



Creating Impact-Driven Metaverse Experiences

Meet the team & agenda



Diana Rodríguez
Head of Enterprise Lean Agile CoE, Softtek

She has worked with frameworks aligning to a lean-agile mindset, helped teams and organizations internationally both in the USA and Mexico to transform at a team, program, and enterprise level. She has 23YoE on IT with a Development background.



Douglas Fajardo
CEO / Founder, Xennial Digital

Xennial Digital is Douglas' third startup. The company focuses on building Virtual and Augmented Reality enterprise solutions and platforms.

Through a strategic relationship with Softtek, a global provider of technology solutions, Douglas is also a Senior Adviser on digital experiences to provide end-to-end services to Softtek's clients.

Agenda

Challenges and Implications driven by the metaverse

The Lean-Agile approach to creating the metaverse

What's Next

Challenges & Implications Driven by the Metaverse



METaverse



**Data/Security
Implications**

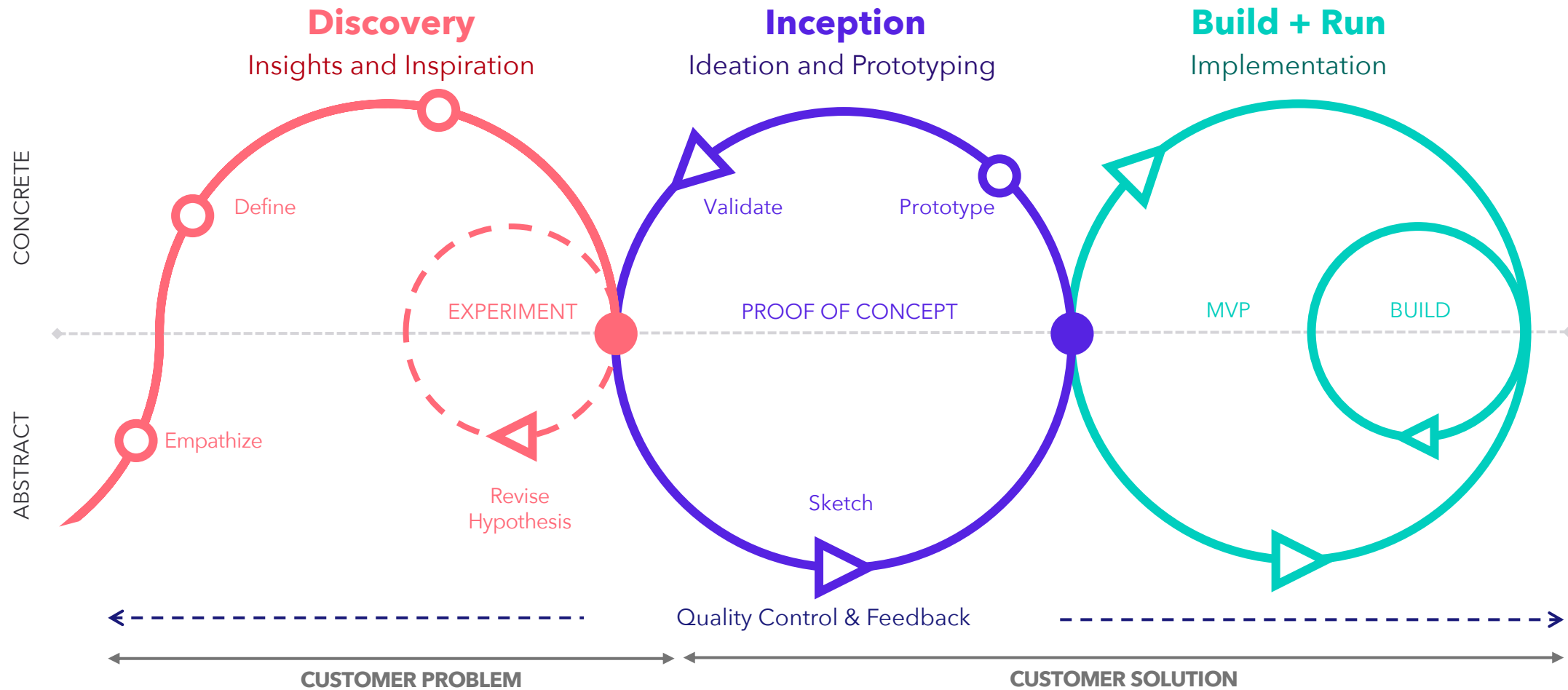


**Content
Production**

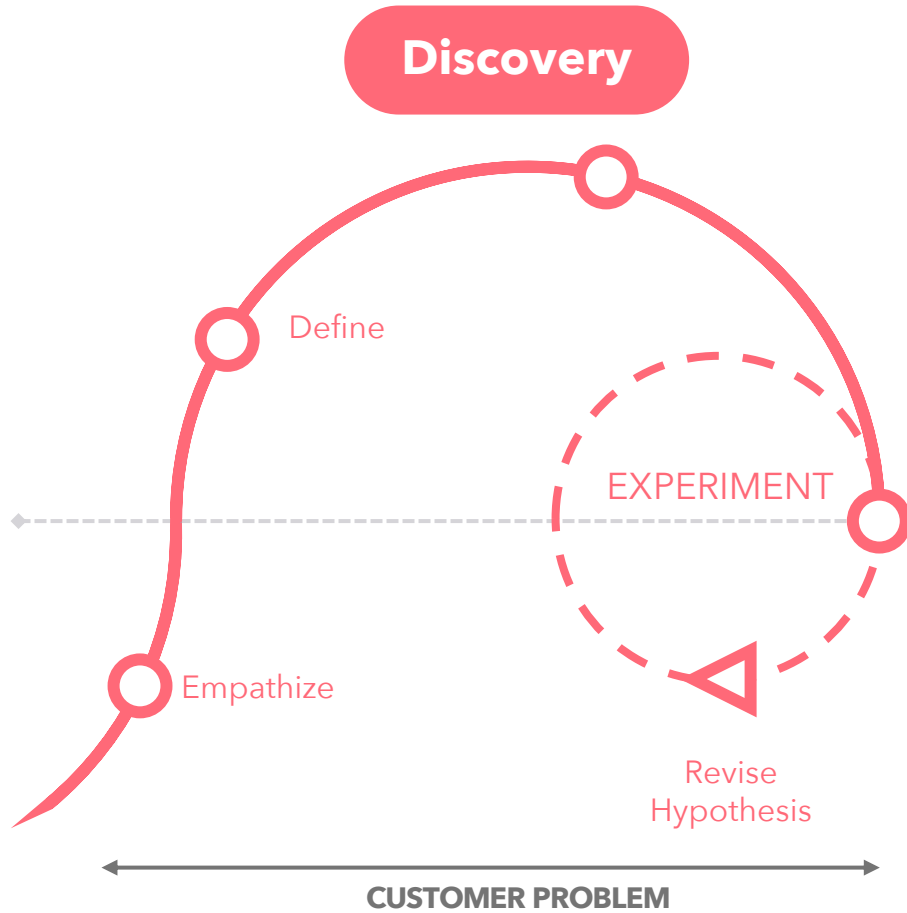


Workflows

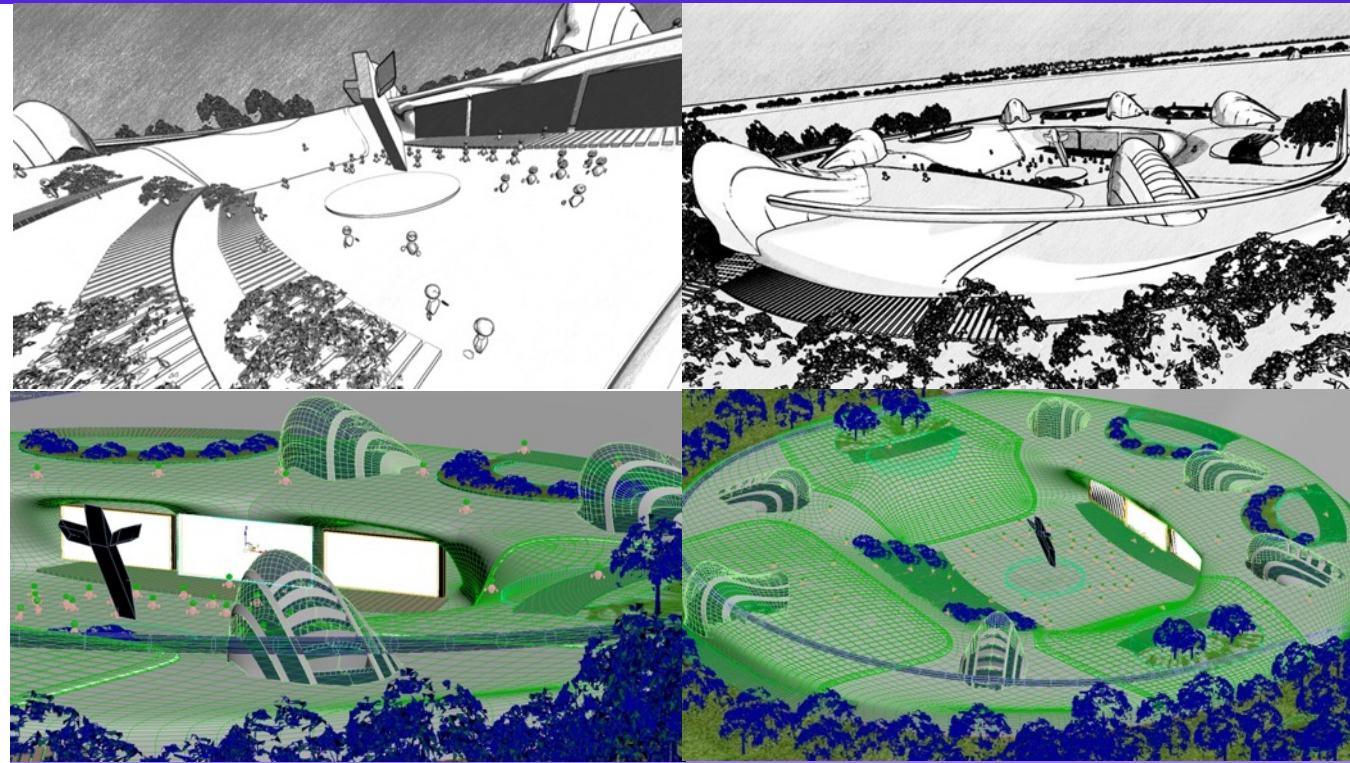
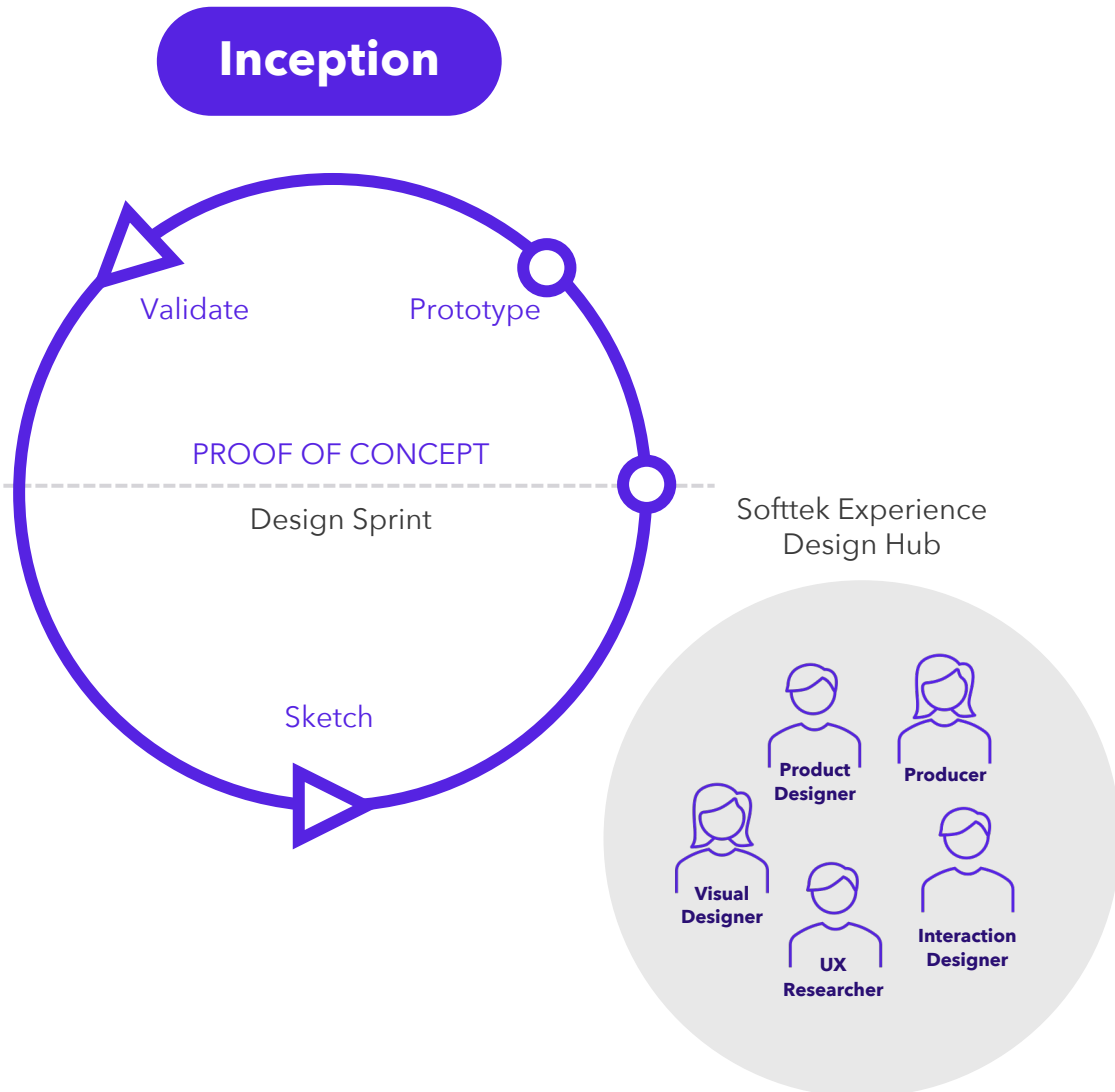
The Lean-Agile approach to creating the Metaverse



