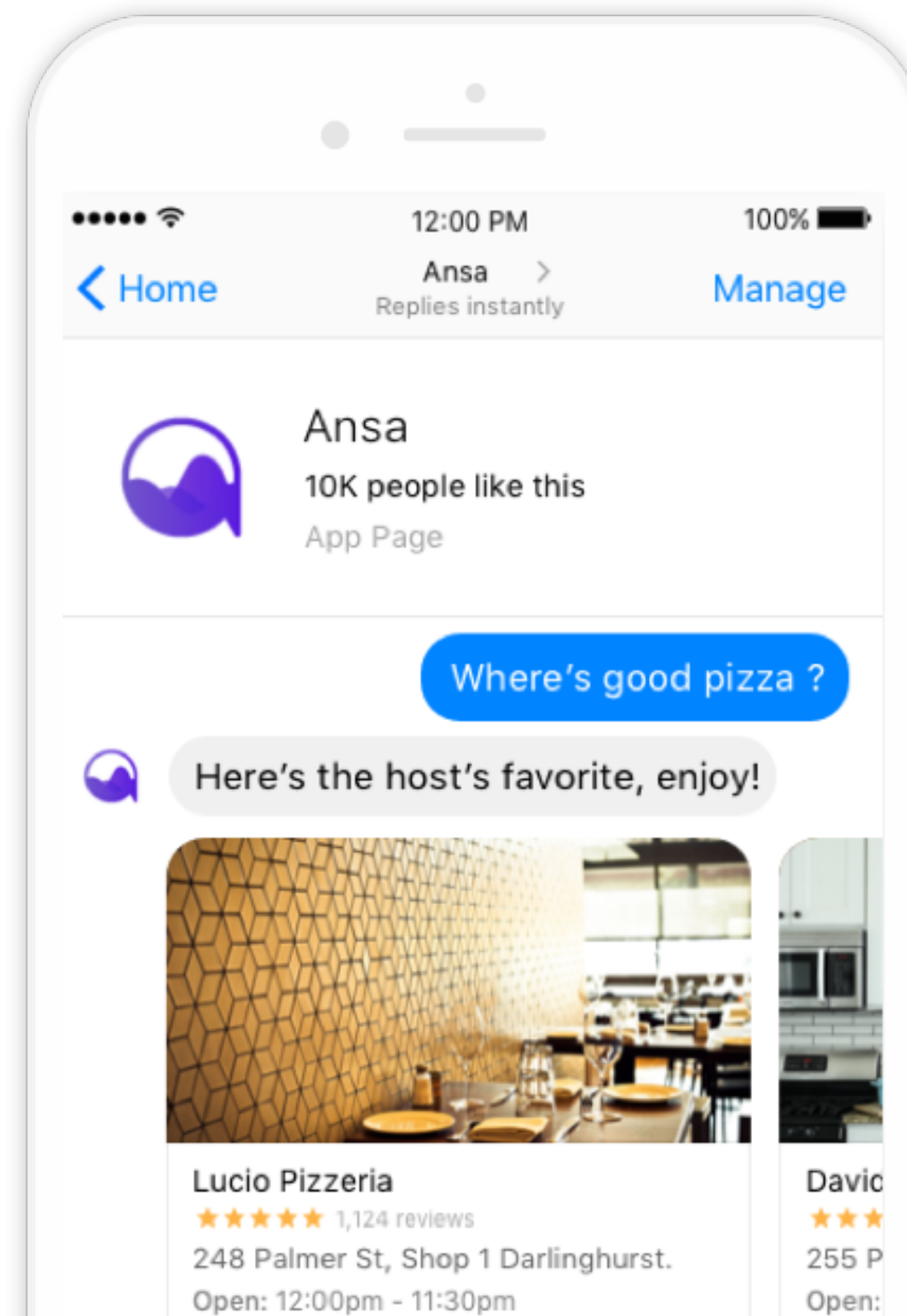
- Research & strategy
- AI & product design
- Business model design
- Legal & partnerships
- Finance & HR

I hope you're enjoying your stay, how can I help?

Can you tell me the password for the wifi please?

Sure, I've sent that to the Google Assistant app on your mobile

Great, can you also send that to me on messenger...



Travel: Automated Customer Service

In mid 2019, I joined the Qantas Virtual Assistant team to build out and scale conversational platforms across the enterprise. Qantas had laid foundational conversational experiences on Facebook Messenger and Web Chat with integrated Live Chat services.

I was the Design Lead for Qantas's Virtual Assistant teams and strategic advisor for roadmap development, deployment and scaling, training, testing and mentoring the Virtual Assistant team across a range of initiatives.

