

Customer Adoption Experience

Empowering clients to take *full advantage* of the Dassault Systèmes 3DEXPERIENCE platform without overreliance on product resellers.

Problem Statement

The 3DEXPERIENCE Works portfolio of cloud solutions **brings key stakeholders together** on a single collaborative platform, allowing clients to seamlessly move from ideation through delivery for continuous development. When a client lands on 3DEXPERIENCE Works, they are presented with a **powerful platform** that provides many options to meet their needs. Our team was tasked to provide a **more seamless onboarding and discoverability experience** for new, current, and future customers.

Process

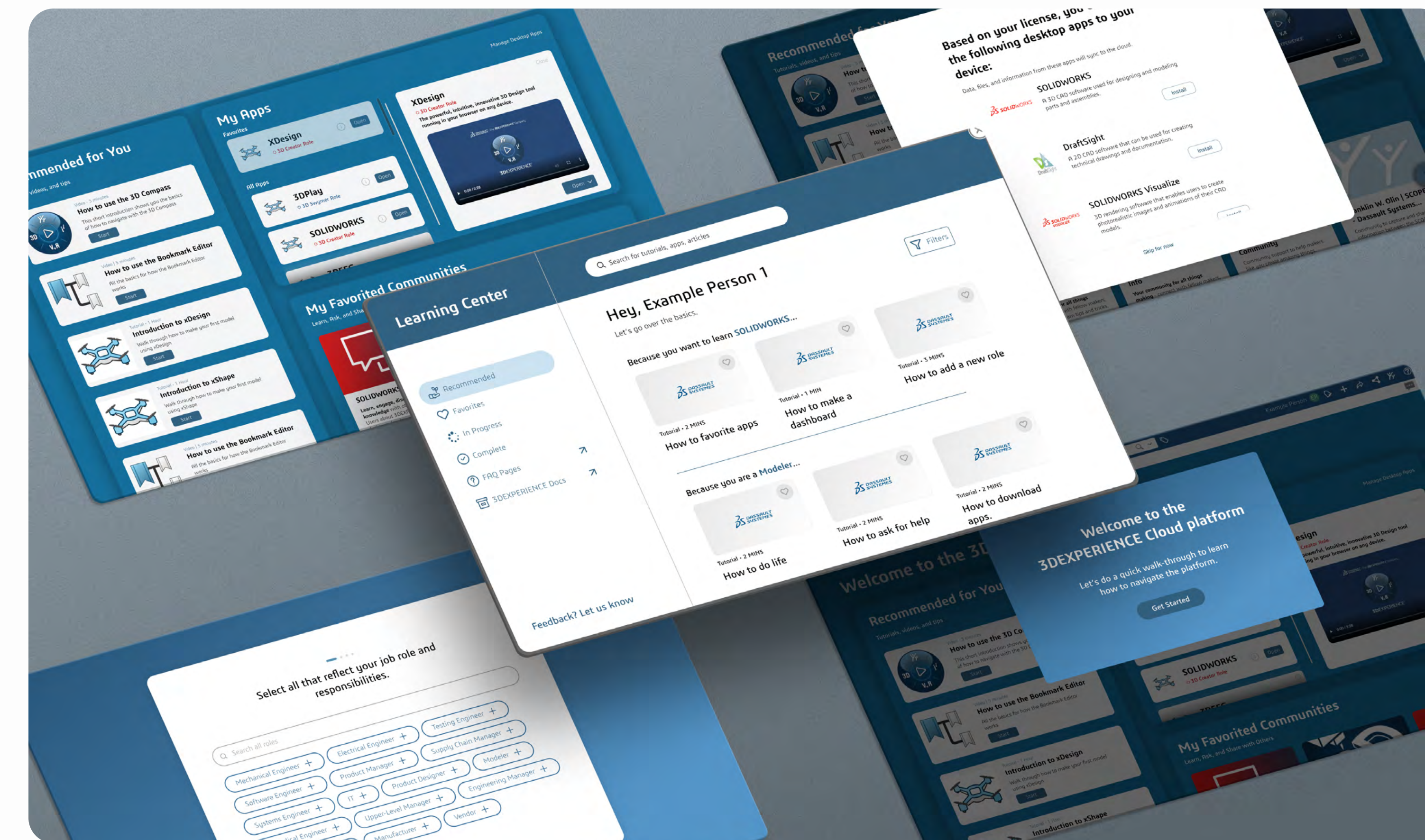


 Conducted Research Conducted interviews with clients, resellers, and internal teams to understand the platform and clients experience.	 Narrowed Focus Generated two focus areas to create the most value for the 3DEXPERIENCE platform.	 Created Interactive Prototypes Generated Prototypes based on our two main focus areas.
 Co-Designed at 3DX World Conducted co-designs with clients at 3DEXPERIENCE World, the Dassault Systèmes company conference.	 Found Areas to Add Value Created goals to improve client experiences challenge the current paradigms of 3DEXPERIENCE.	 Designed Experiences Delivered onboarding and discoverability prototypes to be integrated into the platform to improve client experiences.

Goals

- Improve usability of platform by **understanding client experiences and values**
- **Highlight key navigational features** of platform to encourage client autonomy
- Provide **new frameworks and ideas** for Dassault Systèmes

Solution



Our deliverable **reframes the platform** and provides solutions realistic to the current state of the platform: a **new initial experience** for first-time clients, with the aim of both customizing each client's experience and orienting them to the unique layout of the 3DEXPERIENCE platform. We also **redesigned access to training materials** and information to improve client autonomy.

Our Team



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