Embracing human-centered design means believing that all problems are solvable and that the people who face those problems are the ones who hold the key to the answer.



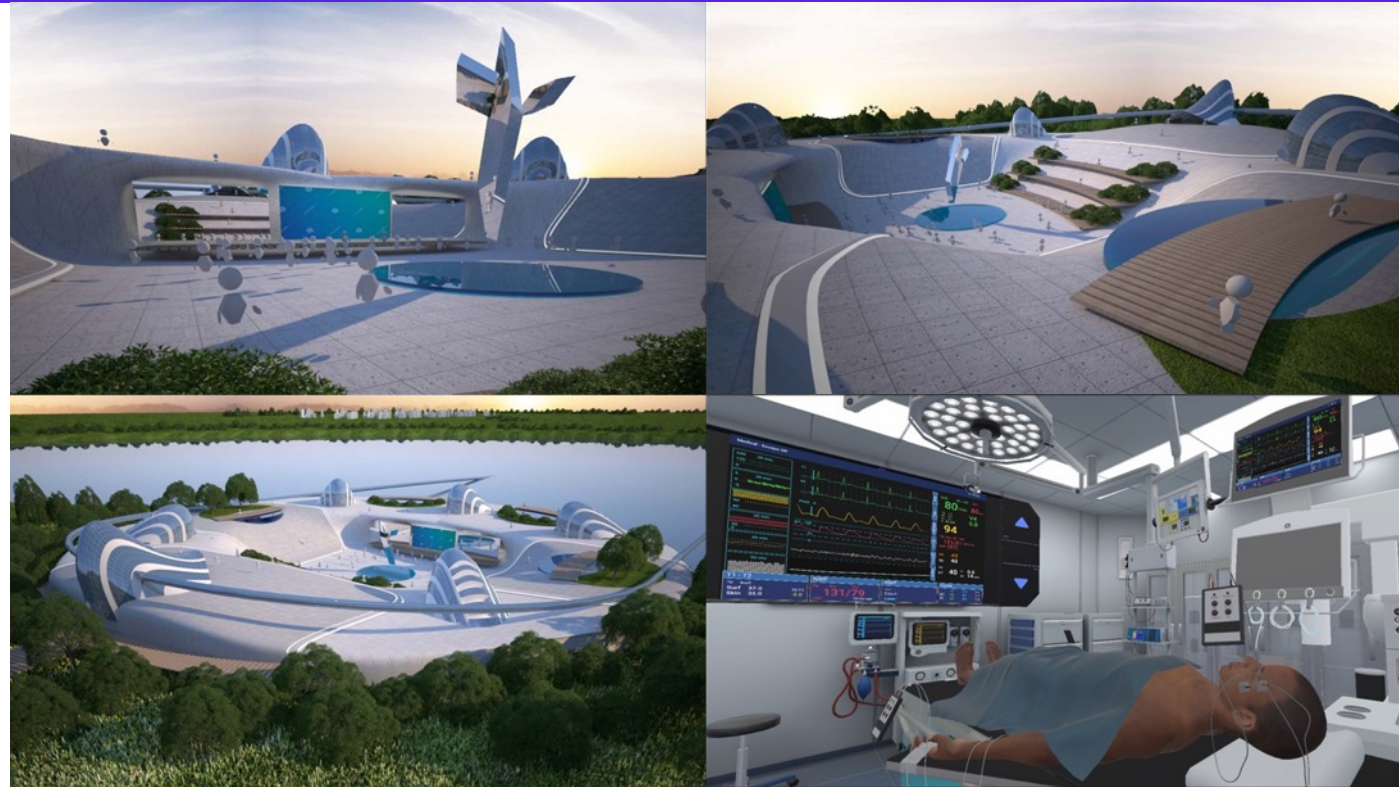