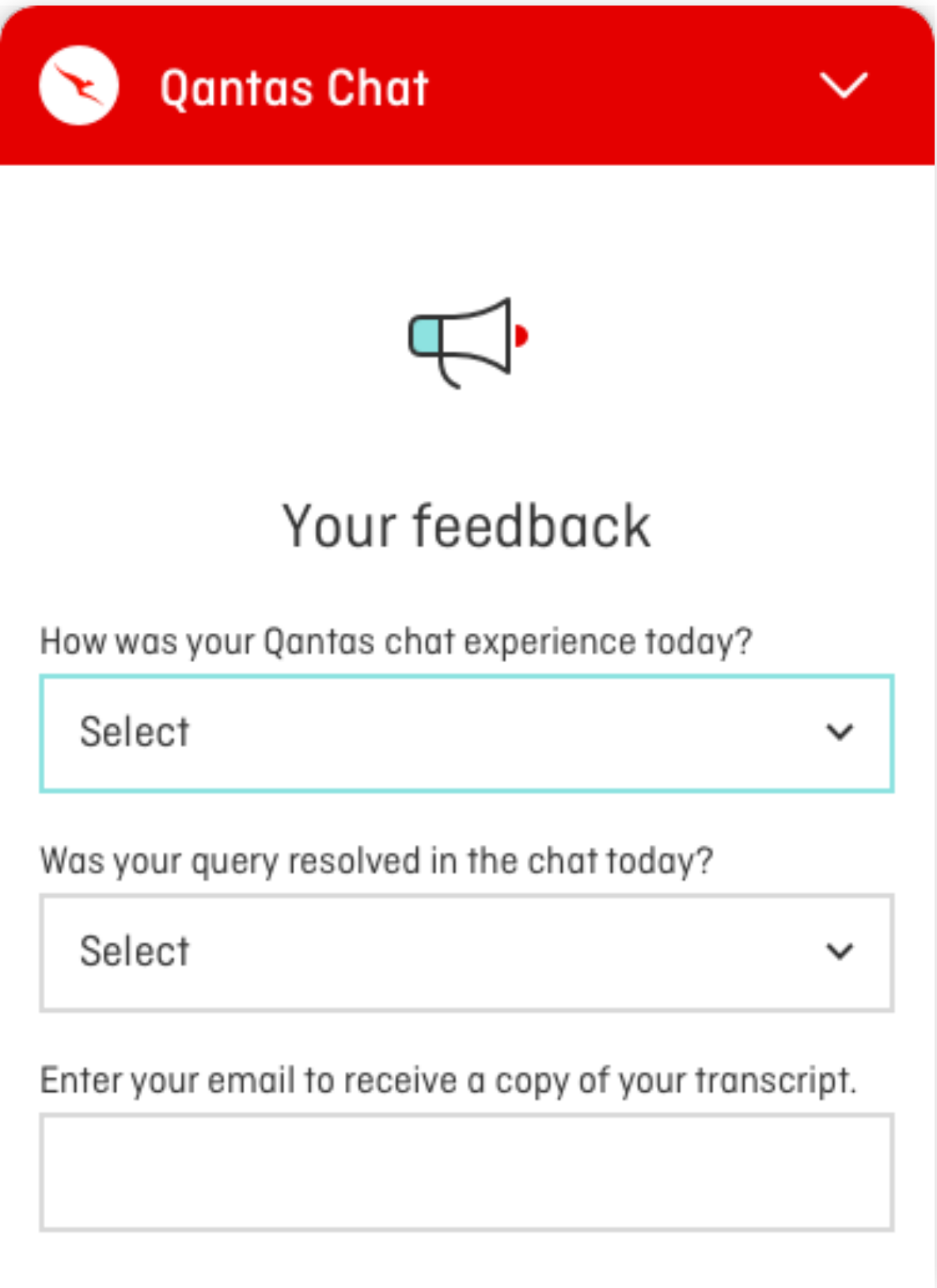
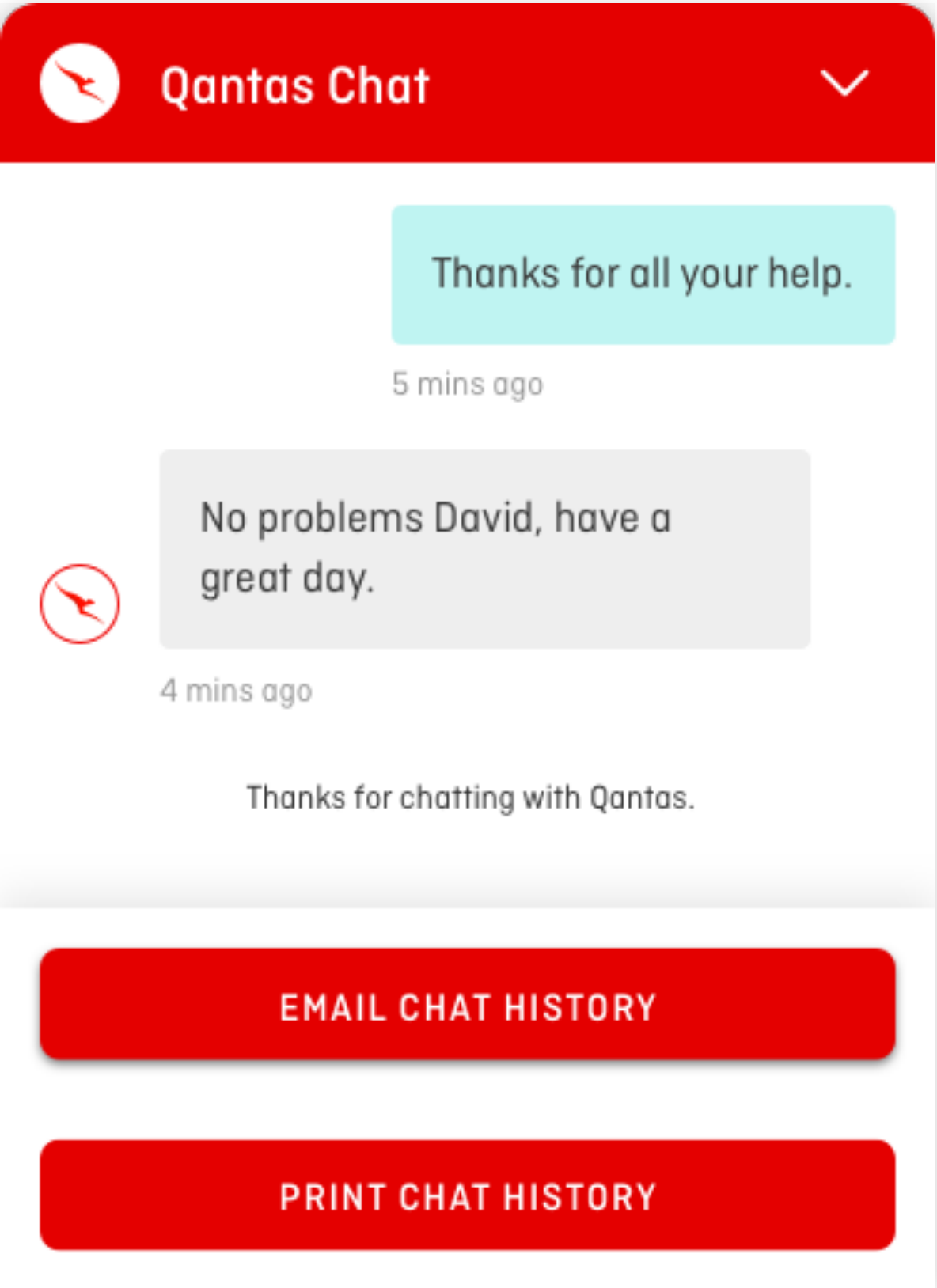
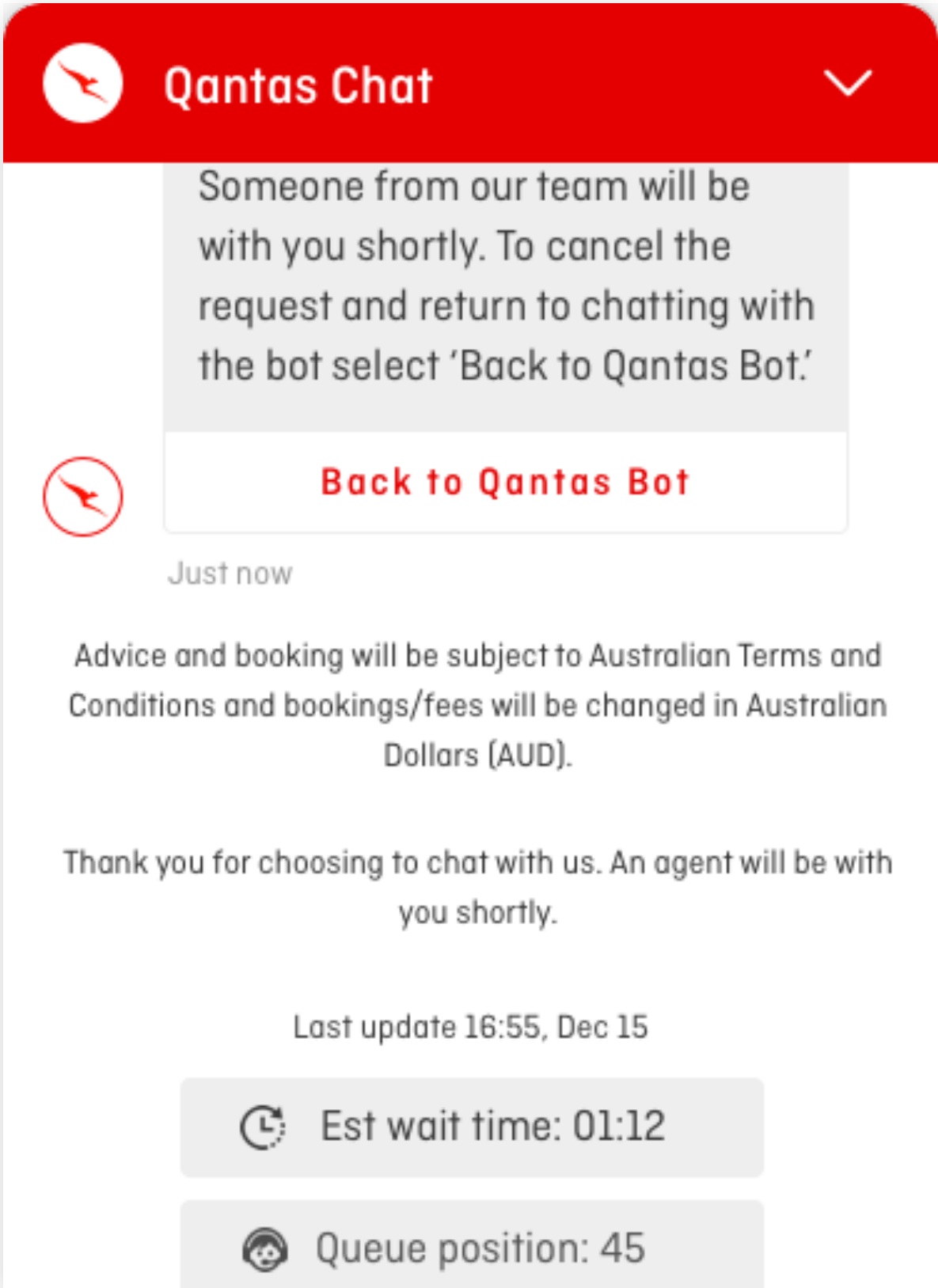
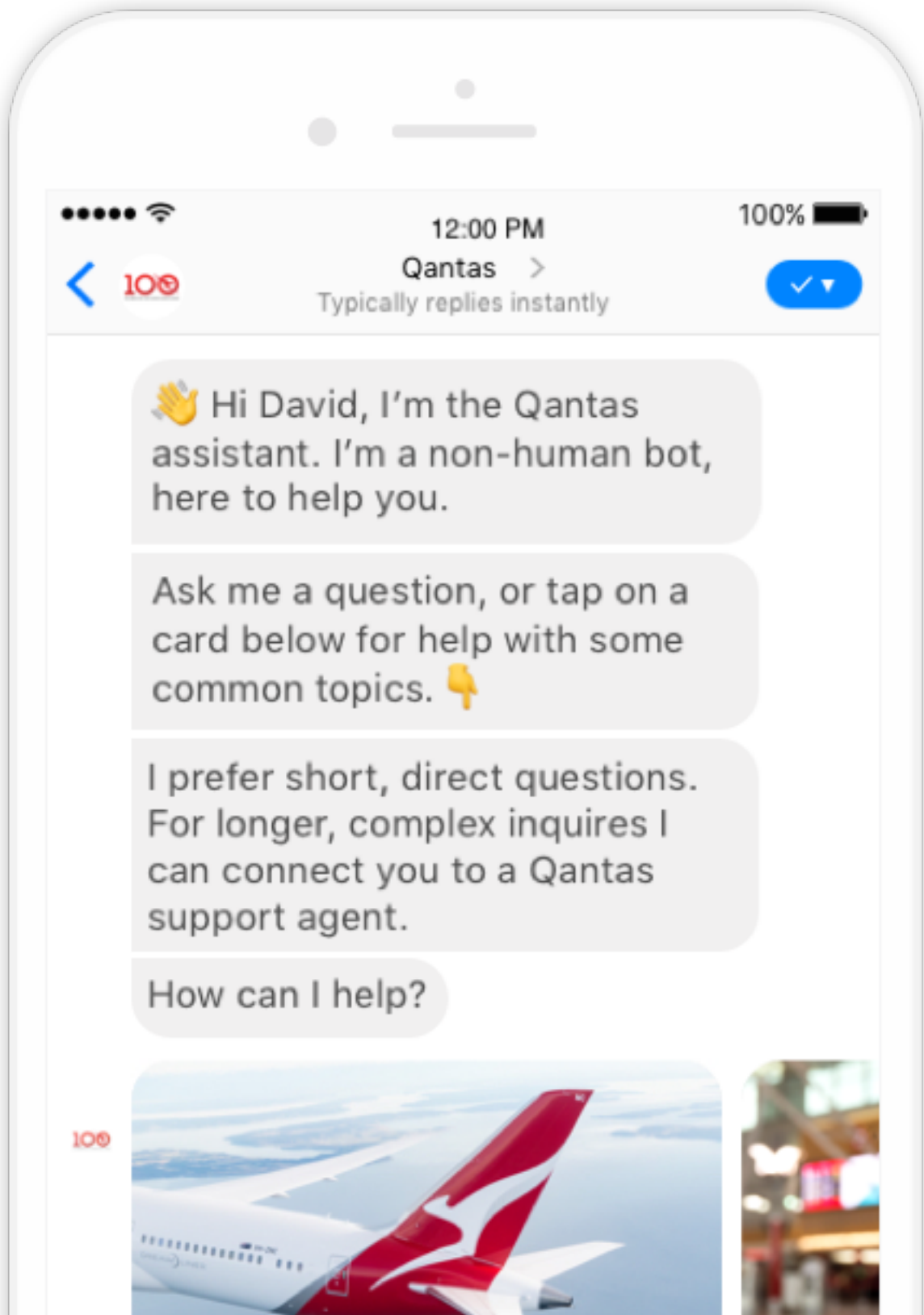
Team: 2 x Conversational AI Designers, 1 x Product Manager, 1 x Tester, 6 x Engineers

To comply with non-disclosure agreements, I have omitted and obfuscated confidential information in this case study. The following case study does not necessarily reflect the views of Qantas.

Self Service + Live chat

Qantas’s virtual assistant channels: service service knowledge, fulfilment across flight search, alerts, bookings, baggage, lounge access and more. Live chat integration, surveys and customer feedback.

- Facebook Messenger, Native Web, Mobile App, Live chat
 - Strategic research: user testing, channel attitudes & preferences
 - Design, build, training and automated testing architecture
 - Training and mentoring of conversational AI teams
 - Rapid response and crisis management
- Research
 - Product strategy
 - Conversation design
 - AI Training & optimisation
 - Capability uplift & mentoring



Retail: Voice Commerce

In late 2017, Woolworths embarked on an ambitious project to launch an integrated voice commerce application as one of the first Australian brands on the Google Assistant platform. The launch was scheduled to coincide with Google's launch of the Google Mini to the Australian market.

