



# DESIGN PLAYBOOK

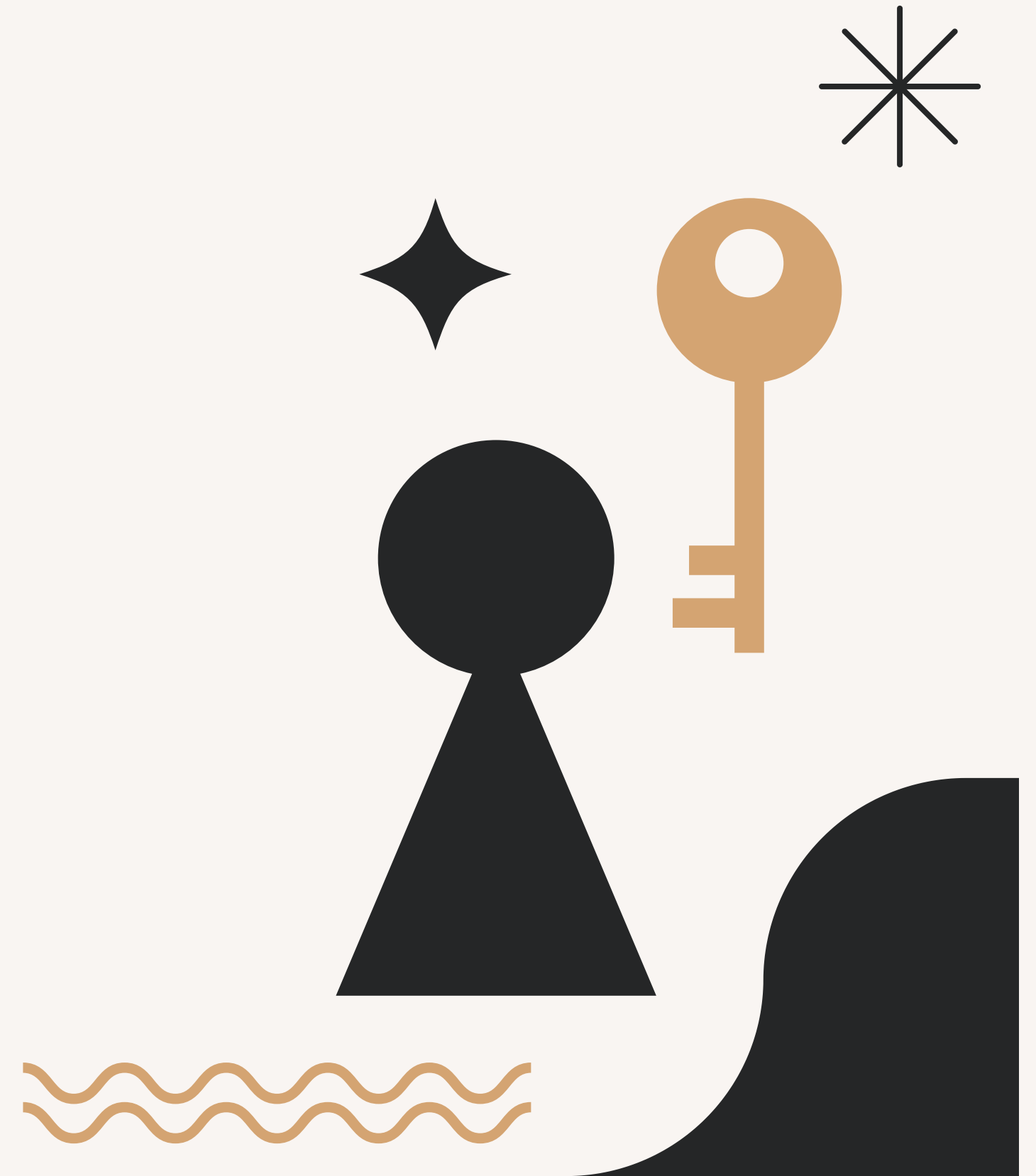
Choreographing the Dance of Strategy with Design



# THE RELEVANCE OF DESIGN

## The Conscious Visualization of the Future

In the face of a society that is in transition from an Industrial / Information age to an age of Digital / Intelligent one, there is a need to not just change but rather Transform the Structures (Relationships), Synergies (Culture) and Systems (Digital). This will require renewing and rewiring Data, Talent, Materials / Resources / Energy, Financial Capital and Infrastructure. This is a difficult task that requires agility in planning and execution that can only come from Conscious Visualization that is Continuous and not a discrete event.



# INDUSTRY LANDSCAPE AND CHALLENGES

Typical Innovation Failure rates are around 40% and US alone accounts for \$215 billion in lost innovation expenses in the US annually.

According to the Decision IQ Framework survey analysis, innovation decisions are 2.5 times more likely to fail than typical business decisions, with outcomes missing expectations 50% of the time.



