DIGITAL EXPERIENCE

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

*We are IDEO Certified Design Thinkers

Go to market

New Ventures

-Business model design -Go to market strategy **CX** Automation

AI & Automation

-Conversational agents -Service automation



Director, Strategic Design | CX & Al



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.









Clients

Trusted by industry leaders and change makers.



crosoft	Canon	τούοτα
	DPOST	E.
rths 🌀	World Vision®	Sportsgirl
day ^{104.1}	marie claire	InStyle

CXAutomation

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.

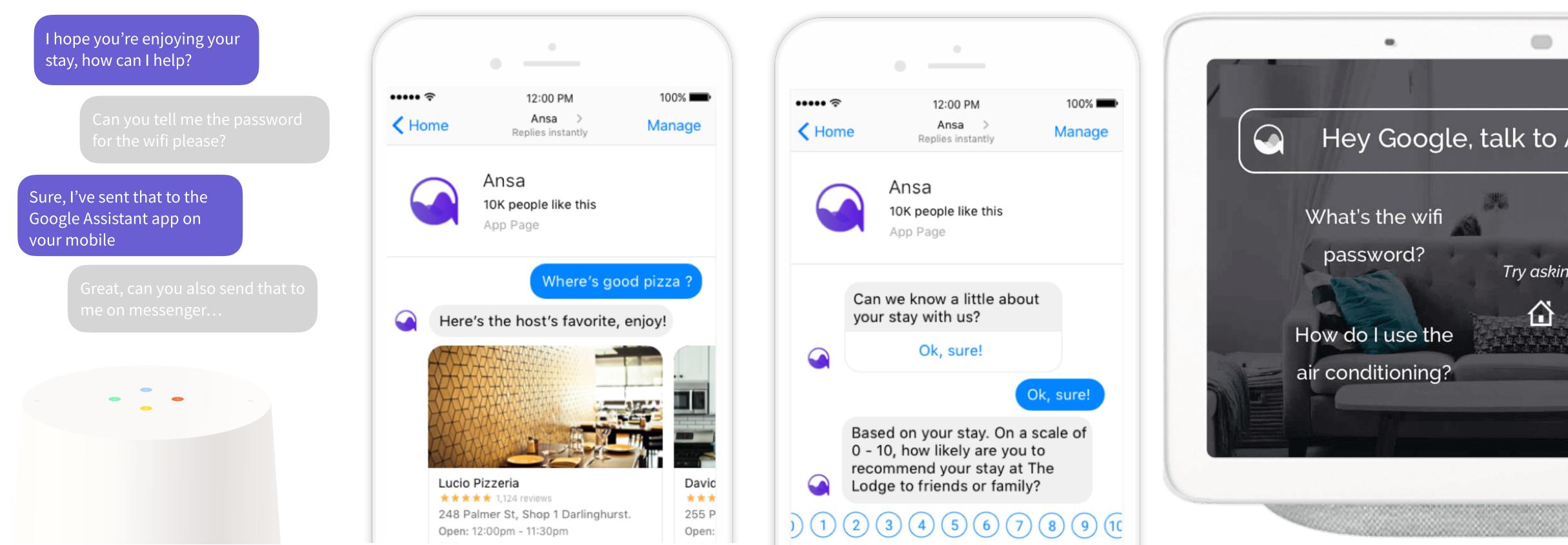
For commercial confidence, I have omitted and obfuscated confidential information in this case study.

Ansa Al

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



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

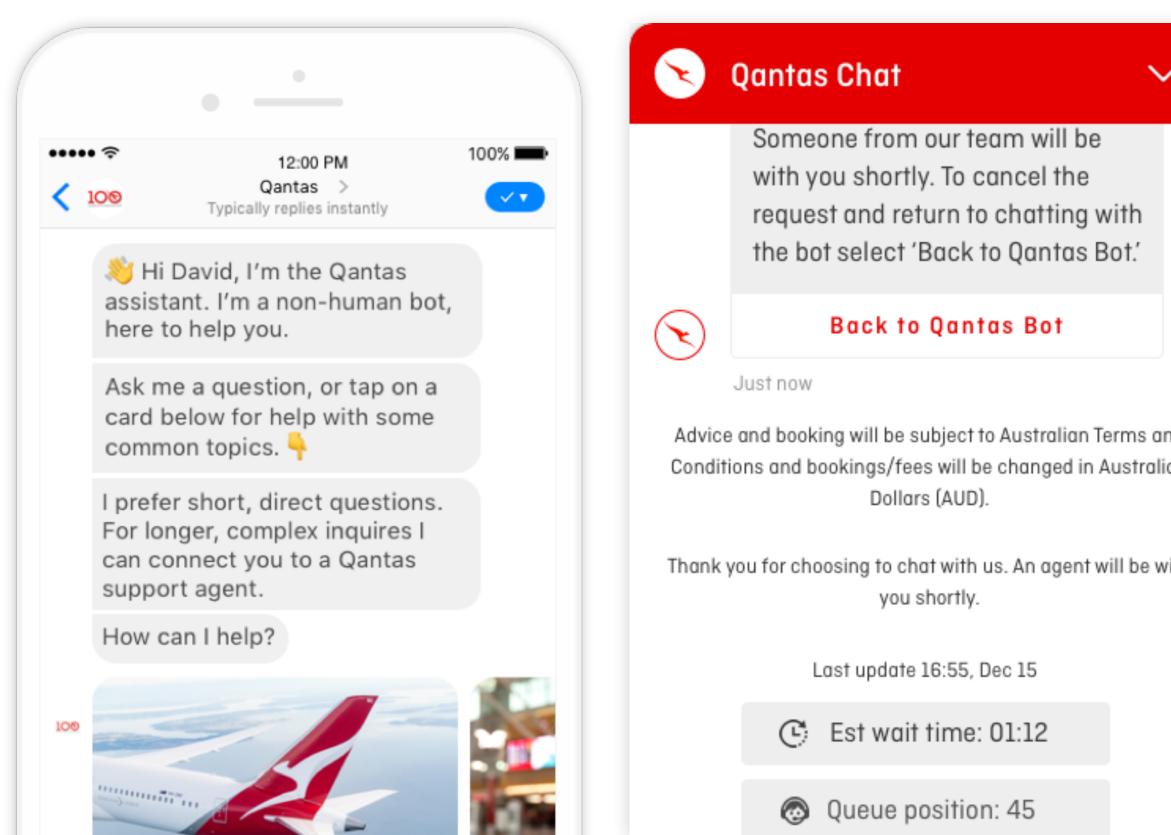
To comply with non-disclosure agreements, I have omitted and obfuscated confidential information in this case study. The following case study does not necessarily reflect the views of Qantas.