I was the lead conversational AI design consultant on the project and part of a specialist team in charge of product research, conceptualisation, design and development.

Team: Conversational AI/ Voice Designer, UX Researcher, Product Owner, 2 x AI Engineers

To comply with non-disclosure agreements, I have omitted and obfuscated confidential information in this case study. The following case study does not necessarily reflect the views of Woolworths.

Empathise & Define

With just 6 weeks to get a voice product live and meet the launch of the Google Mini we had to think fast and understand our users faster.

How might an AI driven user interface still in its infancy, support grocery shoppers in what is a complex task that involves hundreds of decisions in a highly visual environment.

- Stakeholder Interviews
- 18 x exploratory user interviews
- Wizard of Oz testing
- Target market analysis
- User needs analysis
- Competitor analysis
- Research Synthesis
- Affinity Mapping

Core Audience

The Google Home device had only launched in the Australian market in mid 2017. We anticipated a tech savvy, early adopter audience to be most suited to an early stage voice-retail channel.

But, we were wrong! Whilst early adopters saw the device as a nice to have, it was families and specifically mothers with young kids who were most taken. Why?

- Hands free access to information
- Help in the kitchen when cooking
- Help with to do list/shopping lists
- Weekly planning, price checking



Ideate

Once settled on our core users and use cases, we ran design thinking workshops to elicit detail for our MVP and strategic product roadmap.

We assembled a diverse team of subject matter experts and challenged them with design thinking activities to solve shopper problems with voice first experiences.

- Strategic UX roadmap
- Customer personas
- MVP use cases
- Idea canvas maps

Prototype

With core use cases defined for the MPV, we set about creating a technical and design spec to allow us to develop our MVP.

Designing for voice required a whole new design methodology, technical specification approach and the development of a bespoke design and prototyping methodology.

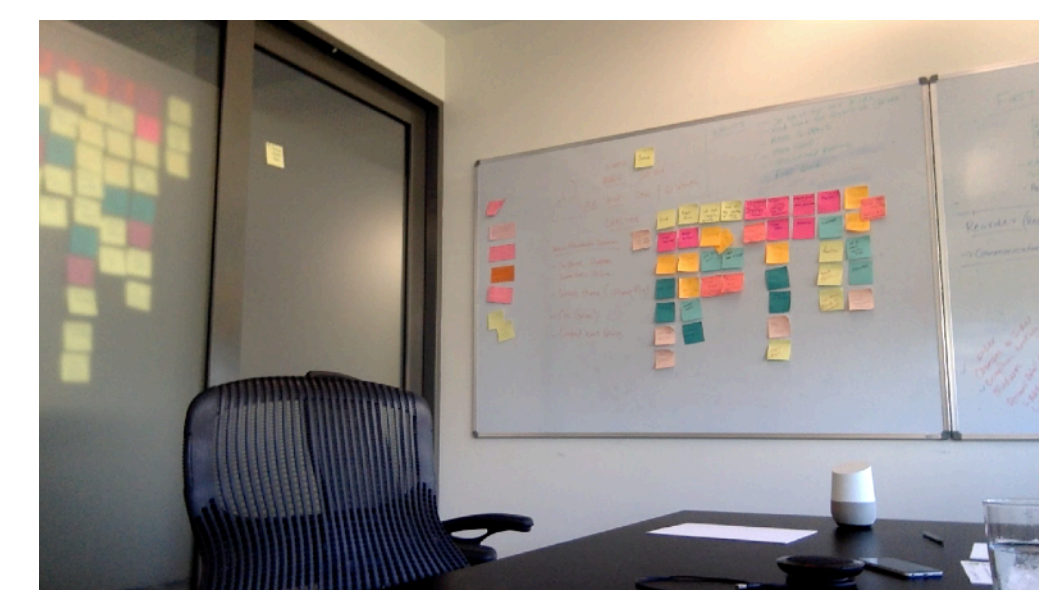
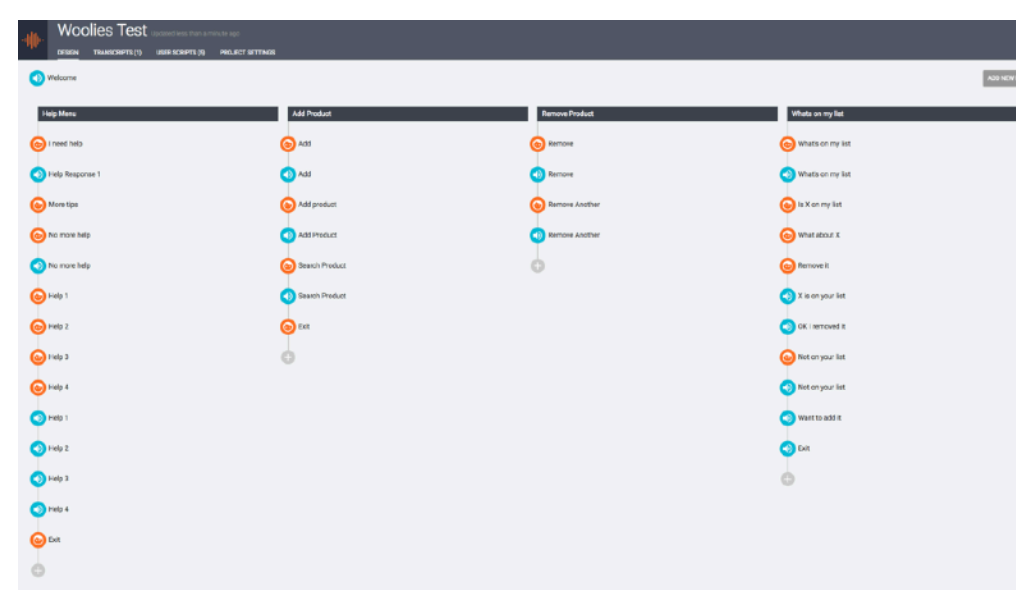
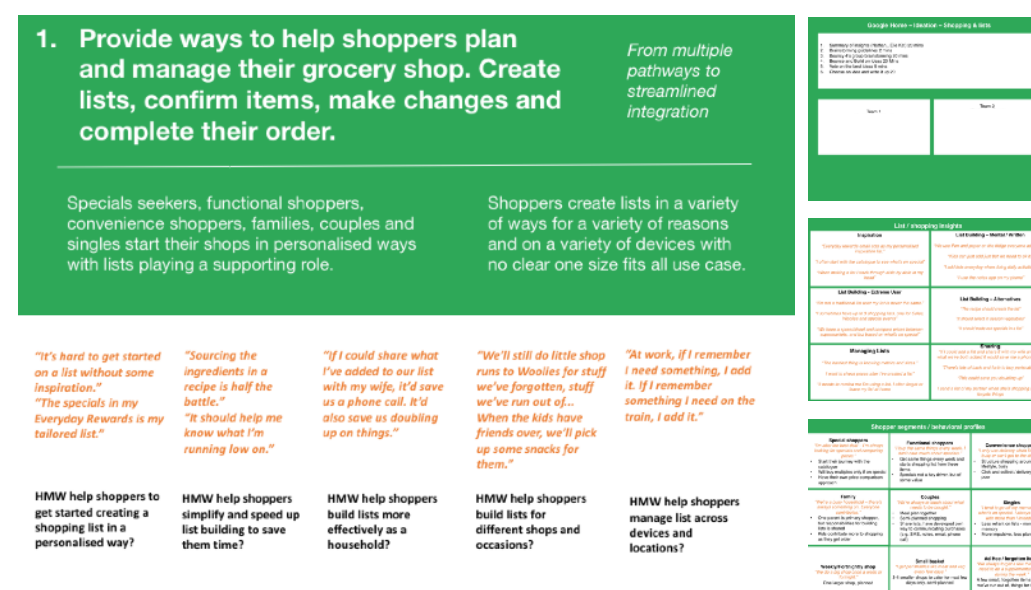
- Design guidelines
- Conversation design
- Intent mapping
- Entity mapping
- Voice prototype design
- Voice prototype development

Test

To validate our early hypothesis and ensure we could iterate rapidly we implemented a bi-monthly user testing cycle.

Testing for voice interfaces again required new approaches. We rapidly iterated our product and pivoted direction several times in the lead up to our launch and continued this cadence to build out the product roadmap.

- Wizard of Oz usability testing
- User acceptance testing
- NPS reporting



Scale

Shop with woolworths.com.au Australia’s leading grocery retailer using Google Home and Google Assistant on IOS and Android.

- Create a shopping list using data personalisation
- Review your list, remove items and shop on the Woolworths app
- Get directions to your nearest store, find opening hours, ask FAQ’s
- Say ‘talk to Woolworth’ to try it out on Google Home /Assistant app

- Research & ideation
- Conversation design
- AI Training & optimisation
- Roadmap planning

Welcome to Woolies, you have 5 items on you list. What would you like?

Can you add milk to my shopping list

Sure, I added milk. Something else?

