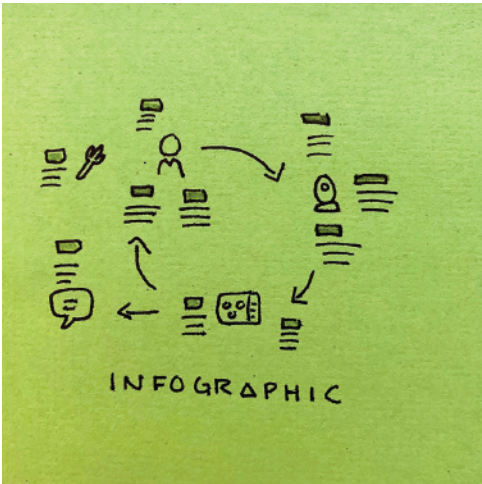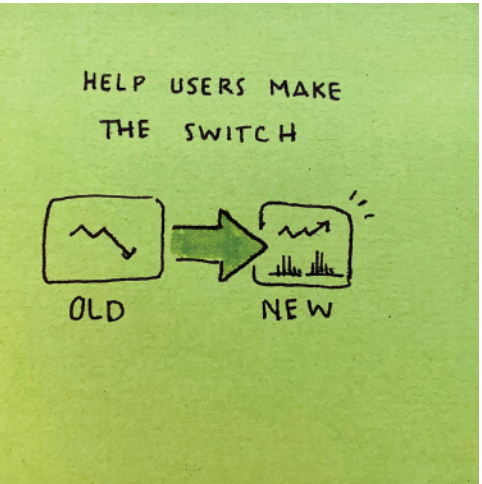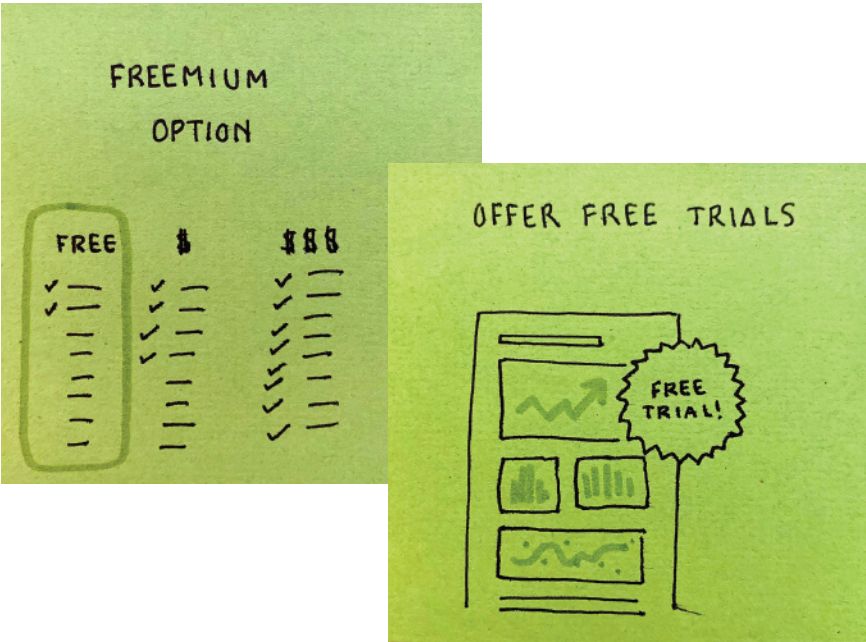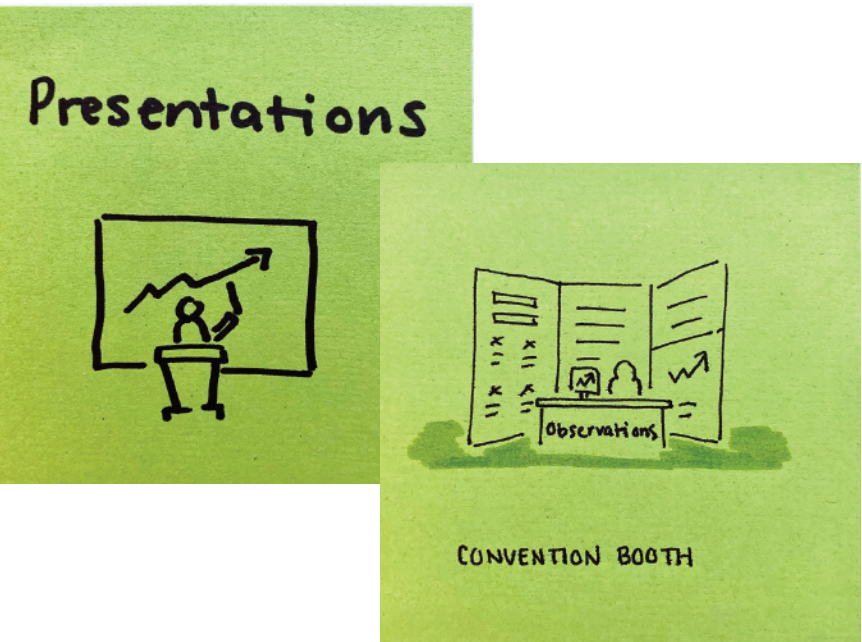# Marketing

Provide users with a simple, cross-touchpoint infographic showing the different parts of the suite and how they interact with each other.