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
- Design, build, training and automated testing architecture
- Training and mentoring of conversational AI teams
- Rapid response and crisis management

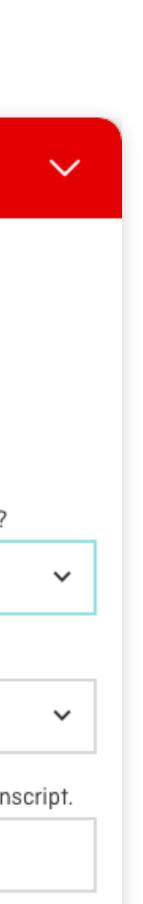




• Strategic research: user testing, channel attitudes & preferences

- Research
- Product strategy
- Conversation design
- Al Training & optimisation
- Capability uplift & mentoring

~	8	Qantas Chat 🗸 🗸	🕞 Qantas Chat		
		Thanks for all your help. 5 mins ago			
	\mathbf{E}	No problems David, have a great day.	Your feedback How was your Qantas chat experience today?		
nd an rith		4 mins ago Thanks for chatting with Qantas.	Select Was your query resolved in the chat today?		
		EMAIL CHAT HISTORY	Select Enter your email to receive a copy of your tran		
		PRINT CHAT HISTORY			



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.

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.

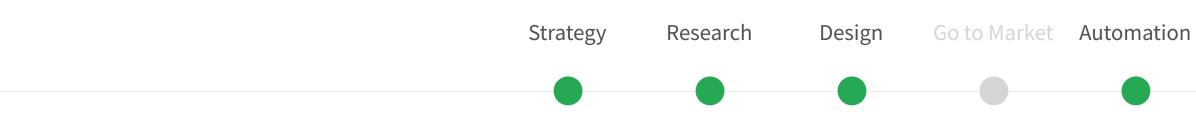
- Stakeholder Interviews
- 18 x exploratory user interviews
- Wizard of Oz testing
- Target market analysis
- User needs analysis
- Competitor analysis
- Research Synthesis
- Affinity Mapping

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







Woolworths

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

and ma lists, co	Provide ways to help shoppers plan and manage their grocery shop. Create lists, confirm items, make changes and complete their order.			From multiple pathways to streamlined integration	Order Jones - Hander V - Response (Marco - Marcore) - Response (Marcore) - Response (- бларраў А Штік 	
Specials seekers, functional shoppers, convenience shoppers, families, couples and singles start their shops in personalised ways with lists playing a supporting role.			Shoppers create lists in a variety of ways for a variety of reasons and on a variety of devices with no clear one size fits all use case.		Latif interpretation of the second se		gi antigina Det contro y - Marca Parceno Marca Para antigar e con cargo e con marca e que antica e en con se con "Marcha e en contro e en en con "Marcha e en contro esta e en con "Marcha e en contro esta enter"	
"It's hard to get started on a list without some inspiration." "The specials in my Everyday Rewards is my tailored list."	"Sourcing the ingredients in a recipe is half the battle." "It should help me know what I'm running low on."	"if I could share what I've added to our list with my wife, it'd save us a phone coil. It'd also save us doubling up on things."	"We'll still do little shop runs to Woolies for stuff we've forgotten, stuff we've run out of When the kids have friends over, we'll pick up some snacks for them."	"At work, if I remember I need something, I add it. if I remember something I need on the train, I add It."	"Bit immed a procession and output and sectore and international sectore and international threads and the sectore and interna- tional sectore and ensures and interna- tional sectore and ensures and ensures in another on working and accuracy the activities	разна канала кала канала кала кала с кала кала кала с кала кала кала кала с кала кала кала кала кала кала кала кала	nder hander van gewenden in ist der " "Onder werd de sins ist wich der werde ander sower alle sower alle werde ander sower alle " wichen der werde ander sower alle " wichen der sower alle voorbereichtet" werden ander sower alle voorbereichtet werden ander sower alle voorbereichtet werden alle sower alle sower alle sower alle voorbereichtet werden alle sower alle s	
HMW help shoppers to get started creating a shopping list in a personalised way?	HMW help shoppers simplify and speed up list building to save them time?	HMW help shoppers build lists more effectively as a household?	HMW help shoppers build lists for different shops and occasions?	HMW help shoppers manage list across devices and locations?	Production Automatication and a set of subgradients Product Automatication and a set of subgradients Product Automatication and a set of subgradients Production and a set of subgradients Producting a set of	Enne volas Cogess Talina deserva i sanka stant Margina deserva i sanka stant Margina deserva i nogeta Serva sanka serva serva prese sant	Loss English Tanai Ingenoli Tanarova anti- shora anti-	
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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

Help Menu	Add Product	Remove Pro
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Help Response 1	🕚 Add	Remove
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📀 No more help	Seasch Product	0
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O Help 4		

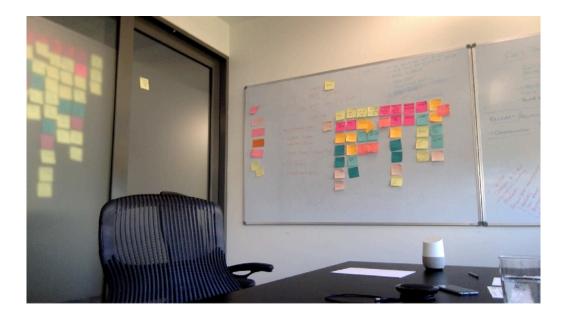


Test

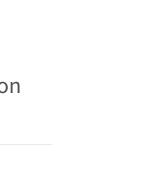
To validate our early hypothesis and ensure we could iterate rapidly we implemented a bimonthly user testing cycle.

