

**RED THREAD
INNOVATIONS**





About
Red Thread Innovations

Meaningful Digital Products

Our mission is to create meaningful digital products **that drive business value and help organizations solve real customer problems.**

Our vision is to have the largest portfolio of successful digital products that elevate humanity and empower people to lead their best lives.



Delighting Customers and transforming businesses

Improving the customer experience drives everything we do.

Identifying their pain points, understanding what drives behaviour and **providing a high quality solution that is cost effective.**



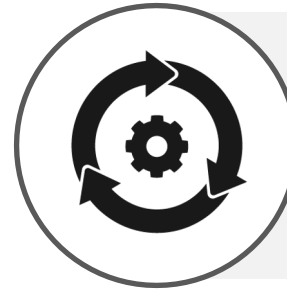
Our Services

End-to-End Product Lifecycle Management



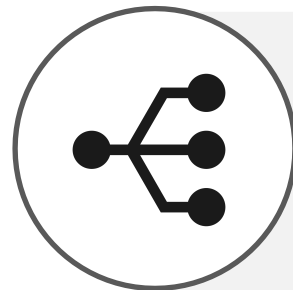
Discovery

From user research & wireframes to mockups & interactive prototypes, we plan and visualize the user journey



Product Launch & Development

Our agile development methodology & proprietary technology reduce time & cost to reach product market fit and drive to MVP



Digital Transformation

Provide great customer experiences, improve operational efficiency & achieve scale while reducing operational costs



Product Growth

Reimagine & evolve in-market products, align product goals with user & business needs, and drive long-term product success

Brands we have delivered value for





Case Studies

Digital Strategy Visioning and Implementation for a Financial Company in Atlantic Canada

Scope

- Understand the client's business objectives, customer needs and current state of technology*
- Identify the gaps in client's current technology and the organization's business structure
- Translate meaningful insights into a clear and measurable definition of success
- Recommend Digital solutions, organizational structures, capabilities and key performance indicators (KPIs) for the current state of the organization, through to its digital transformation.
- Work closely with client's team to craft an execution strategy that is best suited for the organization and measure product's success over time until achievement of the end state
- Test new ideas and iterate on the product to ensure it achieves and maintains product-market fit

Approach

1. **Alignment:** Met with leadership team to understand the current state (process mapping) problems they are facing, primary and secondary customers (Customer Personal Generation), and business objectives/KPIs
2. **Discovery:** Interviewed staff and potential customers to flesh out new opportunities, gain a better understanding of existing problems, and conceptualize and test hypotheses, and create a digital strategy and roadmap
3. **Delivery:** Implemented MVP of digital solutions, custom software combined with configuration, and integration of enterprise systems
4. **Support & Evolve:** Scheduled regular check-ins to review progress on KPIs, update roadmap, and provide insights that could be leveraged to further scale the value they deliver for their customers

Value Delivered

1. Significantly increased number of customers
2. Eliminated inefficiency with business processes
3. Scaled the capacity of a small team to compete with large economy of scale competitors
4. Expanded customer reach by eliminating time zone constraints
5. Gained insights that helped to evolve the overall business strategy
6. Defined a long term digital strategy

Digital Strategy Visioning and Implementation for a Large Non-Profit in Ontario Canada

Scope

- Recognize client's business objectives, customer needs and the driving force behind what they do and how they do it
- Translate meaning insights into a clear and measurable definition of success to meet future expectations
- Identify the gaps in client's current technology and the organization's business structure
- Recommend Digital solutions, organizational structures, capabilities and key performance indicators (KPIs) for the current state of the organization and through to its digital transformation.
- Work closely with leadership to craft an execution strategy that is best suited for the organization and measure product's success over time until achievement of the end state
- Test new ideas and iterate on the product to ensure it achieves and maintains product-market fit

Approach

1. **Alignment:** Met with leadership team to understand current state (process mapping and service blueprinting) problems they are facing, primary and secondary customers (Customer Persona Generation), and business objectives/KPIs
2. **Discovery:** Interviewed staff and educators to flesh out new opportunities, gain a better understanding of existing problems, conceptualize and test hypotheses, and create a digital strategy & roadmap
3. **Delivery:** Implemented MVP of digital solutions, custom software development – combined with configuration and integration of enterprise systems (Salesforce, AzureAD, Shopify), and BI Dashboard implementation
4. **Support & Evolve:** Scheduled regular check-ins to review progress on KPIs, update roadmap and provide insights that could be leveraged to further scale the value they deliver for their customers

Value Delivered

1. Increased user engagement, acquisition, and retention
2. Generated greater customer insights through user data
3. Expanded customer reach by accessing more geographies and eliminating time zone constraints
4. Enhanced organizational efficiency
5. Crafted a multi-year digital strategy