Source: Forbes, October 2023

## DIGITAL TRANSFORMATION IMPERATIVE

- 70% of companies have a digital transformation strategy or are working on one [1]
- By 2025, 60% of organizations will capitalize on disruption with an enterprise- and ecosystem-wide approach to automation [2]

## POC DEVELOPMENT HURDLES

- 80% of enterprise POCs fail to reach production [3]
- The average cost of a failed POC ranges from \$500,000 to \$2 million [4]
- Traditional POC development takes 9-18 months on average [5]
- 84% of digital transformation projects fail due to lack of cross-functional collaboration [6]

## INNOVATION BUDGET CONSTRAINTS

- 54% of companies report that their innovation budgets are inadequate [7]
- Only 21% of companies believe they have the expertise to successfully pursue digital transformation [8]

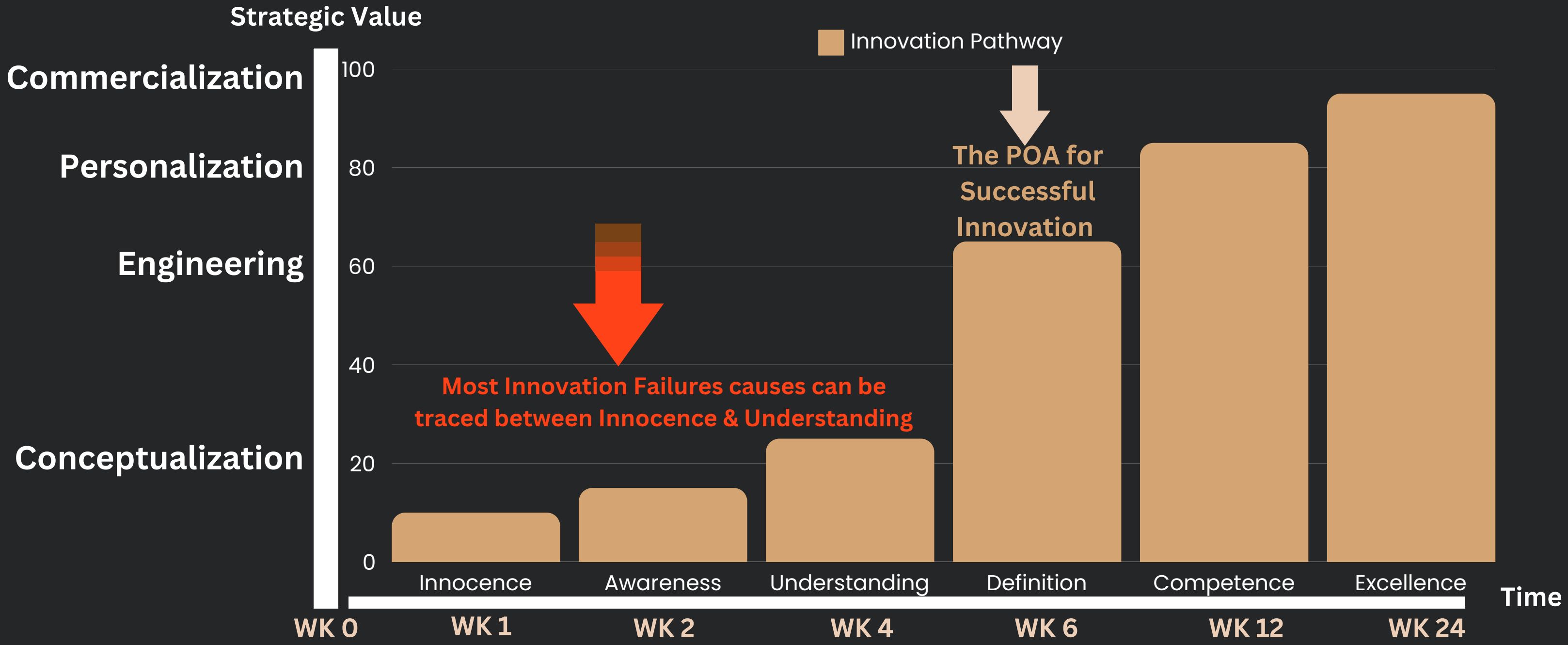
## TALENT SHORTAGE

- 69% of US employers are struggling to find skilled workers [9]
- The global talent shortage amounts to 40 million skilled workers worldwide [10]

## TIME-TO-MARKET PRESSURE

- 75% of businesses say faster time-to-market is a critical or high priority [11]
- Companies that are quick to market can realize a 30% increase in profit margins [12]

# THE PATHWAY TO INNOVATION IS A JOURNEY FROM INNOCENCE TO EXCELLENCE IN A CONTINUUM



**SUCCESSFUL INNOVATION IS WHERE THE XY MEET**

Through our Innovation Nursery Initiative, we are offering a Money Back guarantee for Innovation Success.