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





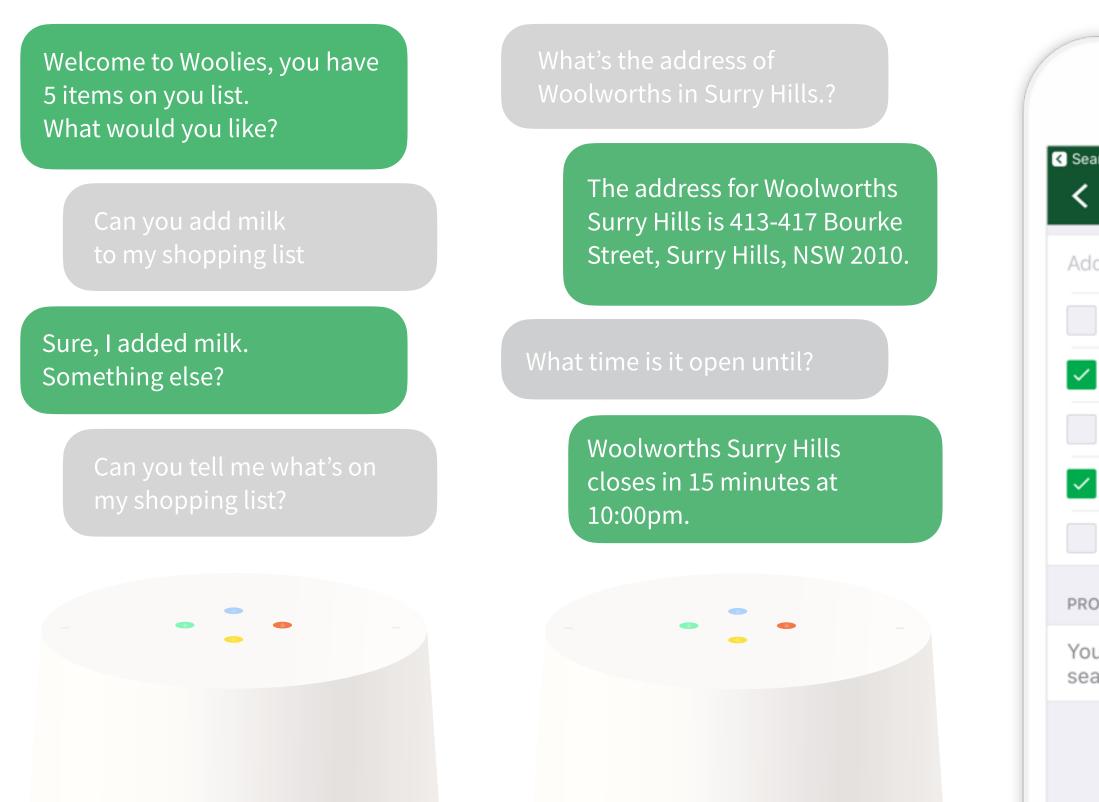


Woolworths

Scale

Shop with <u>woolworths.com.au</u> 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
- Al Training & optimisation
- Roadmap planning

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tomatoes		\otimes
bunch of co	priander	\otimes
strawberrie	s	\otimes
chocolate		\otimes
ODUCTS		+ Add All To Cart

You have no products in your list. Browse or search to find items you need.

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@	Welcome to Woolies on your list. What w	s, you have 15 items ould you like?
	Can you tell n nearest Wool	ne where my worths store is.
@	We've found the foll store located in Cro	-
Cashiwa Ya Lively Japanese BBC	spot for	Falcon Ln

Al 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

To find the contact details for a doctor, dentist, or pharmacy, please press 1 to be put through to our automated service finder.

If you wish to be assessed by a nurse, please stay on the line.

Hi. I can help you find a nearby health service.

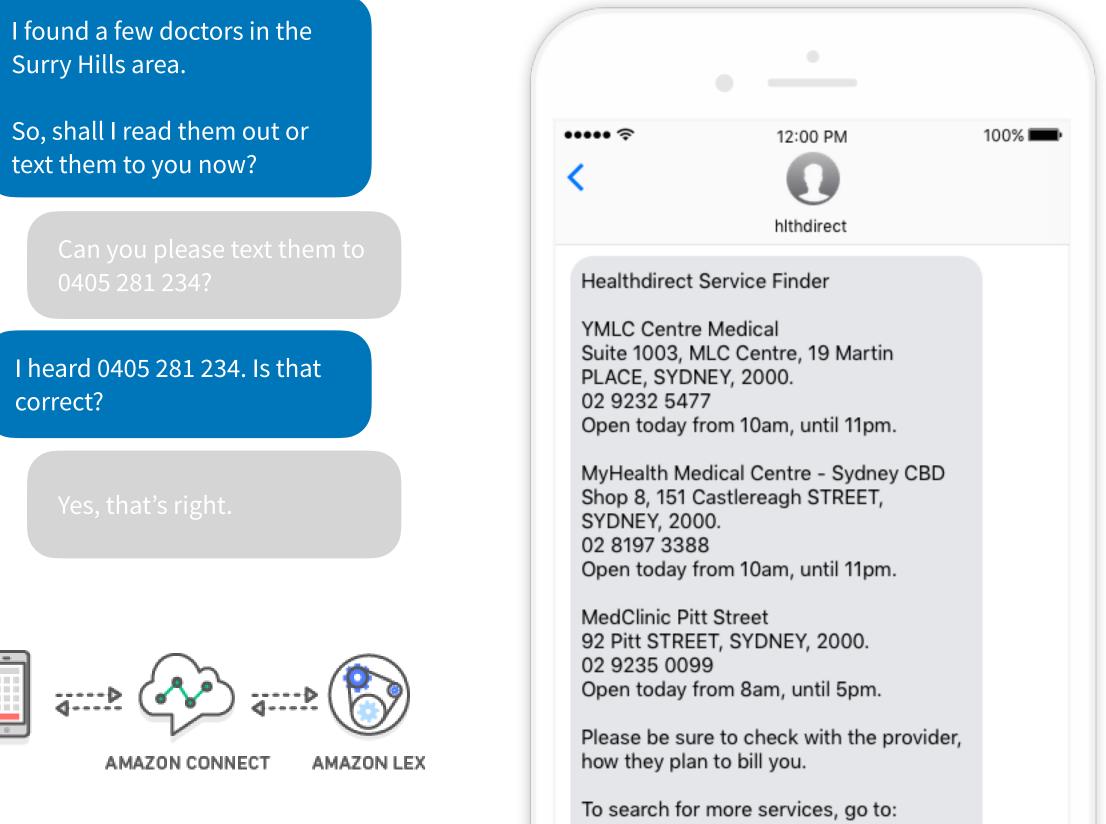
Which of the following are you looking for: a doctor, a pharmacy or a dentist?