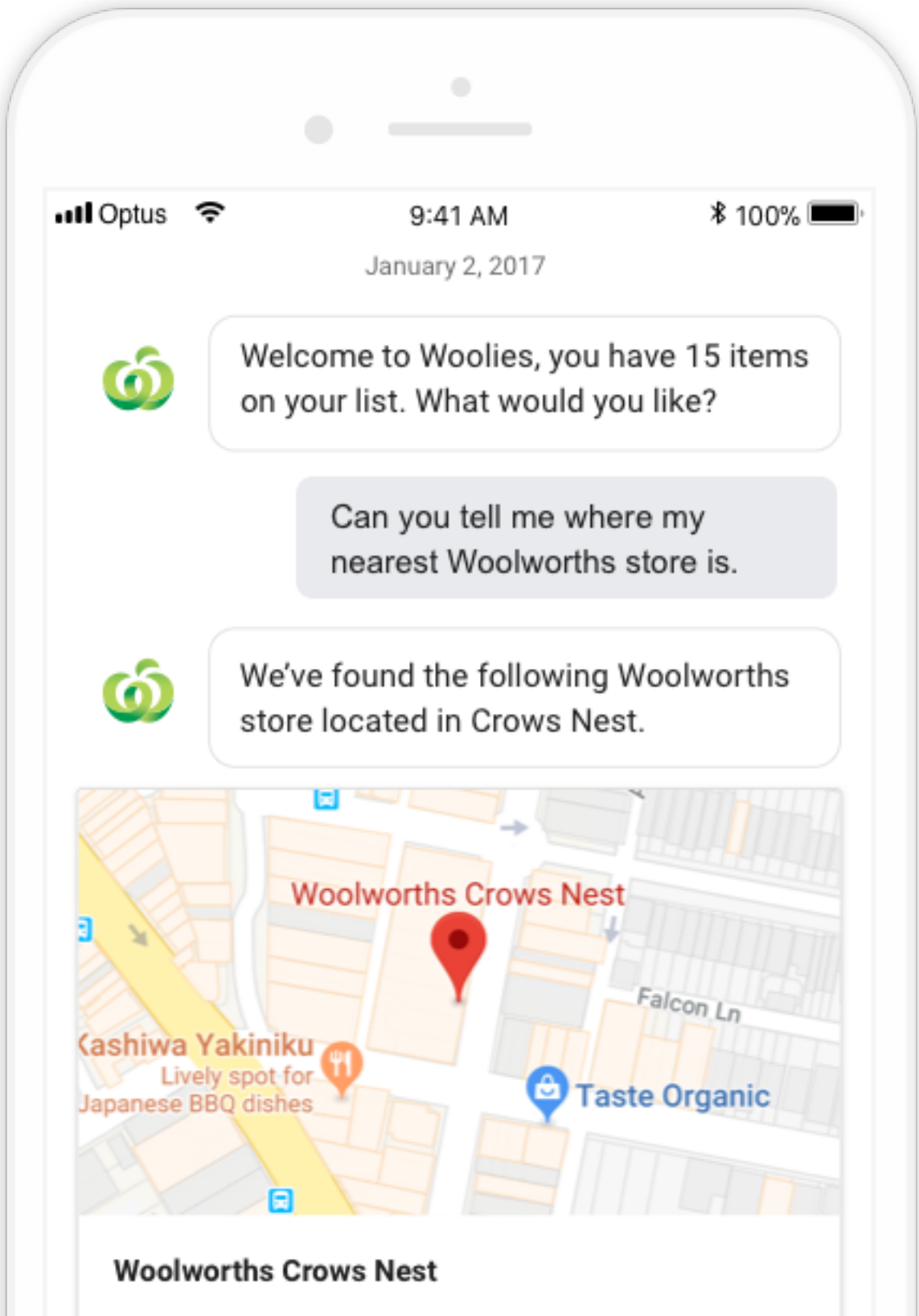
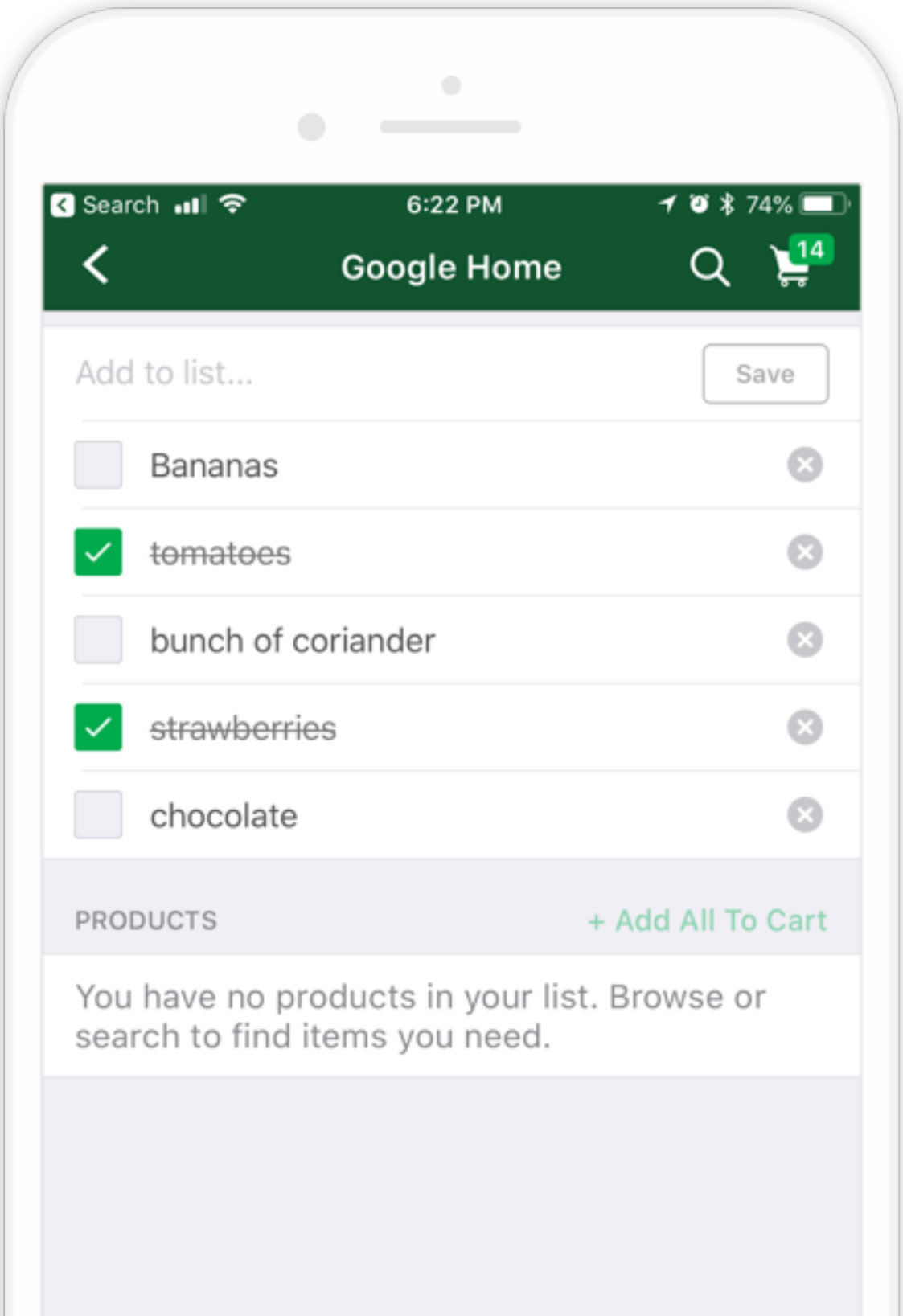
Can you tell me what’s on my shopping list?

What’s the address of Woolworths in Surry Hills.?

The address for Woolworths Surry Hills is 413-417 Bourke Street, Surry Hills, NSW 2010.

What time is it open until?

Woolworths Surry Hills closes in 15 minutes at 10:00pm.



AI Contact Centre: Amazon Lex

In 2018, healthdirect, early to recognise the promise of conversational AI, saw an opportunity to augment and supplement their national health services by integrating conversational AI into their national help line.

Our challenge: to create a conversational AI solution to reduce service costs and better serve callers looking for local health services across the Australian market.

I was the lead voice designer on the project and part of a specialist AI team in charge of product research, conceptualisation, design and development.

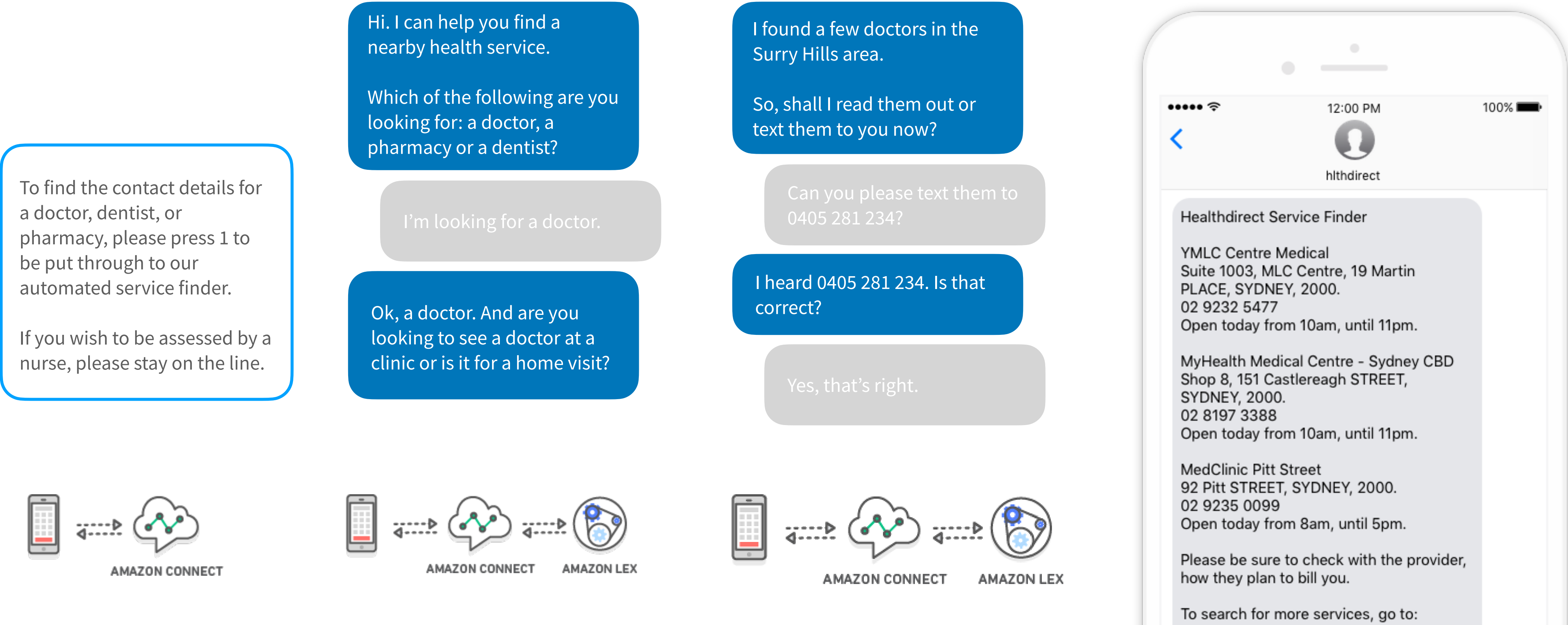
Team: Conversational AI/ Voice Designer, UX Researcher, Product Owner, 3 x AI Engineers

To comply with non-disclosure agreements, I have omitted and obfuscated confidential information in this case study. The following case study does not necessarily reflect the views of healthdirect.

