

# Drive Relationships Across Digital Channels

Deepen engagement with customers and realize results across digital channels.

## Create Experiences Your Customer Will Love

Experience design creates human-centric experiences across products, services, digital, and other marketing efforts. AIM works with clients to build intentional, customer-pleasing touchpoints, ensuring the brand experience remains consistent and positive whether in a physical retail environment or on digital channels.

Form and function are synonymous. User experiences are based on informed decisions. We work hard to understand the challenges that

need attention and craft a solution that's not only beautiful, but intuitive.

Whether implementing an online shopping feature or designing a mobile application, our team has years of comprehensive UX design and technology knowledge. Our methodology is long-sighted, with a culture of continuous improvement geared toward efficiency.

## Capabilities

- Information Architecture
- User Experience
- Visual Design
- Customer Experience
- Service Design
- Rapid Prototyping

## Our Process

1

DISCOVERY

2

PRODUCT  
PLANNING

3

DESIGN

4

IMPLEMENTATION

## Experiences Informed By Insights

Take products above and beyond. Our team has years of comprehensive UX and technology design, allowing clients to realize their full potential by creating experiences their customers love.

# Success Stories

## CLIENT

## CHALLENGE

## APPROACH

## RESULTS

### Athletic Apparel Retailer

AIM partnered in designing and developing a brand new retail site with faster payment platforms, allowing for uniform designs across global sites, and for faster adoption to market changes and a streamlined user experience.

As they look to increase digital sales, AIM provided design within the following:

- Shopping Cart & Checkout Flow
- Guest Flow & Education
- Product Pages

The retailer's sales accelerated faster than expected that quarter, helped by booming e-commerce orders, sending the shares to a record high.

### International Coffee Company

An international coffee company desired to bring an exciting new customer experience to life: The delivery of food and beverages within office buildings. The company partnered with AIM to build the online order-and-pay application to process customer requests.

AIM provided:

- Product ownership, functional analysis, and prototyping
- Project management and agile methodologies
- End-to-end design and development
- Fully responsive MVP orderand- pay application

The client was able to begin offering the service that year, with more than 12,000 people, working at 150 companies, able to utilize the service.

### Outdoor Gear Retail Chain

After updating its CRM and backend systems, an outdoor retailer wanted to modernize its travel microsite in order to deliver an experience that was emblematic of the positive experience their loyal customers enjoyed during their actual adventure travel trip packages.

The company turned to AIM to deliver the following:

- Responsive web design with modern UX principles
- Real-time availability through connected inventory data
- Bookings integrated in Salesforce with microservices
- Updated payment processing
- Updated review platform for customers to rate the trips

The AIM team strategically guided the client through:

- Interviewing, hiring, onboarding, and community engagement
- Education and training for skills development