Ok, a doctor. And are you looking to see a doctor at a clinic or is it for a home visit?









AMAZON CONNECT

AMAZON LEX



- Research & ideation
- Conversation design
- Al 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.





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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.

strategy Research Design Go to Market Automation



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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.

- Facilitate education through technology
- Ethnographic /field research
- Expert, customer co-ideation
- Value proposition testing
- Digital program design

Design Go to Market Automation Strategy Research

• Increase engagement and enable self paced learning • Create a low cost, scalable education program

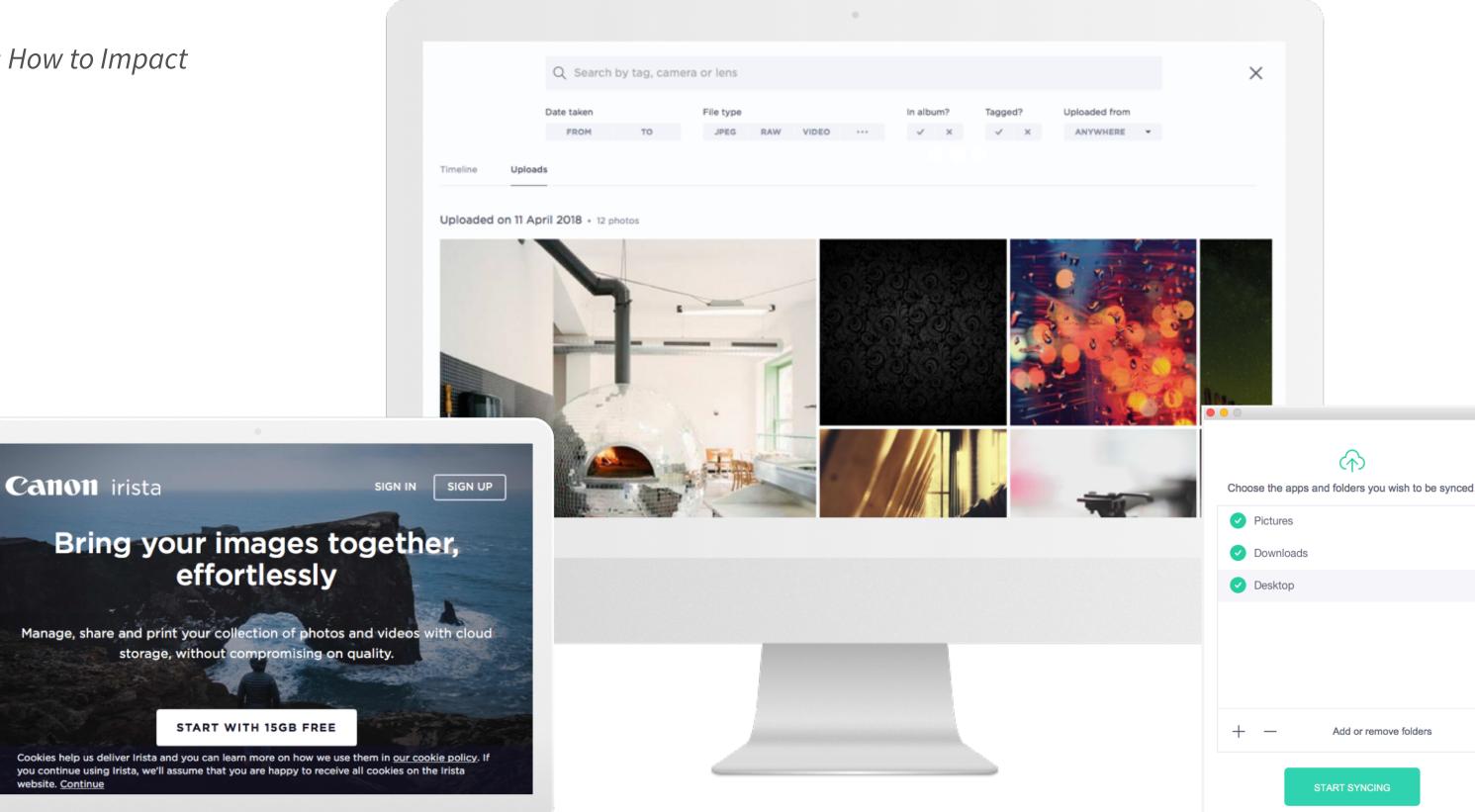


Innovation Program: Cloud Photo Storage

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





Design Go to Market Automation Strategy Research

- Research & ideation
- Prototype design
- User testing
- Go-to-market strategy

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 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.