Automated Service Finder

healthdirect’s automated service finder, delivers real time health service information powered by Amazon Connect + Lex on healthdirect’s help line.

- Find local doctor, pharmacy and dentist services
 - Filter by service type, location and time
 - Receive SMS alerts to your mobile
 - Escalate urgent requests to human support
- Research & ideation
 - Conversation design
 - AI Training & optimisation
 - Product roadmap



Corporate Innovation

Product & portfolio strategy, innovation labs, accelerators & new ventures.

NRMA Loyalty: Innovation & Experiments

In 2019, IAG began work on a new loyalty program for NRMA customers to drive customer engagement in the low touch, low engagement Insurance category for one of Australia's most trusted brands.

Following an assignment with IAG's Firework Labs in their Insurtech Venture Accelerator Program, I joined IAG Loyalty in 2021 to deliver a new to market loyalty program, encompassing offers, digital products and services for NRMA customers.

As part of the program I designed an innovation framework & experimentation program for the organisation, mentored behavioural science, design and product teams on best practices and delivered multiple experimentation steams including in market testing, prototype design, value proposition testing & portfolio strategy for the loyalty program, successfully progressing 75% of products through stage gates to funding.

Team: Executive team, SME's, service designers, behavioural scientists, data analysts, product owners, UX Designers

Partners: Accenture, Expilab.

To comply with non-disclosure agreements, portfolio roadmap, products and services in development remain confidential.



Firemark Labs: Innovation Accelerator

In 2020, IAG launched Project Bolt, an Insurtech Venture Accelerator Program to discover and launch new Insurtech businesses.

I was the Lead Desirability Architect across 5 venture teams. I mentored teams on Innovation and Design Thinking best practices, research and experiment methodologies, managed tools to accelerate capabilities, as well as participating in the 12 week accelerator program sprints.

Final program pitch for funding included customer segmentation, WTP, business models, market opportunity & sizing, prototype (MVP), financial projections, go to market strategy

Team: Executive team, SME's, advisors, partners, venture-desirability-viability-feasibility architects

Partners: McKinsey

To comply with non-disclosure agreements, outputs from the accelerator program remain confidential.



CBA Innovation Lab: Digital Services

In 2017 and 2018, I joined The CBA's Innovation Labs, to work on two programs of digital service improvement & innovation.

I was an Innovation Consultant, working to uncover opportunities to scale digital services and uncover product opportunities across the CBA's portfolio of offers.

Wealth Products

Uncover new product and service opportunities by understanding how customers choose between complex financial products.

- Define product switching triggers, habits, anxieties
- Segment wealth decision journeys & opportunities
- Define strategic product and marketing opportunities
- Product switching/JTBD research
- Customer journey insight mapping
- Product & marketing strategy

Financial Literacy

Redesign the CBA's national financial literacy program for schools with a low cost scalable solution, StartSmart.

- Increase engagement and enable self paced learning
- Create a low cost, scalable education program
- Facilitate education through technology
- Ethnographic /field research
- Expert, customer co-ideation
- Value proposition testing
- Digital program design

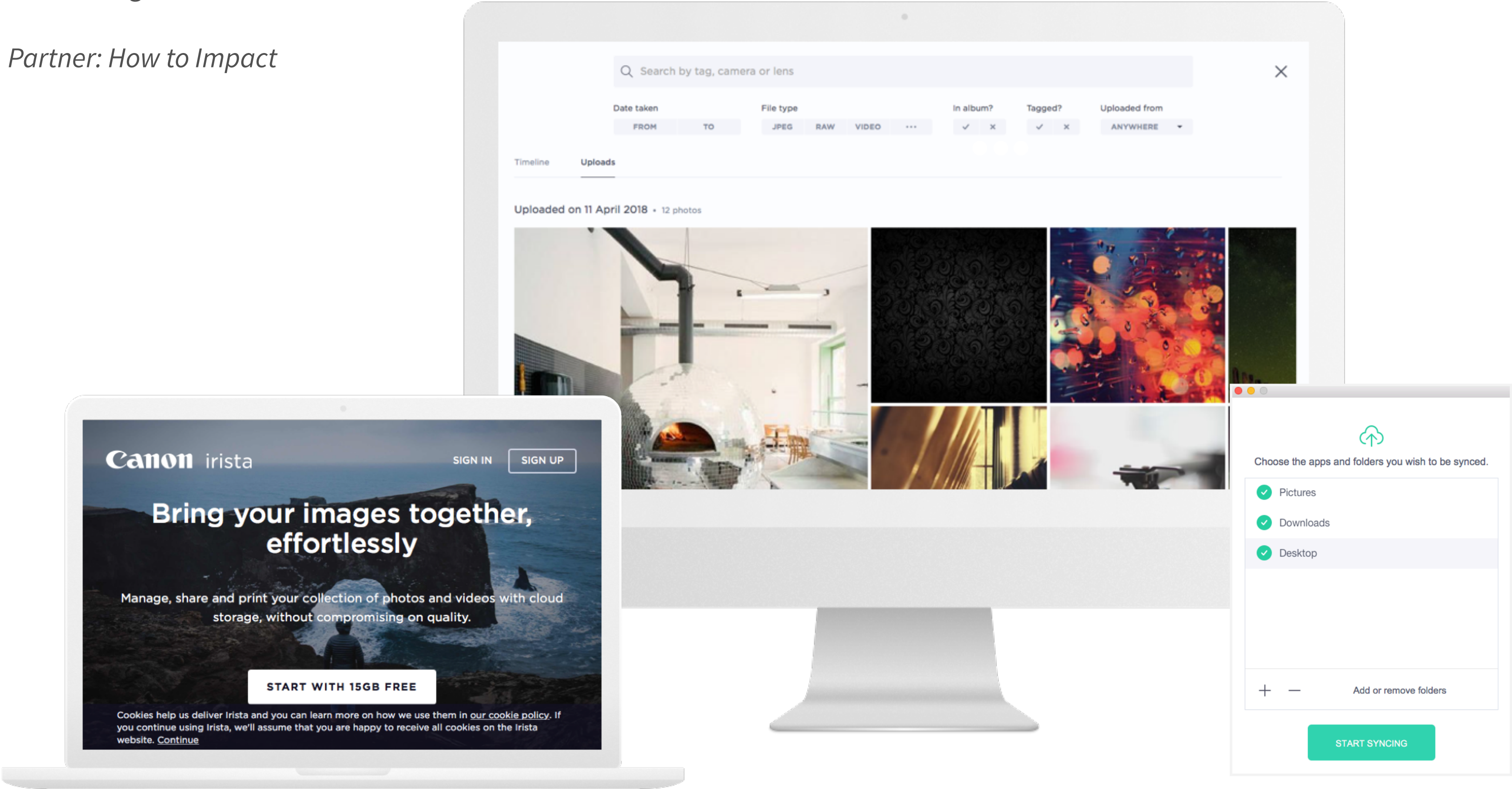


Innovation Program: Cloud Photo Storage

Canon’s cloud storage platform [irista.com](#), enables cloud photo storage for amateur and professional photographers. Smart image tagging, video and social integration.

- Store high resolution video and images
 - Smart image search features to easily find and group photos
 - Create premium printed photo books
- Research & ideation
 - Prototype design
 - User testing
 - Go-to-market strategy

Partner: How to Impact



Business Improvement

Business process & service design, commercialisation.

Automotive: Sales & Servicing

In 2016, Toyota identified an opportunity to uplift their national sales and servicing dealer network through a business optimisation project to improve process and communications and ultimately increase customer retention rates.

I was the Lead Service Design consultant on the project and part of a team in charge of research, ideations, prototyping and design.

Team: Service Designer (x2), UX Designer, SME's, GM

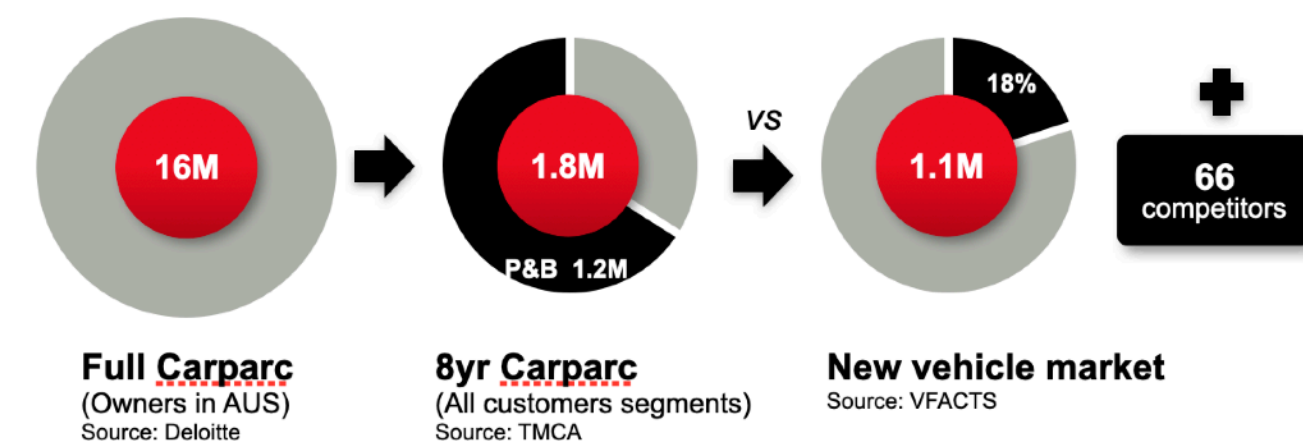
To comply with non-disclosure agreements, I have omitted and obfuscated confidential information in this case study. The following case study does not necessarily reflect the views of Toyota.

Empathise & Define

How might Toyota improve the sales and service processes for a dealership network owned by individuals dealers with differing sales and service standards.

Toyota had identified strategic goals and needed a solution and delivery mechanism.