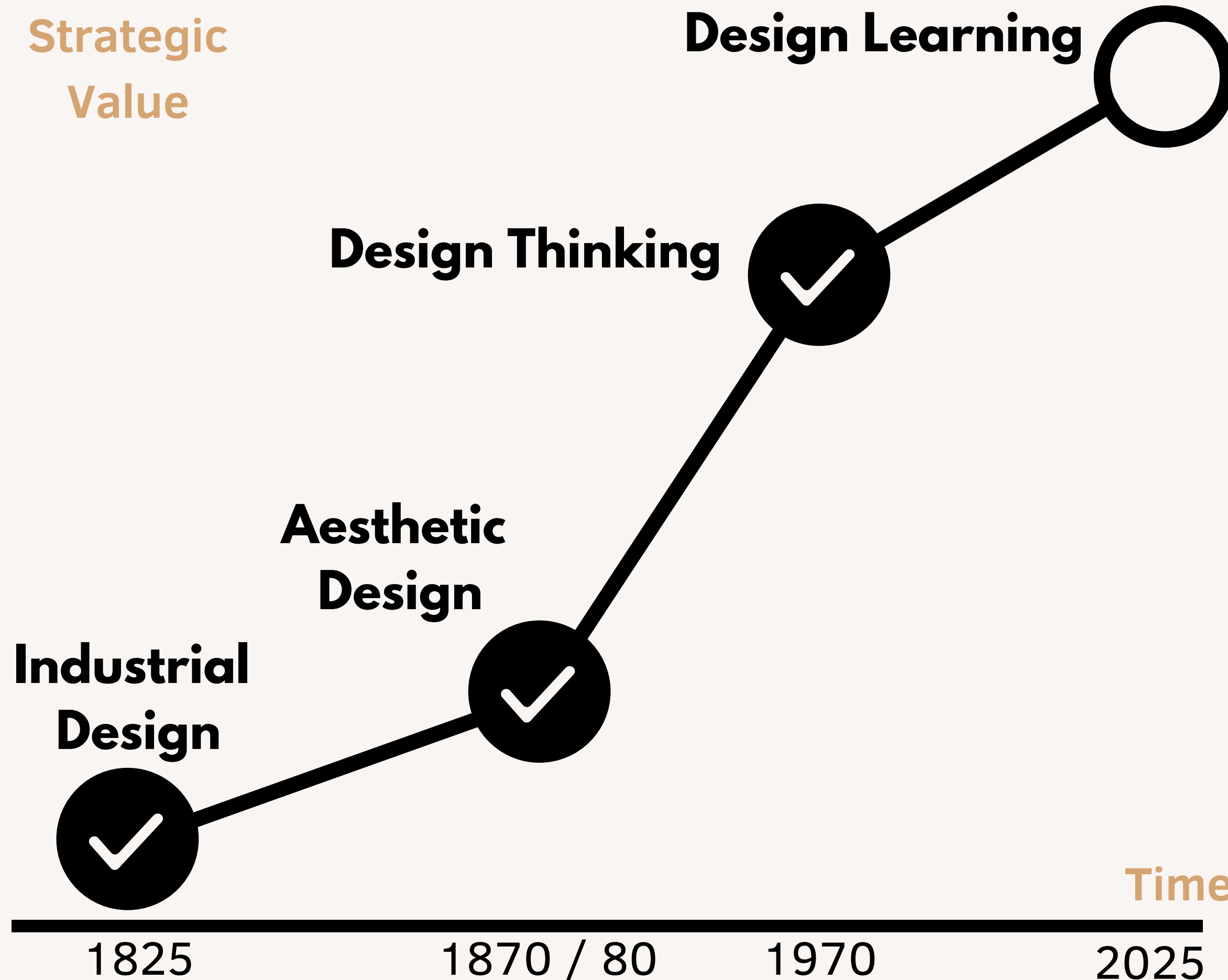
# Satya Nadella

**Chairman & CEO; Microsoft**

‘As we build this next generation of AI, we made a conscious design choice to put human agency both at a premium and at the center of the product. For the first time, we have the access to AI that is as empowering as it is powerful.’



