

Drive Relationships Across Digital Channels

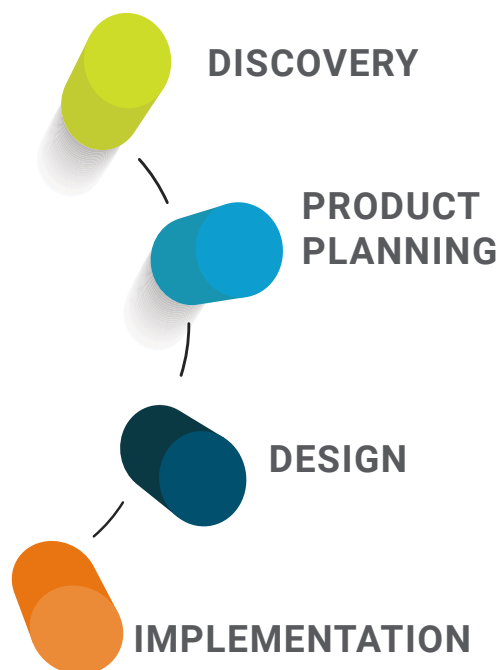
Deepen relationships with customers and drive results across digital channels.

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

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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Product ownership, functional analysis, and prototyping • Project management and agile methodologies • End-to-end design and development • Fully responsive MVP order-and-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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Interviewing, hiring, onboarding, and community engagement • Education and training for skills development



AIM Consulting, an Addison Group company, is an award-winning industry leader in technology consulting and solutions delivery. AIM's differentiation is our collaborative engagement model that provides cross-functional results. We work with clients, shoulder to shoulder, for one goal – their success. Founded in 2006, with offices in Seattle, Minneapolis, Denver, Houston, and Chicago, we are ranked among the fastest-growing private companies and best companies to work for due to a long track record of success with our partners and consultants. Our long-term relationships with the best technology consulting talent allow us to deliver on expectations, execute on road maps, and drive modern technology initiatives.