- Research synthesis
- Define metrics & goals
- 12 x Dealer interviews & process review
- User needs analysis
- Affinity Mapping



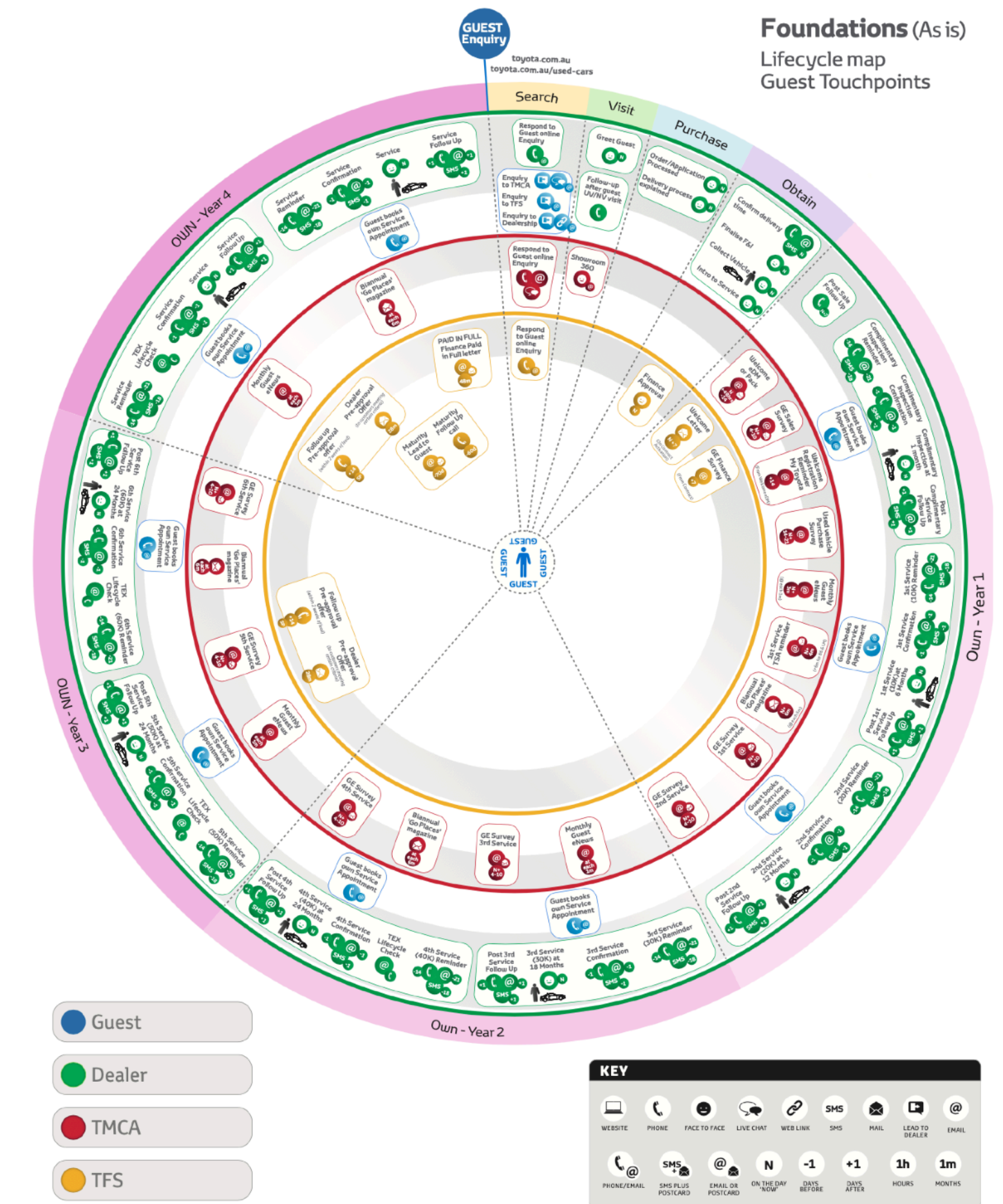
Kaizen & Service Design

Toyota uses a Japanese process known as Kaizen (continuous improvement) to identify strategic opportunities. We engaged with 20 SME's over a 6 week process in a workshop format where we map pain points, opportunities and feedback on other SME's insights over 6 weeks.

- 6 weeks Kaizen sessions (20 SMEs)
- Identify target opportunities
- Continuous improvement & iteration
- Early dealer feedback & testing



Foundations (As is)
Lifecycle map
Guest Touchpoints



Ideate

Once settled on the key pain points and opportunities for change we ran design thinking ideation workshops to elaborate solutions.

We assembled a diverse team of subject matter experts, dealers and representatives across the business and network and challenged them with design thinking activities.

- Opportunity Spaces
- Ideation challenges
- Co-ideation teams

Prototype

With a set of solutions defined we created a prototype digital contact and process map for dealer networks

In phase 1 a static digital contact map / blueprint for use in dealer networks. In phase 2 we designed an interactive tool to enable dealers to customise the tool for their own needs.

- Design of Business Process / Contact
- Kaizen continuous improvement feedback
- Visual Design
- Total 27 x versions to final

Test

Whilst we had 6 lead dealers providing design feedback through the creation of the contact map we took the final version to dealers to test in market against their sales process.

The key insight from the beta testing was that dealers now wanted to be able to customise the map, so in Phase 2 I designed a Digital version of the map for dealers.

- In market testing
- UX design interactive tool
- Video sales promotion tool

Activity 1:

The dealers we'll design for

Time: 45mins

1. Review current contact map & stimulus (5 mins)
2. Define dealer personas, their goals and challenges (10 mins)
3. What should we include on the new contact map? (10 mins)
4. How can we ensure the new contact map is useful? (5 mins)
5. Share with group (10 minutes)

Activity 2

The guests we'll design for

Time: 5mins

1. Service focused vs Lifecycle focused (5mins)
2. Define guest communication needs by type (15mins)
3. Share communication needs with the group (10mins)

Activity 3

Search - Visit

Time: 50mins

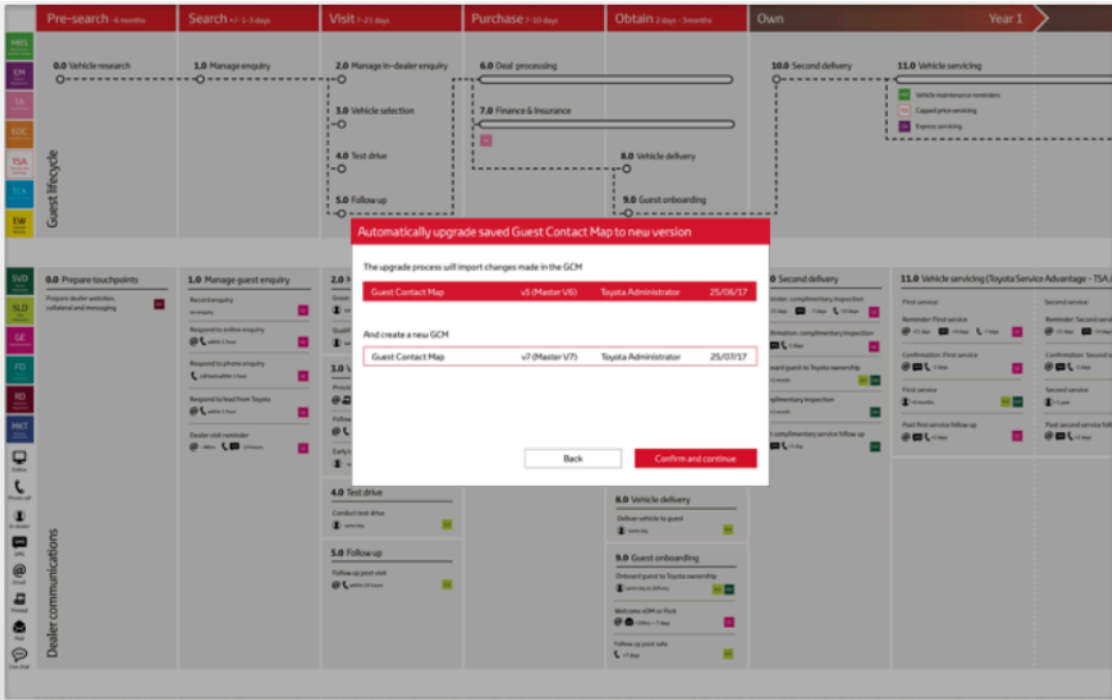
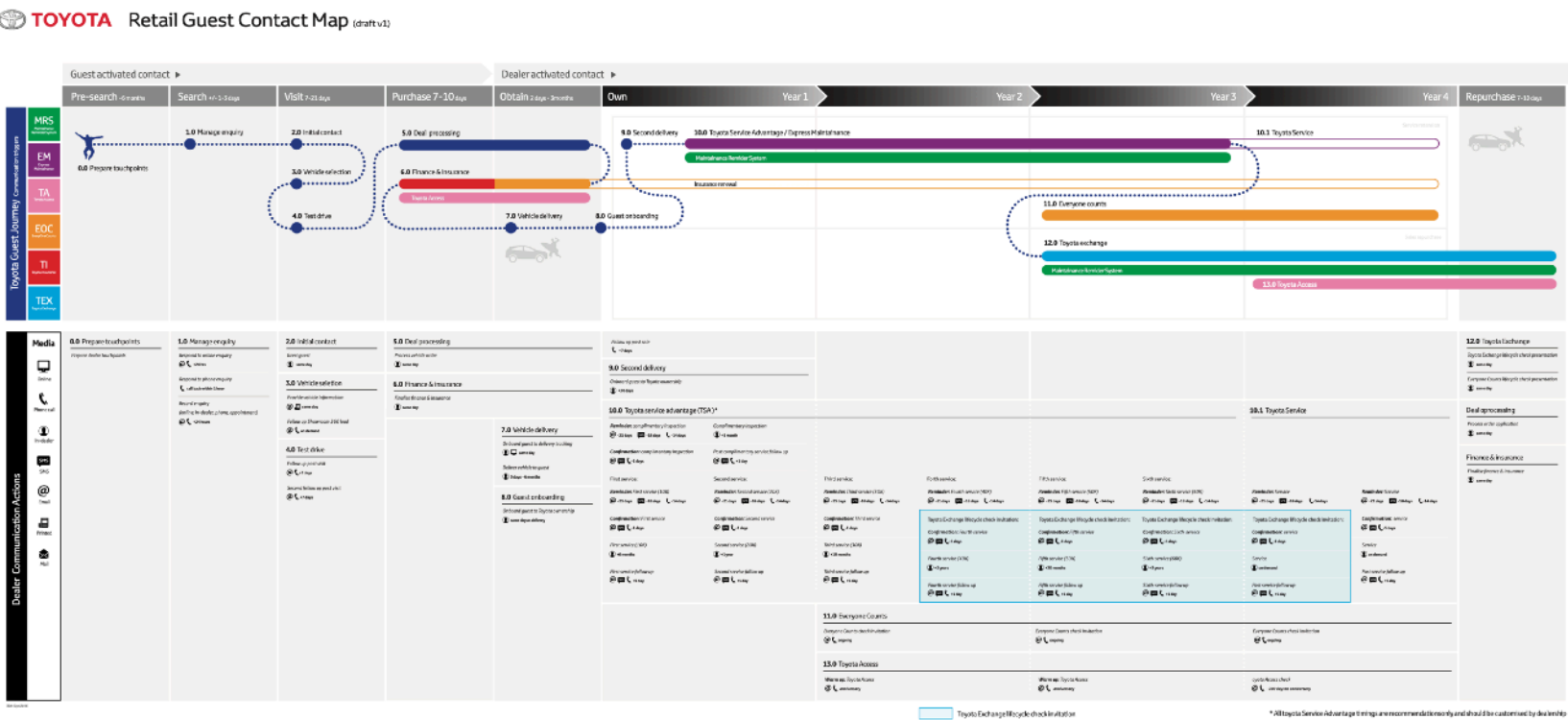
1. Setup & review stimulus (5 mins)
2. Quick idea generation (10 mins)
3. Parallel worlds (15 mins)
4. Harvest & Voting (10 mins)
5. Share with group (10 minutes)