Strategic  
Value

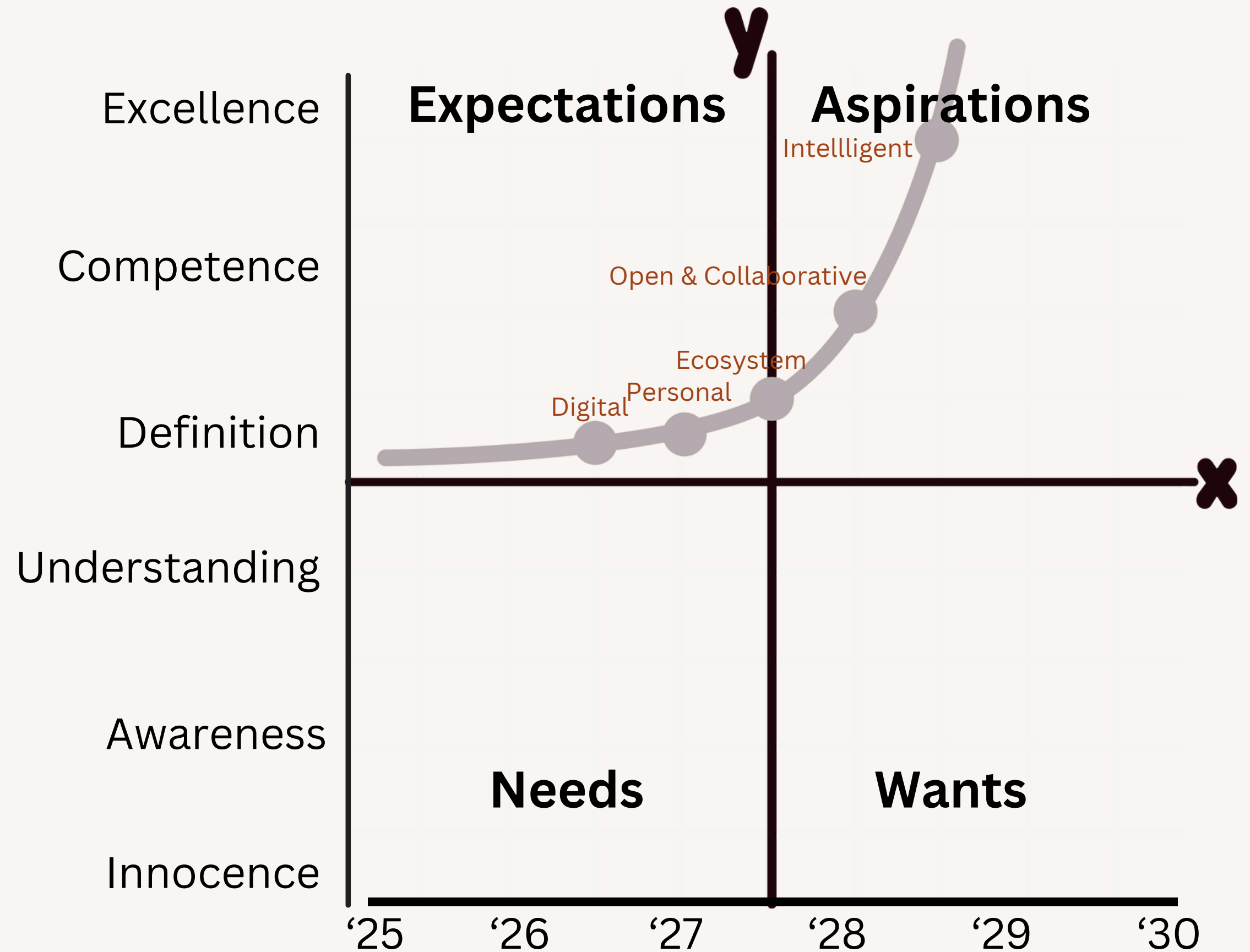


# THE EVOLUTION OF DESIGN

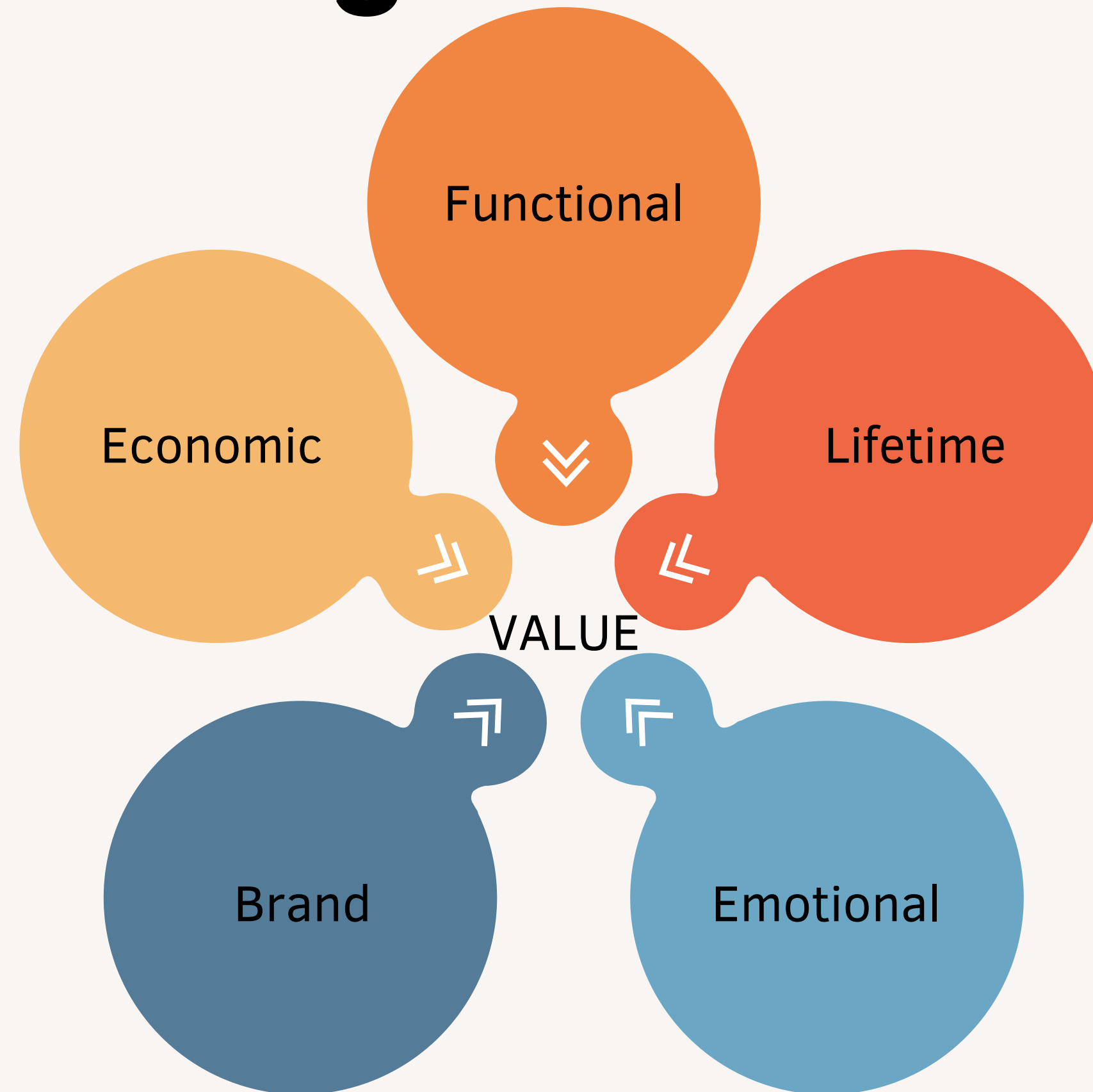
1. Industrial Design for Massified Efficiency.
2. Aesthetic Design for Differentiation.
3. Design Thinking for Optimized Utilization.
4. Design Learning for Value Creation.