Provide a service to support the user in switching from their old system to Omniscient's Observations Suite.

Provide a free demo or freemium version of Observations Suite that the user can experience before investing.
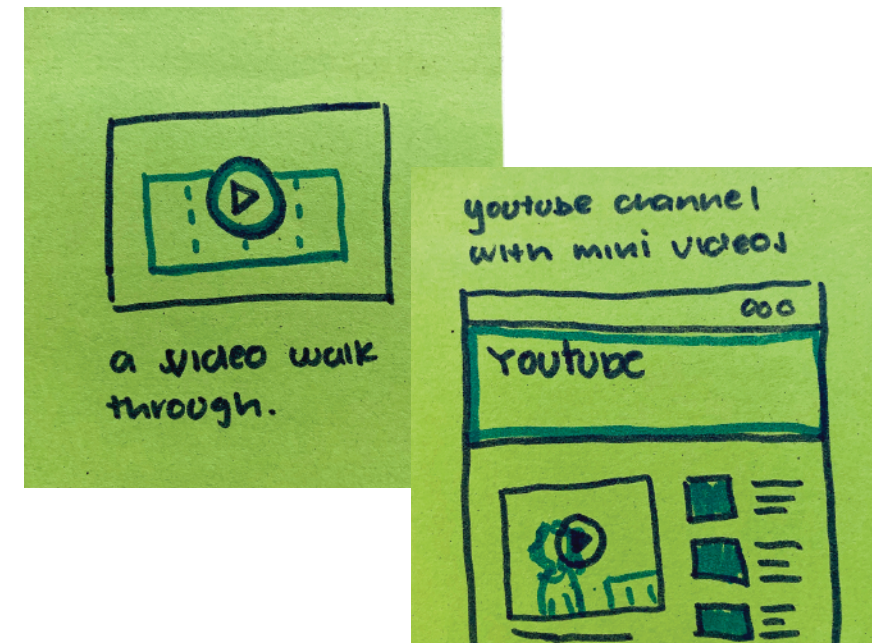
Establish Omniscient as industry experts by speaking at conferences. Capitalize on that expertise with a booth at the same conference.
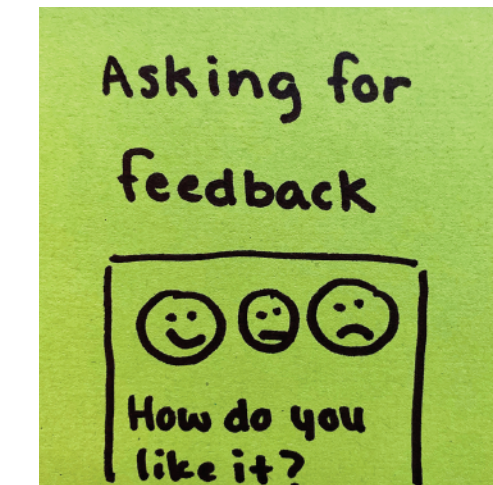
Marketing

Publish ads in places where potential users are looking for insights and answers.

Create a video channel of informative tutorials for potential and existing customers.

Keep in touch with customers by sending progress reports at regular intervals and celebratory emails at major milestones.
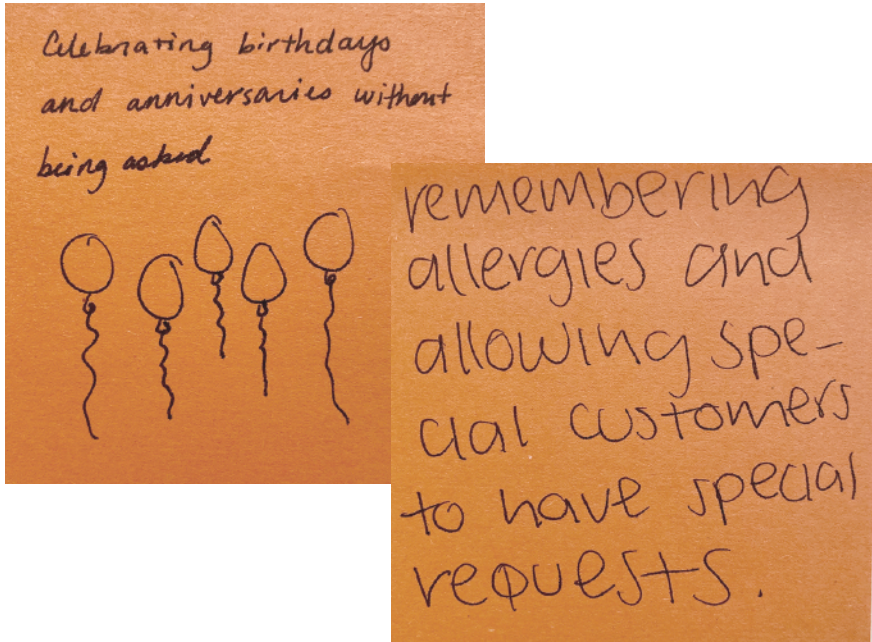