Activity 4

Visit - Purchase

Time: 50mins

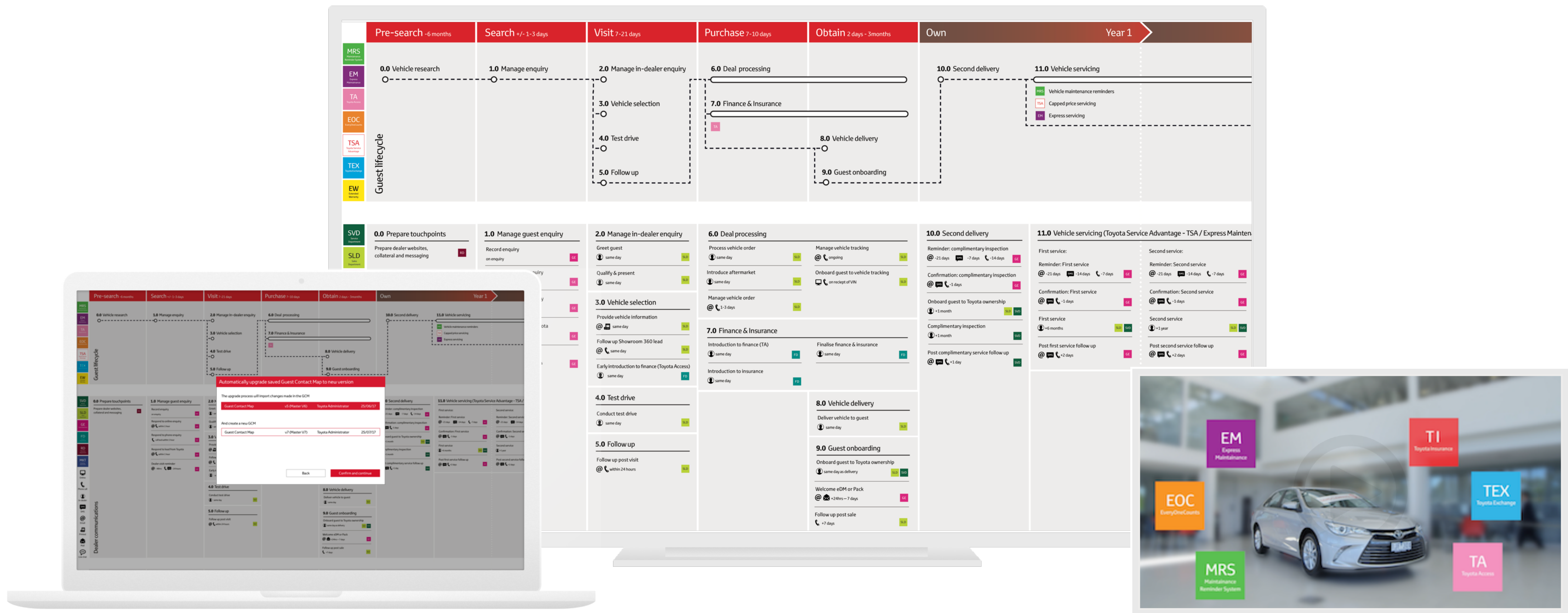
1. Setup & review stimulus (5 mins)
2. Quick idea generation (10 mins)
3. 180 degree thinking (15 mins)
4. Harvest & Voting (10 mins)
5. Share with group (10 minutes)



Digital Contact Map

Toyota’s Digital Contact Map, a strategic process and service optimisation blueprint , sales and training tool. Aligned business processes across a dealership network. Print, digital, kiosk integration.

- Strategic communication & business improvement
- Optimisation of the Toyota customer lifecycle
- Sales & performance tracking across national Toyota dealerships
- Innovation program
- In field research
- Service design
- Product design

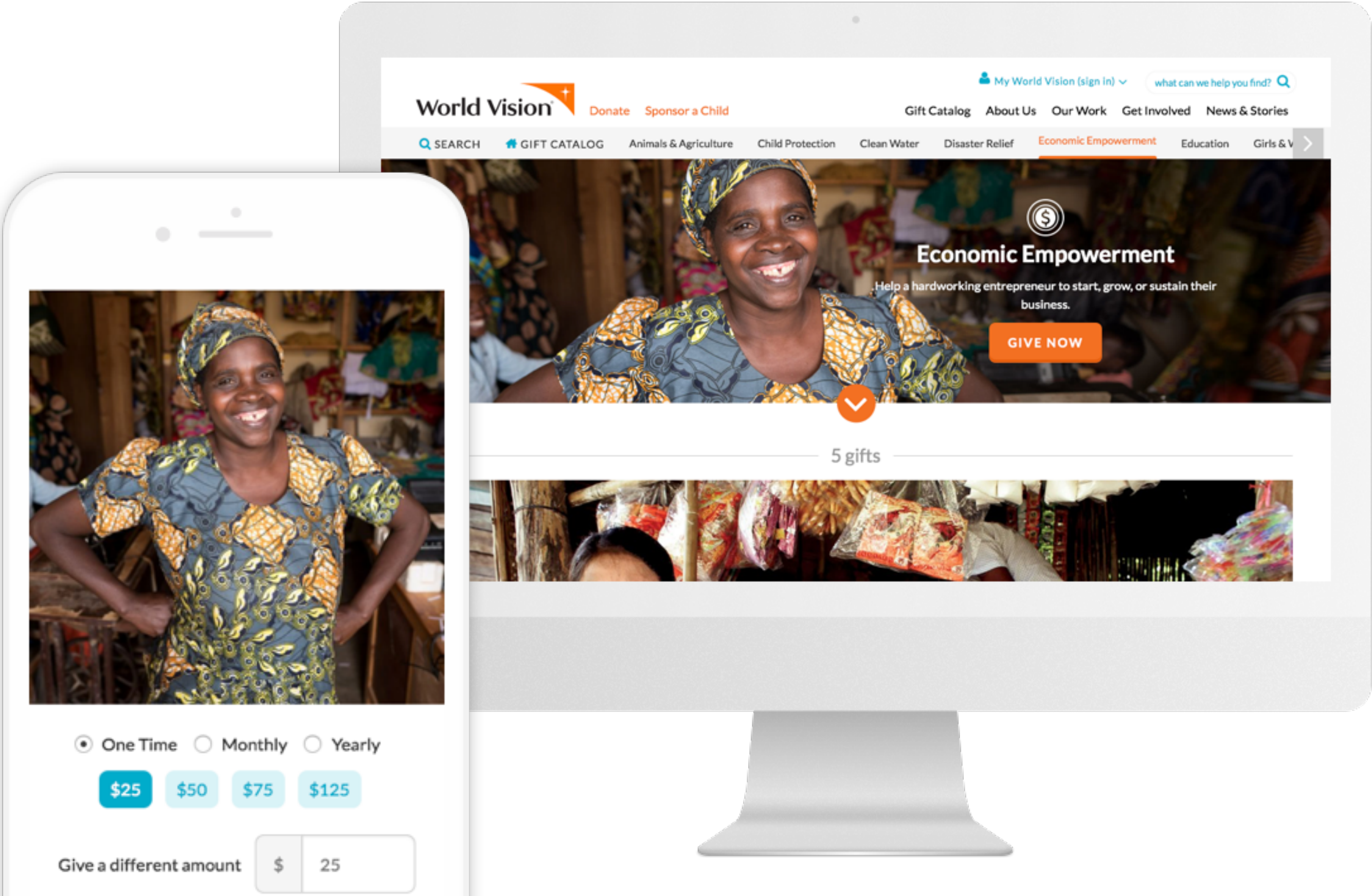


Crowdfunding Platform

A crowdfunding platform to connect first world sponsors with third world entrepreneurs.

- Develop and test funding models and propositions
- Enable communication channels and project updates
- Create a prototype proof of concept for global rollout