# PATHWAY TO EXCELLENCE

- Only addressing the Needs / Wants is advancing both Strategic and Technology Debt.
- The Design Playbook helps organizations use the advancement of technology to first engineer solutions that enable the plug n play of applications development.
- In the Process, not only create a pathway for excellence in the organization but effectively create the connect between enterprise and business.



# Design for Value



The Five Dimensions of Value than an Enterprise needs to Seek to Sustain Strategy

# Technological Advancement

**2022 - 23**



**Jan 2025**

Anthropic Claude; Not Multi-Modal, Limited Contextual & No Tool Usage

Google Bard; Not Multimodal, Fair Reasoning, Limited Contextual, Limited Realtime Data Integration & Low Personalization.

Meta LLama 1; Non Multimodal, Fair Reasoning, Limited Contextual, No API Access

Microsoft PH - 1; No Multimodal, Fair Reasoning, Focused Training

Open AI GPT 3.5; Text Only, Fair Reasoning, Limited Contextual, Standard API's

Claude 3.5; Multimodal (Text, Audio & Images, Enhanced Contextual and Experimental Computer Usage Capability for some users.

Gemini 2.0 Flash; Multimodal, FAdvanced Reasoning, Enhanced Contextual, Realtime Data Integration with Google Search & Advanced Personalization.

Text Based LLama 3.3, Text Based, Advanced Reasoning, Limited Contextual, API Access

Microsoft PH - 4; Multimodal, Advanced Reasoning, Comprehensive Training

Open AI GPT 3.5; MultiModal, Advanced Reasoning, Advanced Contextual, Advanced API's

Deepseek AI V3; Reasoning & Logic, Customizability, Limited Multimodal, Explainability, Customisability

Alibaba QWEN 2.5 ; outperforms almost across the board GPT-4o, DeepSeek-V3 and Llama-3.1-405B