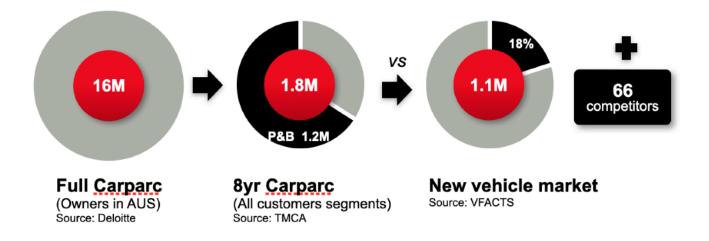
Toyota had identified strategic goals and needed a solution and delivery mechanism.

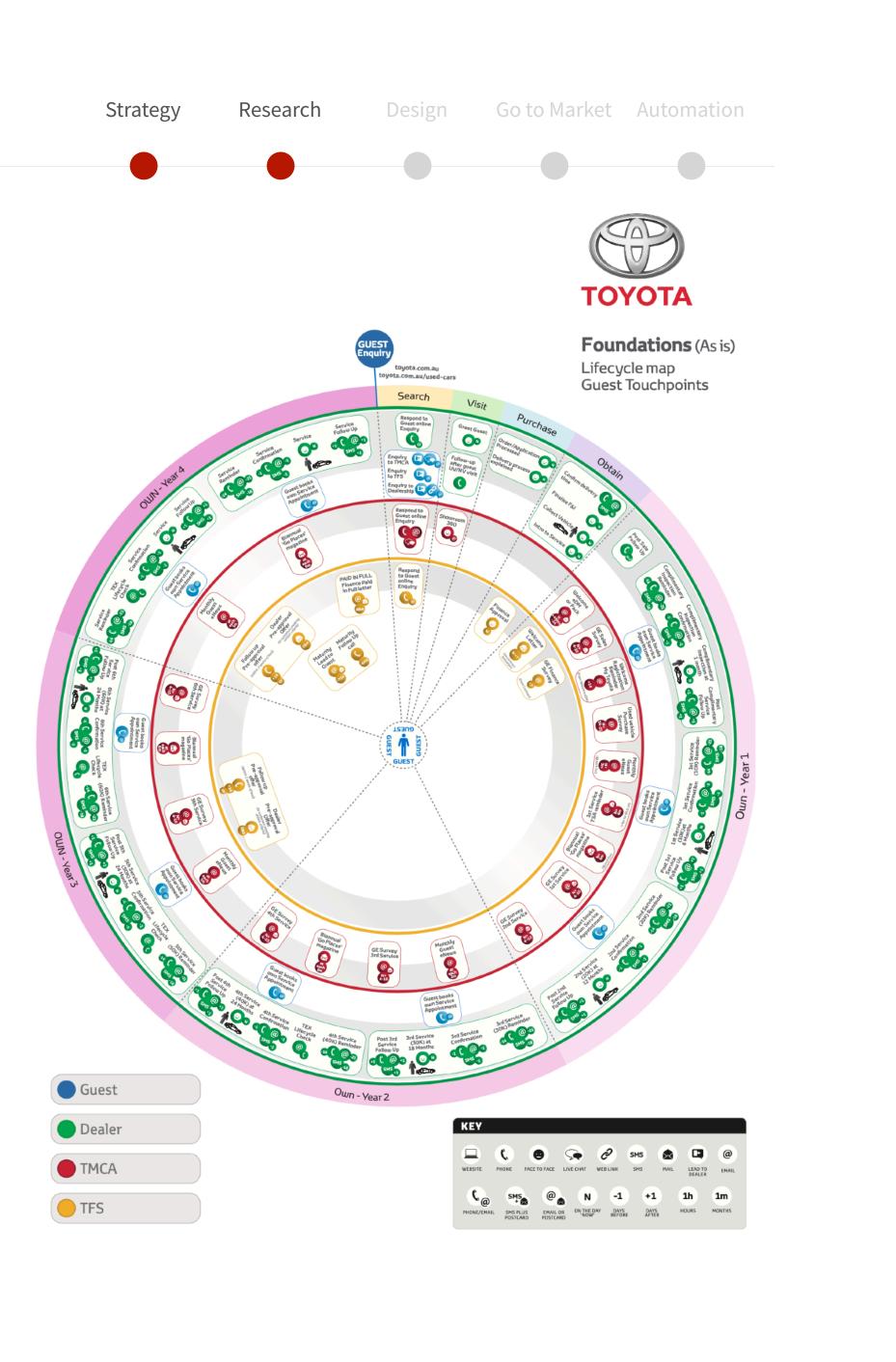
- Research synthesis
- Define metrics & goals
- 12 x Dealer interviews & process review
- User needs analysis
- Affinity Mapping

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





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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

Activity 1: The dealers we'll design for

Activity 3

Search - Visit Time: 50mins

Setup & review stimulus (5 mins)
Quick Idea generation (10 mins)
Parallel worlds (15 mins)
Harvest & Voting (10 mins)
Share with group (10 minutes)

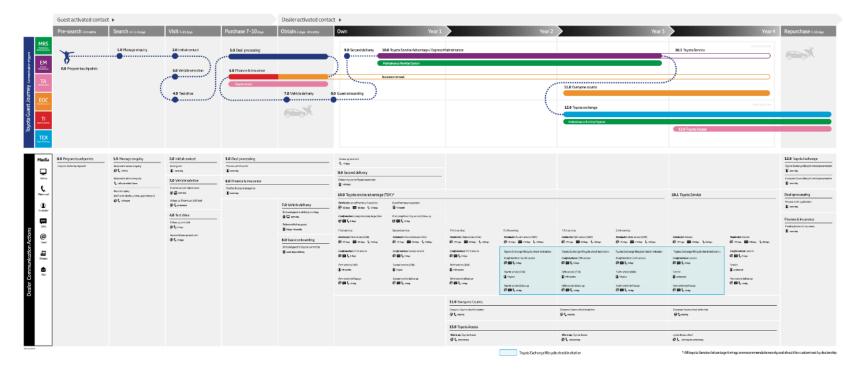
Activity 2

The guests we'll design for

Define guest communication needs by type (15mir ation needs with the group (10mins)

Activity 4 visit - Purchase Time: 50mins

1. Setup & review stimulus (5 mins) Quick Idea generation (10 mins)
180 degree thinking (15 mins)
Harvest & Voting (10 mins)
Share with group (10 minutes) TOYOTA Retail Guest Contact Map (math





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 agains 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.