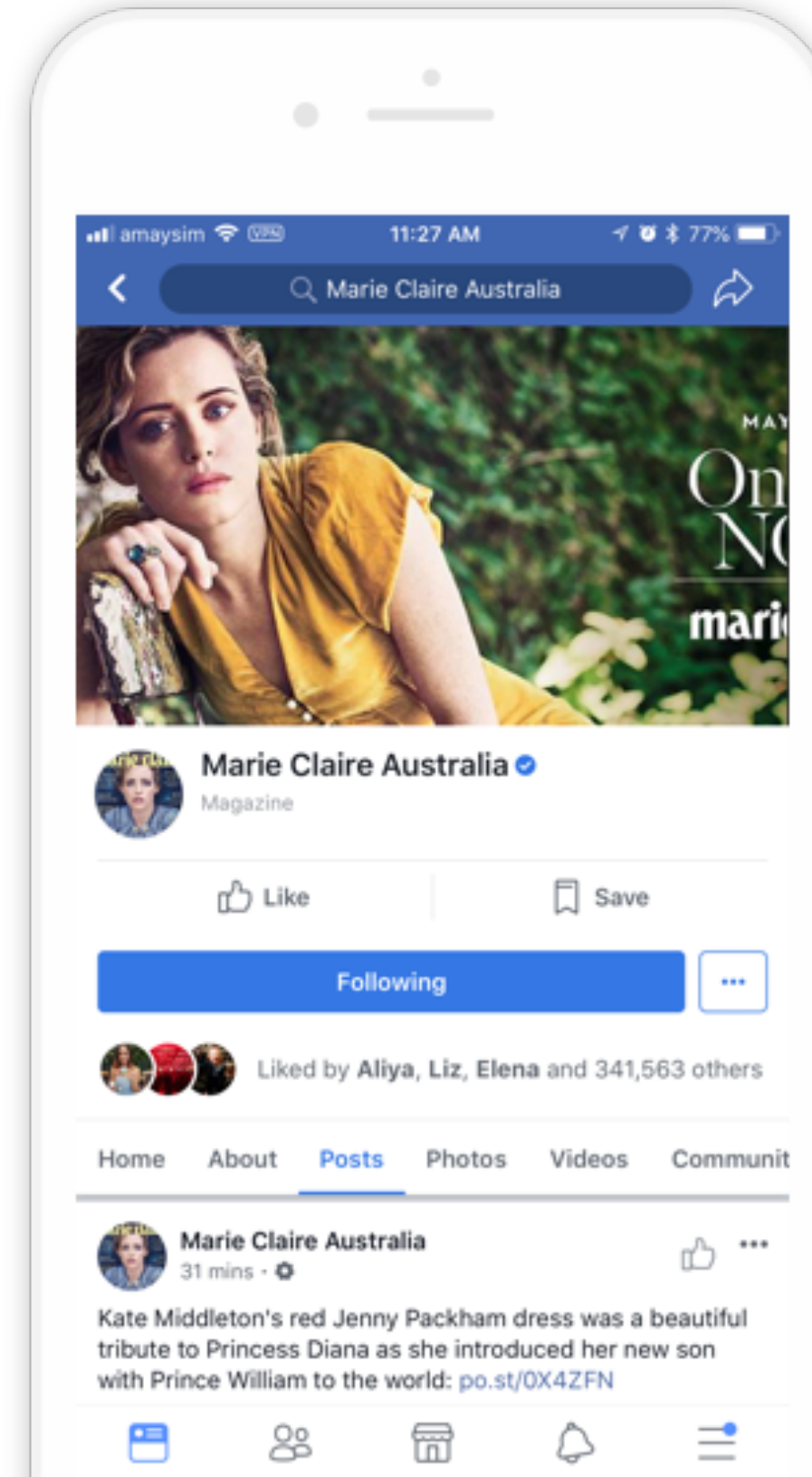
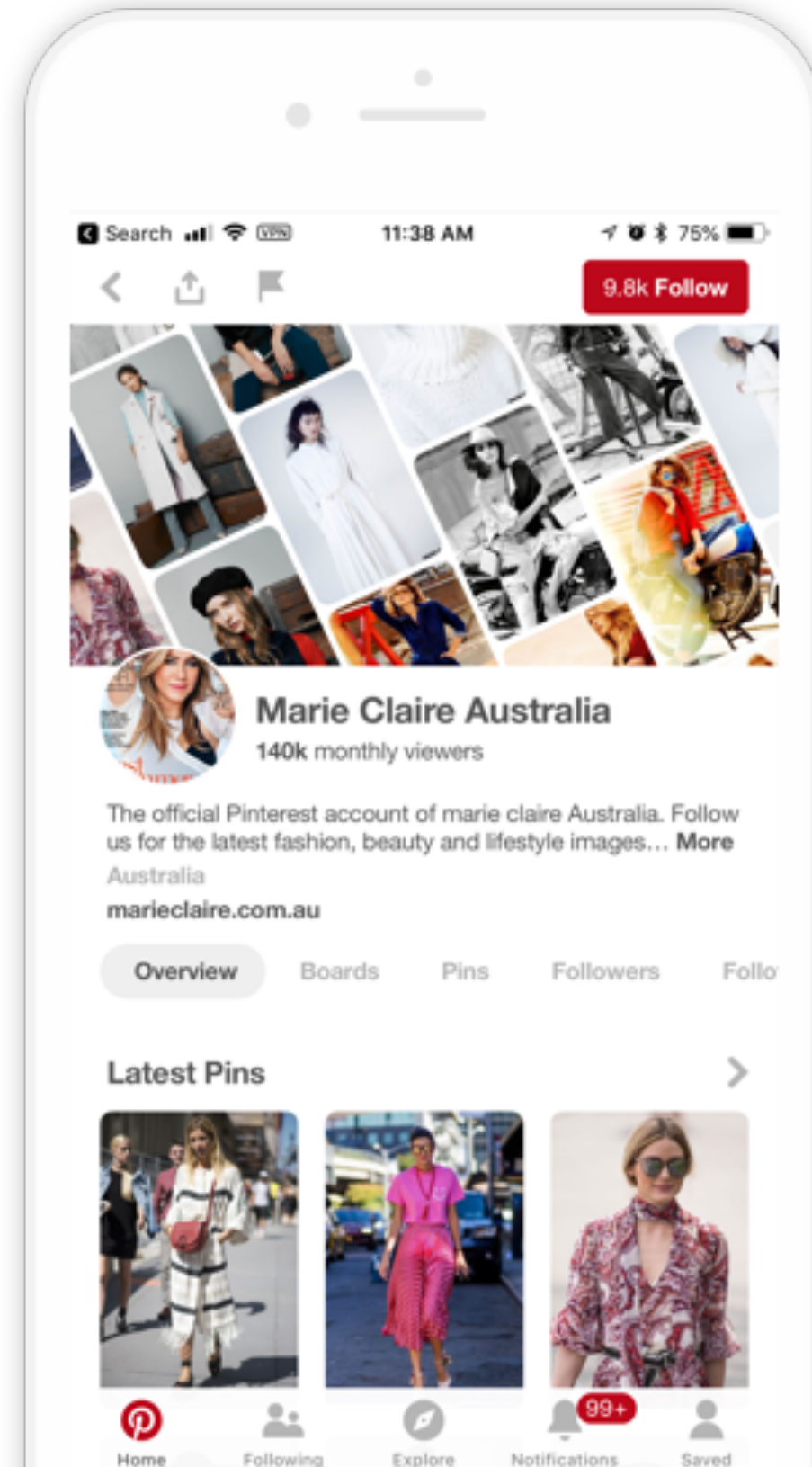
- Prototype design
- Choice modelling
- Value prop testing
- Go-to-market strategy



Digital Commercialisation

Commercialise digital assets and uncover growth opportunities within a transitioning multi platform publishing business.

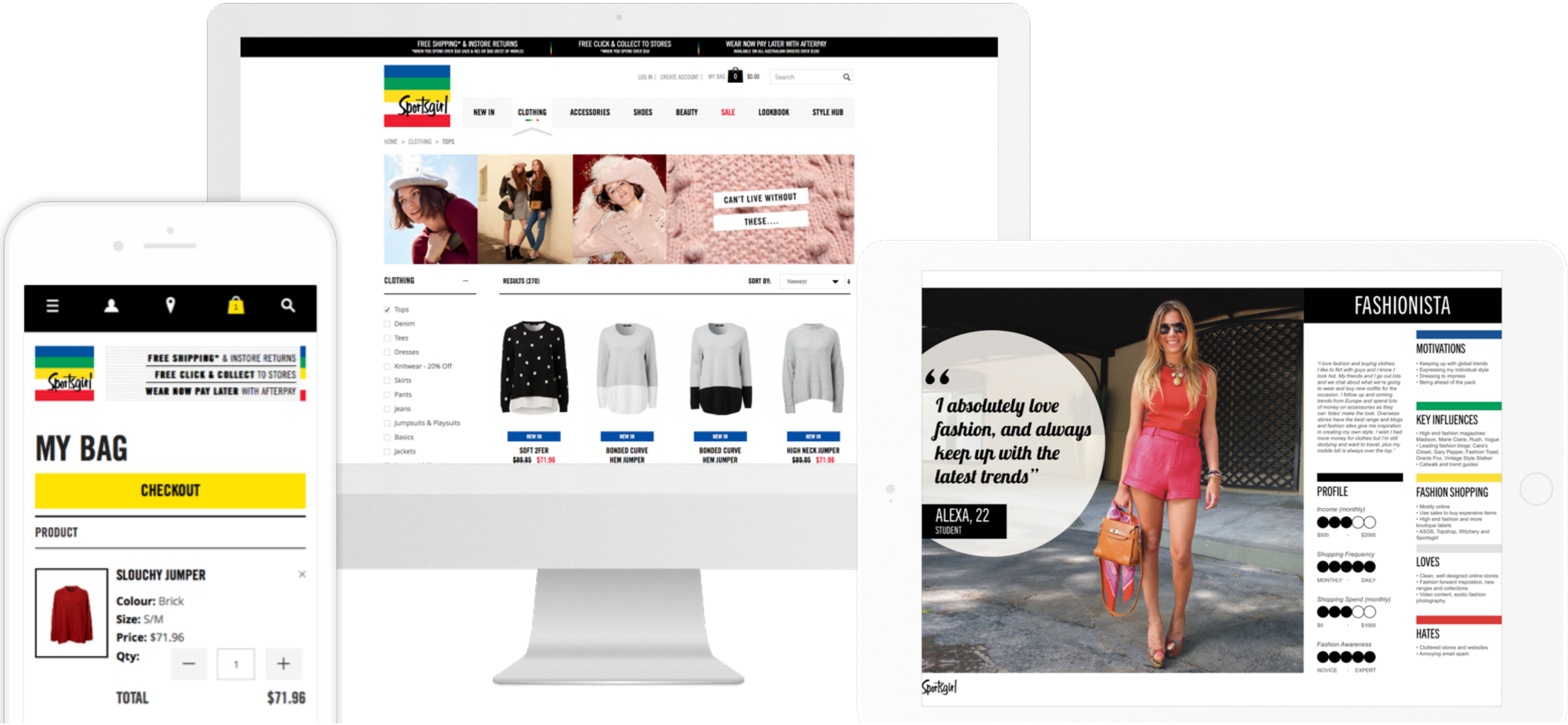
- Digital commercialisation and partnership development
- Digital & content strategy (12 publications)
- Operational capability development
- Market research
- Digital & content strategy
- Commercial strategy
- Capability development



Retail Ecommerce

A redesigned and reimagined responsive web and mobile ecommerce platform. Cart optimisation and content strategy to enable a global launch and fulfilment.

- Optimise product search, filtering, size and selection
- Showcase single view product: fit, style and colour
- Optimise for mobile, comparison and social curation
- Market research
- Product design
- Content strategy
- Regionalisation strategy



We can help you unlock new opportunities. Let's talk.