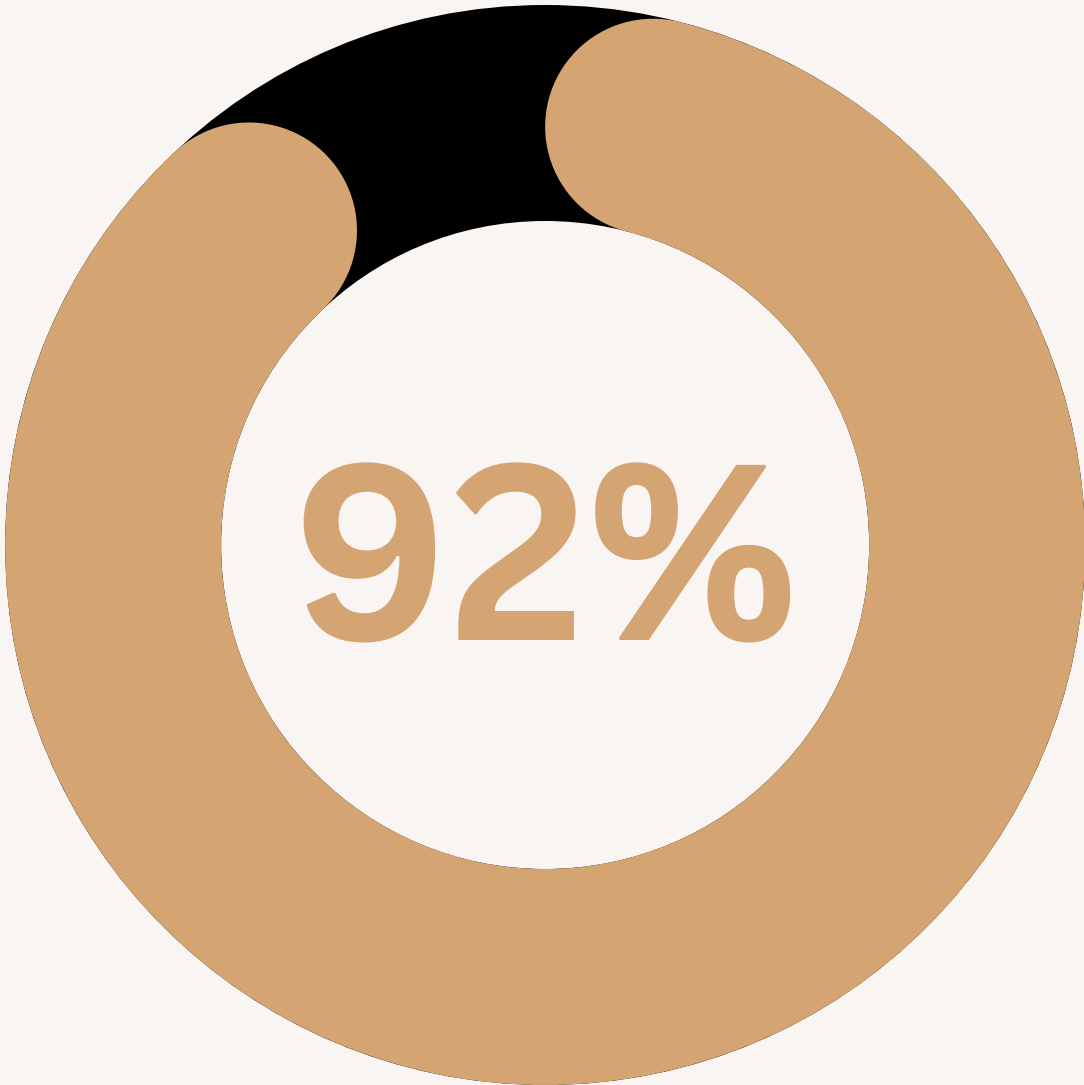


# **Sundar Pichai**

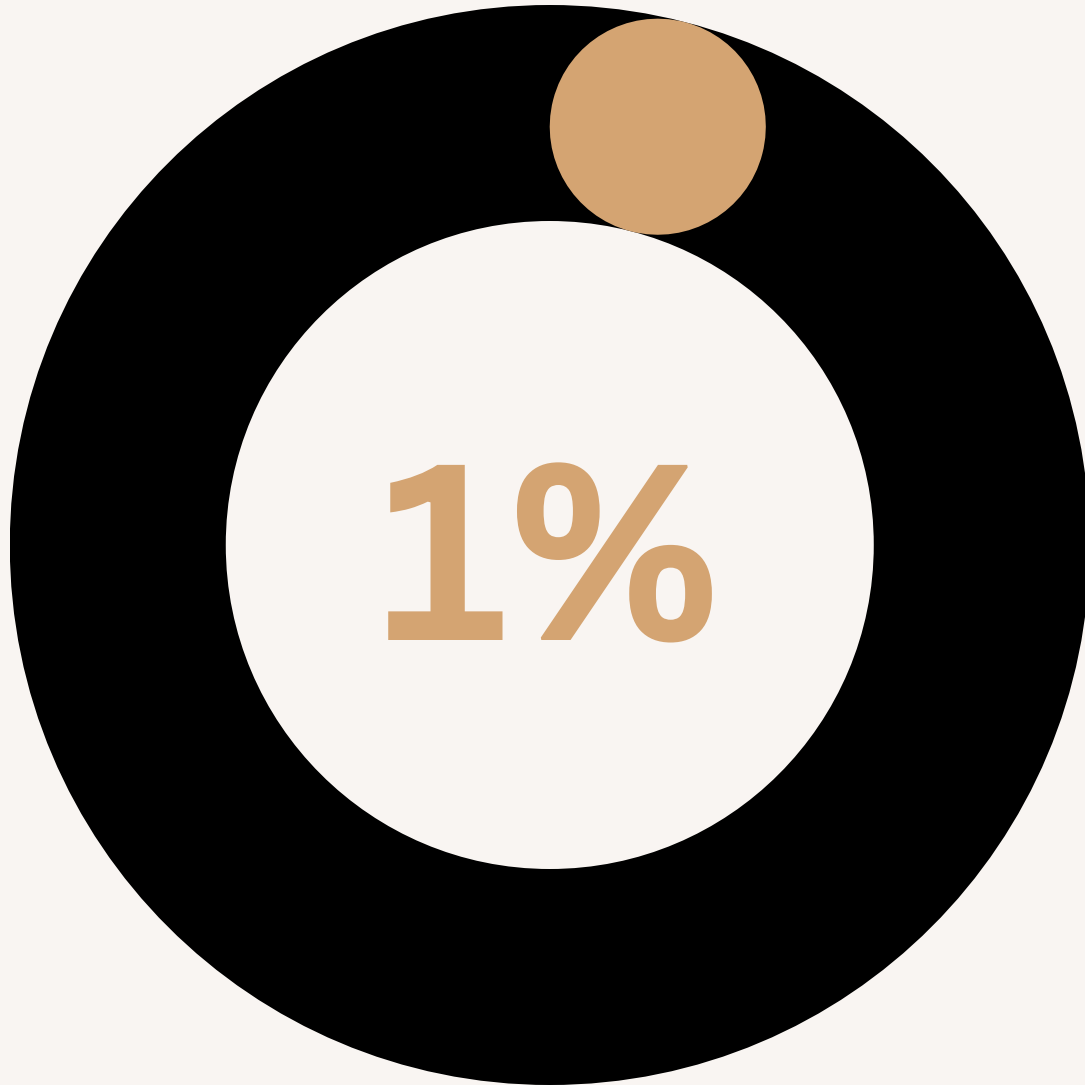
**CEO of Alphabet**

I've always thought of AI as the most profound technology humanity is working on . . . more profound than fire or electricity or anything that we've done in the past.