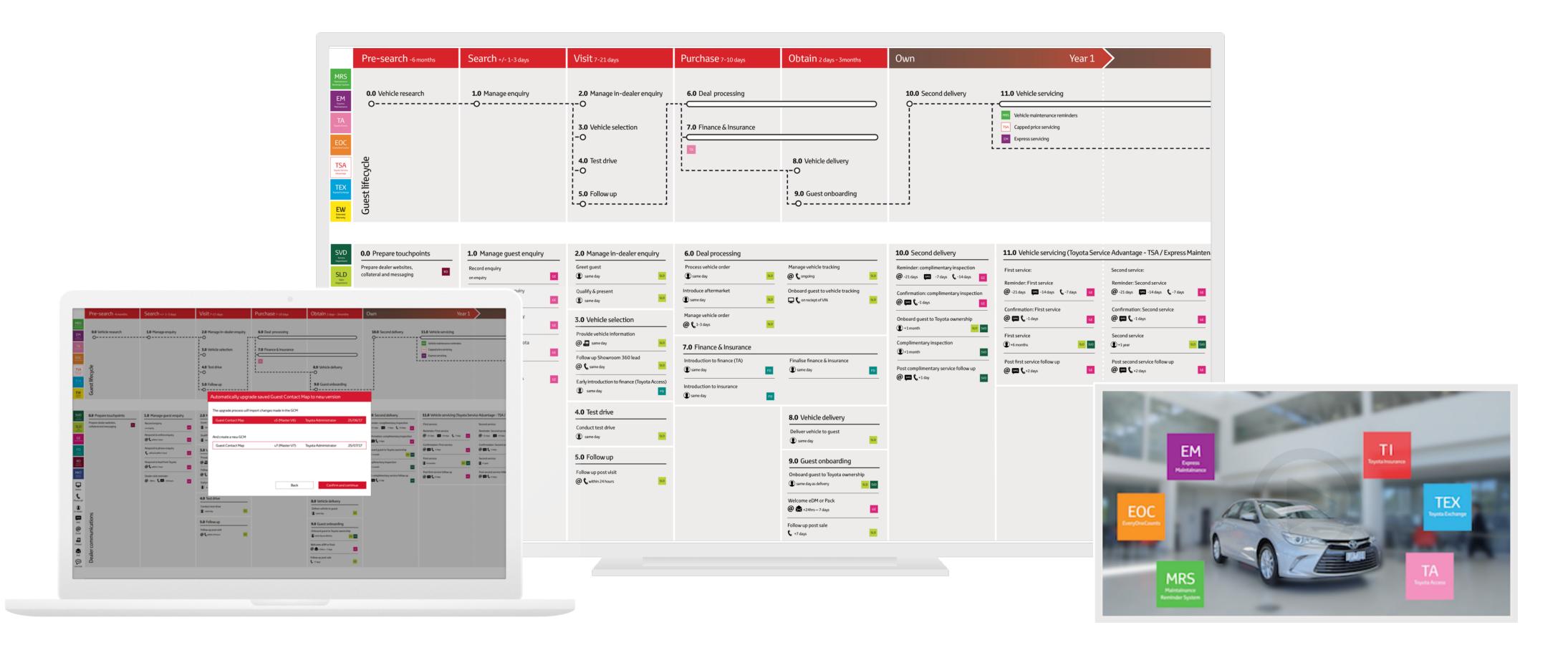
- In market testing
- UX design interactive tool
- Video sales promotion tool

Pre-search -6 meetrs	Search (7-1-1-days	Visit 2-23 days	Purchase 7-10 days	Obtain 2 days - Sevenths	Own	Year 1	\geq
6.6 Which meanth O	1.0 Manage enquiry	2.8 Manage in-dealer enquity O 3.0 Vehicle selection •O 4.8 Test drive •O	6.0 Deal processing 7.8 Finance & Imurance	8.8 Which delvery	10.8 Second delivery	11.0 Vehicle servicing	
		The upgrade process will	ade saved Guest Contact	9.0 Guest orboarding Map to new version			ter bå seter Til
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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