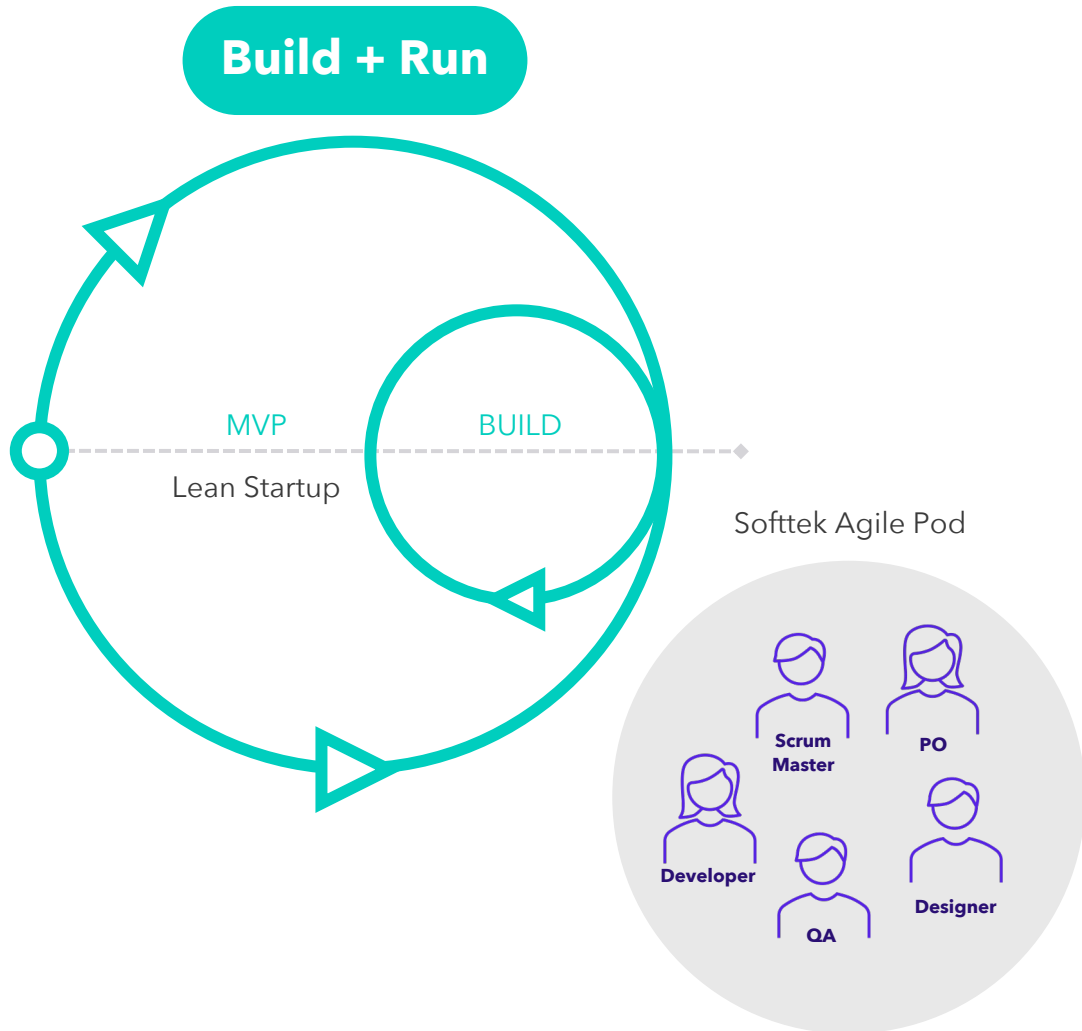
- Problem Statement and Pain Point Analysis
- Product Vision
- Strategic Drivers
- Value Stream Mapping
- Customer Journey Mapping
- Empathy Maps
- Design Thinking