# Companies are investing in Gen AI but have not been able to achieve maturity



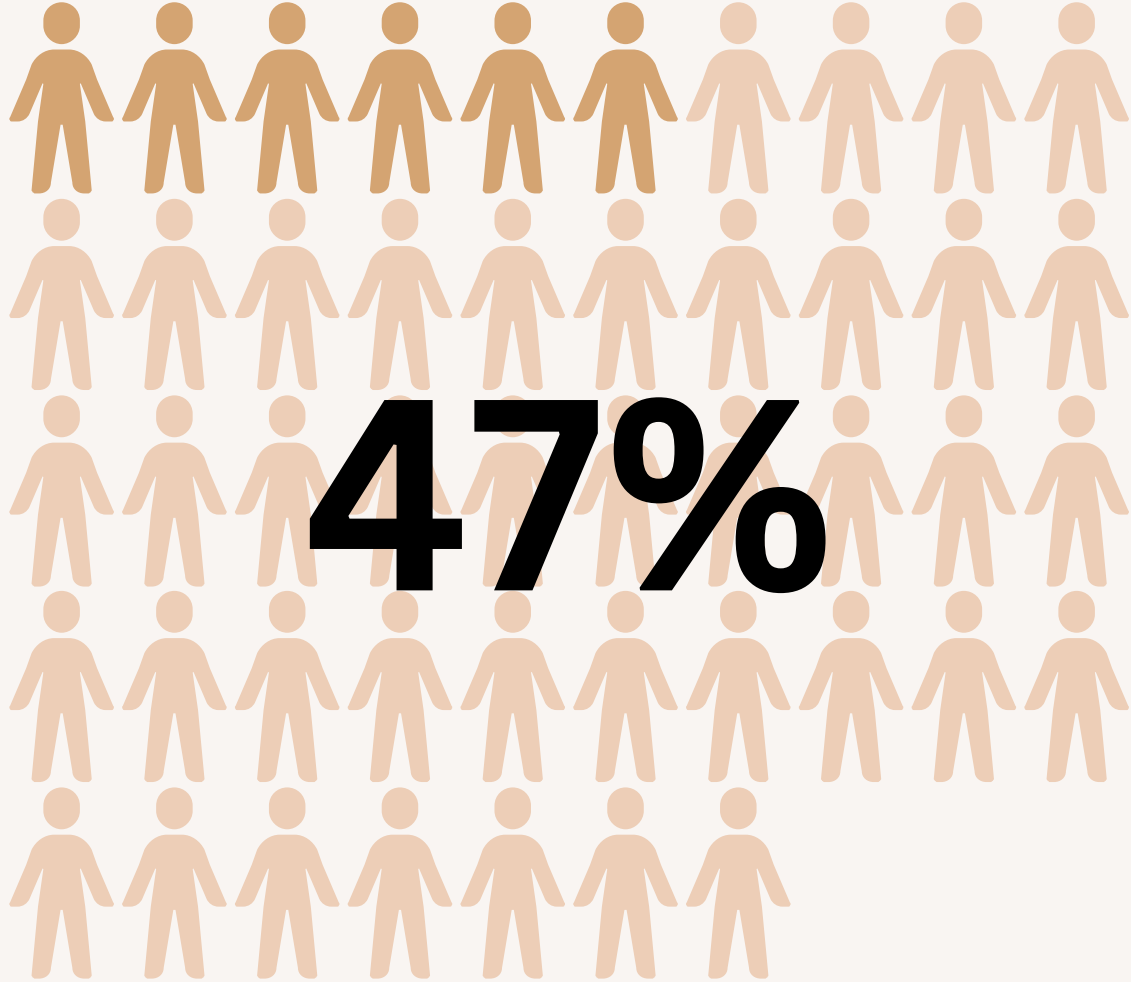
Of Companies Plan to invest more in Gen AI in the next 3 Years



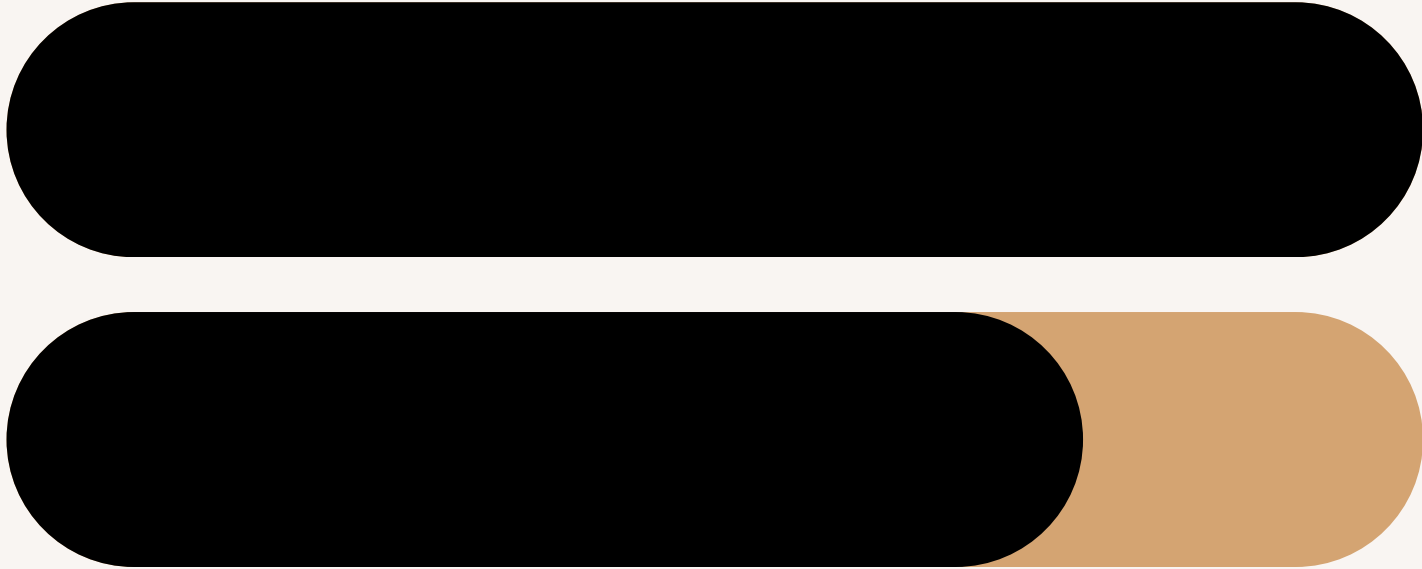
believe their investments have reached maturity

Source: McKinsey Jan 2025 Research Report - Superagency in the workplace: Empowering people to unlock AI's full potential

# Companies need to move fast - Employees trust their Leaders to balance Speed with Safety



Of the C-Suite say their companies are developing Gen AI tools too slowly, even though 69% started investing more than an year ago.