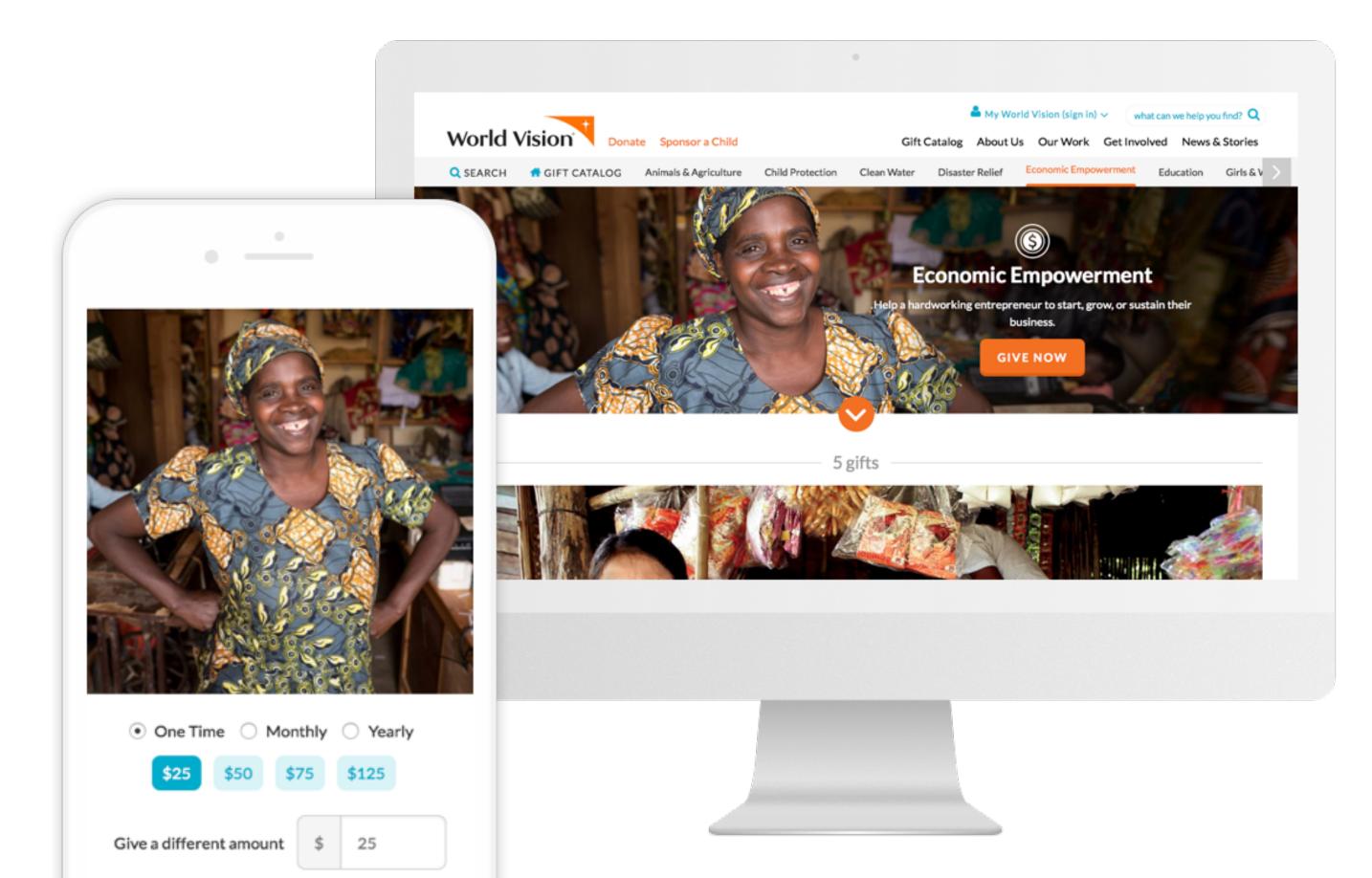
- Innovation program
- In field research
- Service design
- Product design

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Crowdfunding Platform

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

- Develop and test funding models and propositions





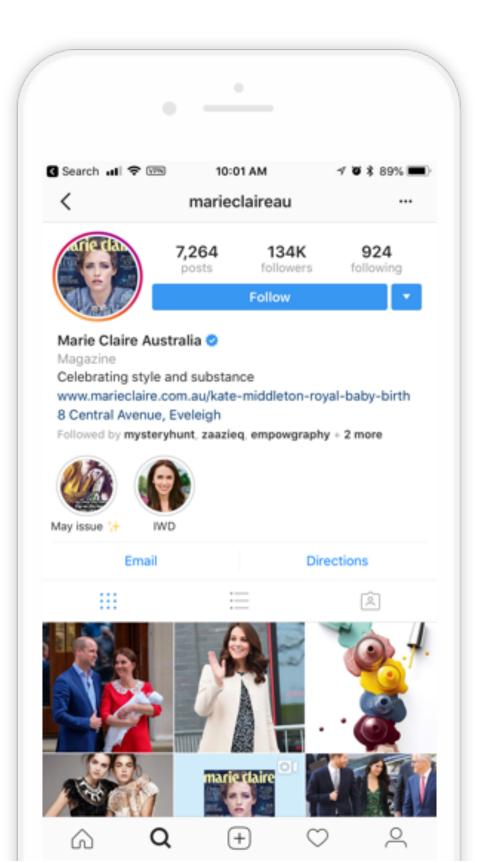
• Enable communication channels and project updates • Create a prototype proof of concept for global rollout

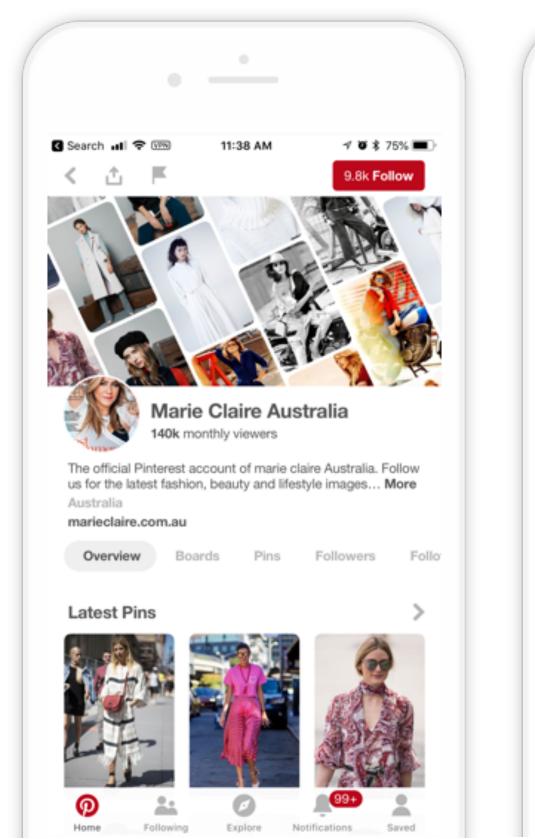
- Prototype design
- Choice modelling
- Value prop testing
- Go-to-market strategy

