

InfoCepts Data Storytelling

Create compelling data stories to drive informed decisions and data adoption

The most visually appealing data visualizations mean nothing if they don't proactively influence user behaviors and drive action. Endless charts and too much inaccurate or incomplete data can merely create noise and make it difficult to focus attention on what truly matters, and why.

InfoCepts Data Storytelling solution is designed to build actionable data apps for the business and empower data users to present data persuasively. We combine user-centric approach, design-thinking workshops, UI/UX concepts and data storytelling techniques to convey insights simply and directly to drive the right decisions. Use data storytelling to boost user adoption of analytical platforms through a seamless user experience and intuitive data representation.



Assessment and Roadmap

Awareness, Data Storytelling and UX Assessment, Design Thinking Workshop, Visualization Strategy



Data Storytelling Jumpstart













Storyboarding, Data Visualization, Solution Prototyping, Designing Data Apps, Portal Design, UX Standardization






Enterprise Data Storytelling

Data Storytelling at Scale, UX Transformation, Digital Experiences, Enabling Teams

Why InfoCepts Data Storytelling?

<p>Improved User Experience and Adoption</p> 	<p>Specialized Teams (UI/UX + Data + Platforms)</p> 	<p>Unique Approach that Fosters Data-Driven Decisions</p> 
<p>Reusable Solution</p> <ul style="list-style-type: none"> + Blueprints + Accelerators 	<p>Backed by Experience & Expertise</p> <ul style="list-style-type: none"> + Experience of designing 2000+ apps + Proven Practices 	<p>Tailored for You</p> <ul style="list-style-type: none"> + Platforms + Advisory + Business Value
<ul style="list-style-type: none">  Data Storytelling Assessment  Design Thinking Approach  Requirement Gathering Templates 	<ul style="list-style-type: none">  Data Storytelling Guide  Visual Analytics Use-case Portal  User Adoption Guide 	<ul style="list-style-type: none">  UX Standardization Guide  Data Storytelling Training  Pre-built Dashboard Templates







Success Stories

-  Influenced high stake decisions of a media giant through Data Storytelling techniques
\$400K realized in partner chargeback
-  Design Thinking workshop for a general APAC trading company
50% reduction in overall app design efforts
-  Transformed and standardized user experience of analytical apps for a Global Bank
75% increase in user satisfaction index

“I am really Impressed with the new analytical application UI. All the visualizations used in our business applications are actionable and the interface is highly intuitive.”

Director of Technology, Luxury Retail






How We Do It?

<p>Discovery </p> <ul style="list-style-type: none"> + User Research + Assessment + Design Thinking + Storytelling Workshop + User Journey & Persona Definition <p>Define what success looks like</p>	<p>Design Strategy </p> <ul style="list-style-type: none"> + Human First Approach + Visualization Strategy + Tool and Platform Specific Design <p>Design for outcomes</p>	<p>Pilot </p> <ul style="list-style-type: none"> + Storyboarding + Static and Interactive Prototyping + Feedback/ Improvement + Usability Testing <p>Define blueprint</p>
<p>Scale </p> <ul style="list-style-type: none"> + UI/ UX Standardization + Digital Experience Design + Omnichannel Design Strategy + Custom Visualization Design + Data Storytelling Training <p>Implement at scale</p>	<p>Accelerators </p> <ul style="list-style-type: none"> + Toolkits and Best Practices + Re-usable templates + Style Guide + Visual Analytics Portal + Design Thinking Templates <p>Use proven assets</p>	<p>Support </p> <ul style="list-style-type: none"> + User Adoption + Development Support – Graphics and Specification + New Visualization Rollouts <p>Govern for business value</p>

InfoCepts Solutions

Using our global experience, InfoCepts has built reusable solutions to common business challenges that we constantly see in organizations. Using our consultative and advisory expertise, we narrow the specific problems, develop pragmatic roadmaps and provide accelerated solutions that achieve your objectives.

Our Solutions Catalog

<p> Advance Data-Driven Capabilities</p> <ul style="list-style-type: none"> • Real-Time Analytics • Self-Service Analytics • Analytics Hub • Data Literacy • D&A Advisory 	<p> Modernize Data Platforms</p> <ul style="list-style-type: none"> • Data Lakes • Foundational Data Platforms • Cloud Migration • D&A Platform Migration 	<p> Build Augmented Business App</p> <ul style="list-style-type: none"> • Business Apps • Conversational Apps • Intelligent Automation 	<p> Create Data Products</p> <ul style="list-style-type: none"> • Data Catalogs • Data Storytelling • Data Science-as-a-Service • Report Factory 	<p> Support Data & Analytics Systems</p> <ul style="list-style-type: none"> • DataOps Automation • Elastic Staffing • Managed Services • CoE Support
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Benefits

-  Lower TCO
-  Shorter Time-to-Market
-  Unmatched Flexibility
-  Predictable Delivery

About InfoCepts

InfoCepts is a global leader of end-to-end data & analytics solutions with nearly 20 years' experience enabling customers to derive value from a variety of data-driven capabilities. Unique amongst its peers, InfoCepts operates with the scale of a global consulting firm, yet the expertise of a niche partner. Everyday our 1000+ associates across the globe affiliated to cloud, analytics, data, and business capabilities ensure we are finding new and better ways to help you Stay Modern.