Storyboarding, Storytelling & Interactivity

- Experience Roadmap
- Prototyping
- Technical Benchmark
- Feasibility Analysis
- Program Sequencing
- Dependencies Discovery
- User Story Workshop
- UI/UX Design

Build + Run: Implementation



- UAT
- End User Immersion
- Continuous Everything
- Experience Foundation
- Experience Evolution
- Analytics

Enterprise Metaverse Toolset = Gaming Toolset

Gaming



3D VR/AR





**Real-Time,
Multi-User Experiences**



Meta Humans



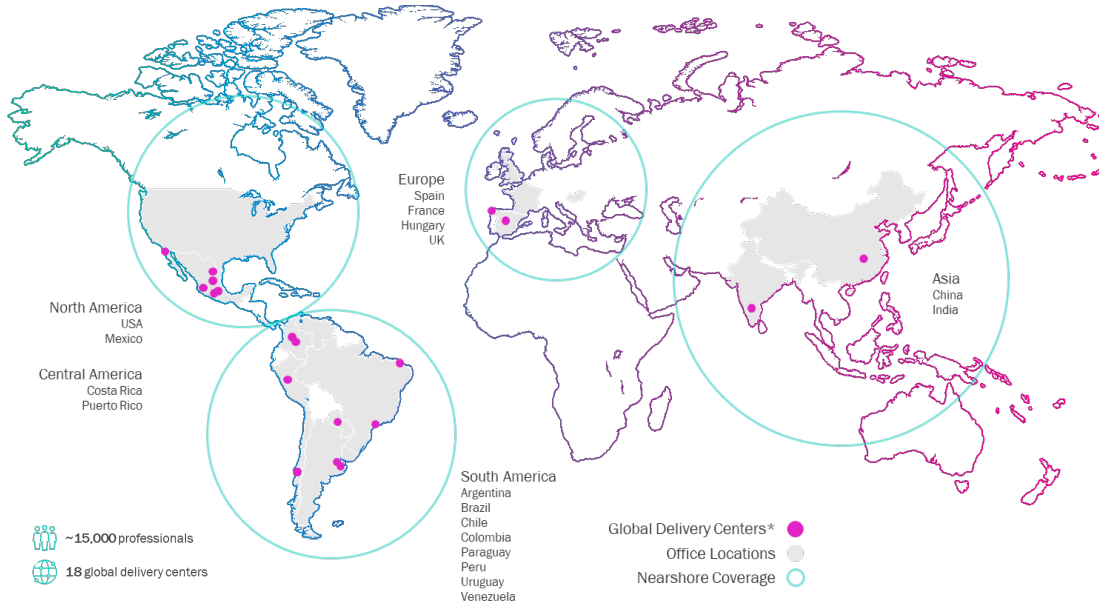
**Constantly Adapting
Metaverses**



Haptics

Softtek at a Glance

Global technology services company providing a unique and innovative approach to digital transformation



Technology services enabling digital transformation

Providing digital solutions, from ideation and development to evolving operation

Strong recurring customer bases

Existing clients = 92% revenue
18-year tenure with top 10 clients

Built around The Human Element

Agility, Self-Determination, Collaboration & Trust

Global Presence

30 commercial & operational facilities in 20+ countries, and 18 Global Delivery Centers (GDCs) across 3 continents

Serving Global 2,000 Organizations

50+ of Global Fortune 500
400 clients globally

Leading Global Service Provider

Creator & leader of Nearshore services industry

BANKING	INSURANCE	INDUSTRIAL	RETAIL	CPG	TECHNOLOGY	HOSPITALITY	GOVERNMENT	ENERGY, NAT. RES. & UTILITIES	TRANSPORTATION & LOGISTICS

Recent industry recognitions



Major Contender in Intelligent Process Automation Solutions



Top 15 Sourcing Standout Global Market



Major Contender in Cloud-Native Application Development Services



Q&A

Thank you!

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