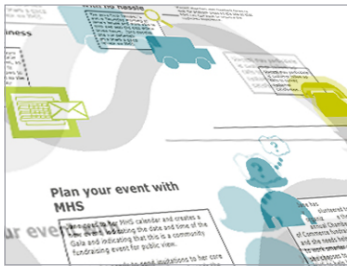


Scient used conceptual prototyping to simply convey complex business ideas and logic. The conceptual business prototype helped Vectren explore, test and revise complex business ideas.

Vectren



User scenarios. The characters are based on demographic data as well as profiles generated by the Scient team.

situation

Vectren Corporation (a growing energy and applied technology solutions company in Indiana) engaged Scient to expand into the personal services space by developing an over-all strategy for the company's Internet initiatives. With the client's help, Scient identified two distinct business opportunities. One focused on web-enabling Vectren's existing regulated business, and the second consisted of building a new business-to-consumer (B2C) retail eBusiness. The newly defined B2C eBusiness was to become a lifestyle management hub, connecting residential customers with home and personal service providers and community organizations. Ultimately, creating a reliable and lasting relationship with Vectren.

solution

The Scient team identified that prototyping would be a useful tool for this engagement in the early stages of the project. Scient developed iterative prototypes during the conceptual and strategy development phases of the engagement. Scient identified the need to graphically represent complex business and system interactions for the client using a conceptual prototyping method. This approach helped flush out business interdependencies and complex system interaction.

The prototype process led to the development of a visual representation of the new business conceptually. This process mapped the relationships and interaction points between all internal and external constituents and system actors. Ultimately the conceptual prototypes served two important roles: the first is that it incorporated a complex experiential component to the business strategy, and it created a design environment within which the Scient and client team iteratively explored, tested and revised complex business ideas.

benefits received

Scient's conceptual models were key factors in the success of this engagement. The process used to develop the prototypes facilitated continual, productive client input and was instrumental in successfully including the client in the decision making process – a true partnership. The result of this process helped the client achieve cost and timesavings through an accelerated joint decision-making process. The prototyping process enabled the Scient team to convey complex business ideas and concepts in an easy-to-understand manner – regardless of the audience. This process helped Vectren simply convey a complex business idea and communicate the vision to a wide variety of constituents. Vectren even used the conceptual prototypes developed by Scient as an educational and reference tool throughout the client organization.