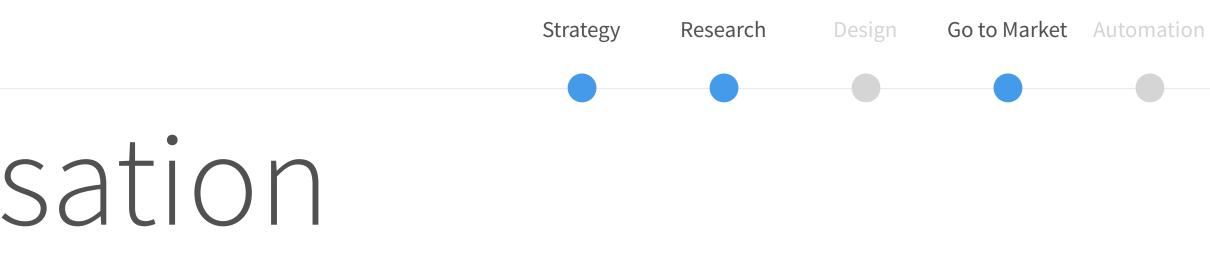
Digital Commercialisation

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

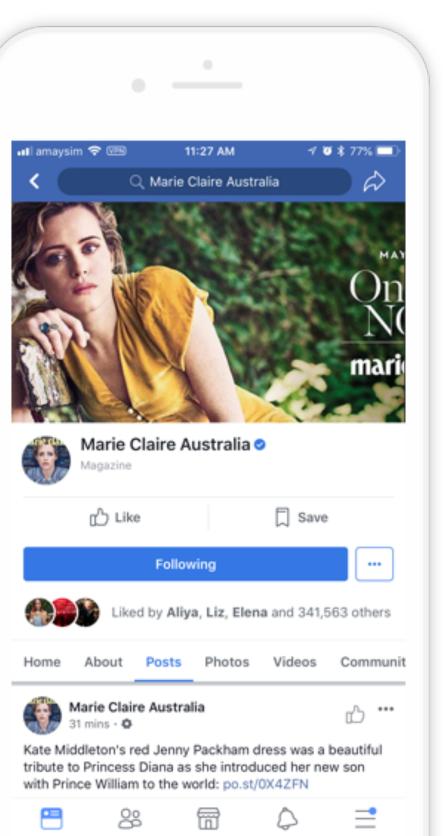
- Digital commercialisation and partnership development
- Digital & content strategy (12 publications)
- Operational capability development







- nership development ations)
- Market research
- Digital & content strategy
- Commercial strategy
- Capability development



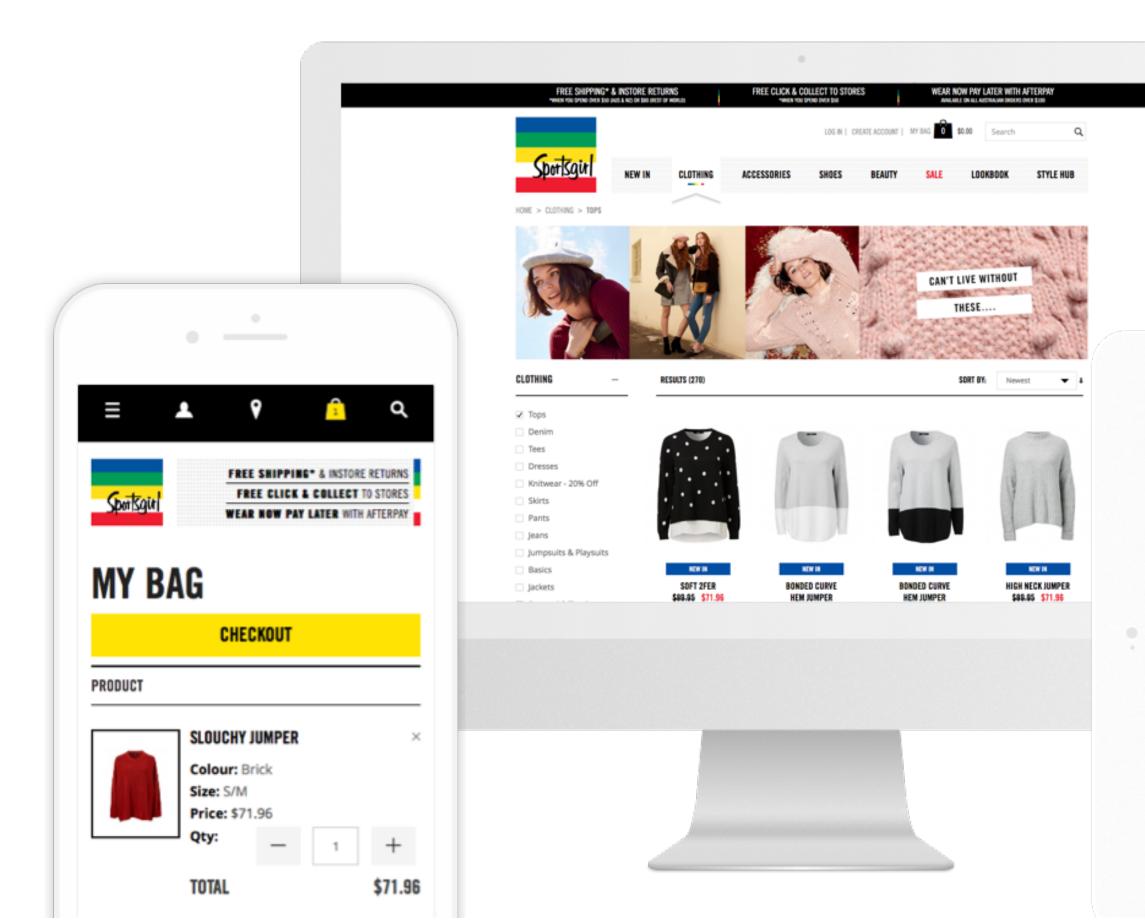
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Sportsgirl

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





- and selection and colour ocial curation
- Market research
- Product design
- Content strategy
- Regionalisation strategy



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







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