1.3X

More Likely for employees to trust their own companies to get the AI Deployment right than they are to trust others institutions.

Source: McKinsey Jan 2025 Research Report - Superagency in the workplace: Empowering people to unlock AI's full potential

# The Key

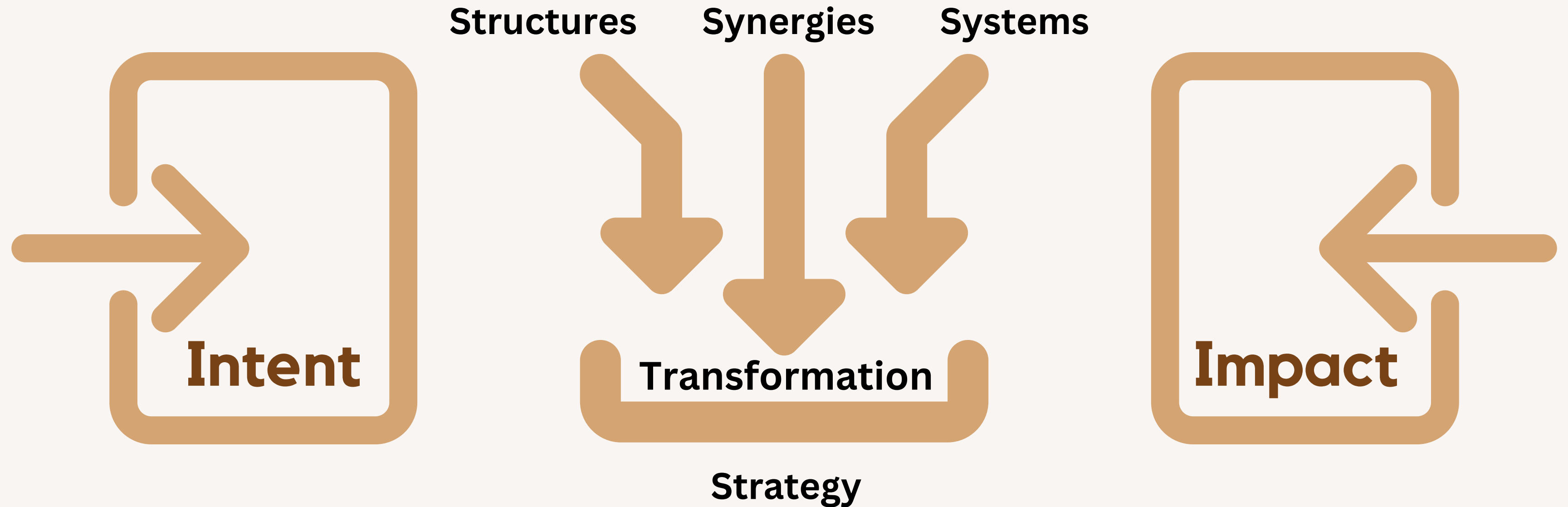
Welcome to the Future

Unlocking the Potential of Human and Technology Collaboration.

- 01 Learn to Design through the Process of Inquiry, Exploration and Discovery.
- 02 Transform with the right Capabilities; where Capacity is not headcount but the Capacity to Transform and the Ability to Perform (Skills).



# THE ENGINE OF GROWTH



The Design Playbook Intelligently Orchestrates the Dance of Intent and Impact with the Evolution / Revolution of the Transformation Engine.

# THE POWER TO ADAPT

| Design Playbook  |  |  |  |
|--|--|--|--|
| Solutions Portfolio (Systemic Innovation)                  |  | Applications (Products & Services) Portfolio (Systems' Innovation and Systematic Operation)                            |  |
| <b>Conceptualization</b><br>Models, Architecture,<br>POC's | <b>Creation</b><br>Engines, Components,<br>Connectors, POS' (Prototypes) | <b>Contextualization</b><br>Demography (Profiling),<br>Biography (Personalizing),<br>Psychography<br>(Preferentiating) | <b>Commercialization</b><br>Versions , Releases, Learning &<br>Support |
| Functional, Lifetime &<br>Brand Value                      | Emotional and Economic Value   | Quality, Cost & Delivery   | Service & Flexibility  |
| Alpha Customers  | Beta Customers   | Theta Customers  |  |

## Technology Drives & Connects Life

ML / AI / GI / VR / AR, Robotics, Nanotech, Biotech, 3D / 4D Printing, Enmeshed Networks, Pervasive Computing

# DESIGN PLAYBOOK

## Blending Strategy & Operations Intelligently

|                           |            |          |           |         |             |
|---------------------------|------------|----------|-----------|---------|-------------|
| Design for Value          | Functional | Lifetime | Emotional | Brand   | Economic    |
| Implement for Performance | Quality    | Cost     | Delivery  | Service | Flexibility |

1. Designing for Value is Strategy that attracts the New Markets, New Products & Services and New Customers & Consumers.
2. Implementing for Performance not only assures the Product Market Fit (PMF) but also sustains customer loyalty and satisfaction.

# SUMMARY

## A Collaboration to leap into the future with Conviction

1. We bring you this unique opportunity to collaborate with us to take giant strides into the future.
2. We bring the Design Learning embedded approach that will create a Unique Organizational Asset to stay ahead of the curve.
3. Leading the organization with Innovation driven Transformative Growth.





# THANK YOU

Connect with us:

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