Make the most of engaged users by involving them in the development process by regularly asking for feedback and including users in beta programs.

Product
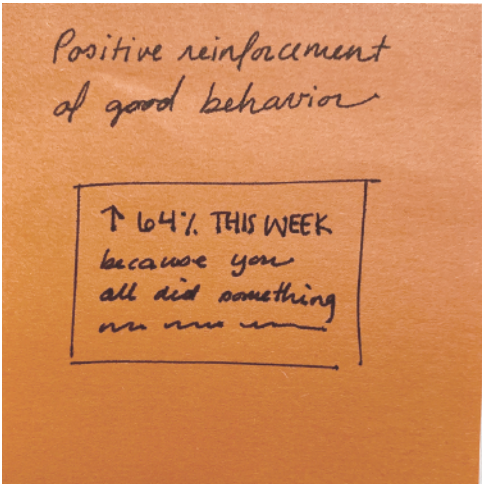
Positively reinforce good behavior by calling it out across functions in the Observations Suite.

Prioritize customers' needs by remembering allergies, special needs, and birthdays.
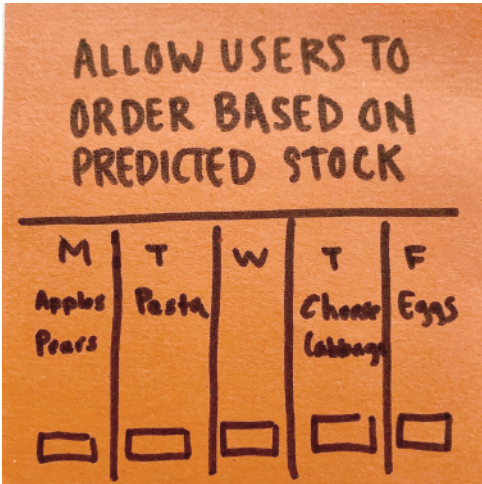

Keep track of customers' favorite eats and drinks to make sure everything is in stock and readily offered when they visit.
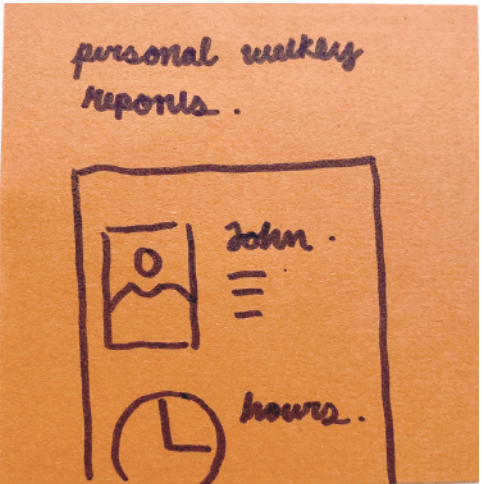

Remember customers' feedback so that it can be addressed on the following visit.
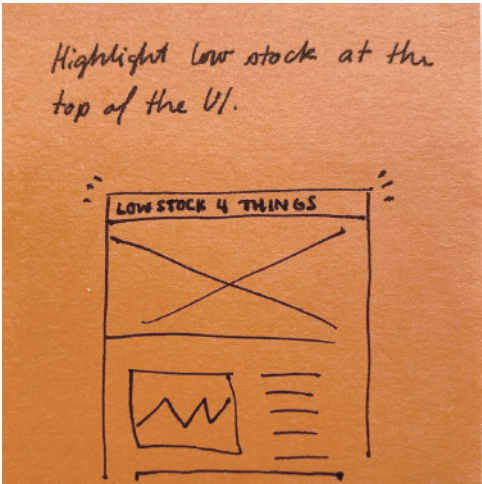
Product

Provide users with easy-to-parse visualizations of predicted stock amounts and outages to make ordering easy.

Empower employees with personalized weekly reports with actionable advice.
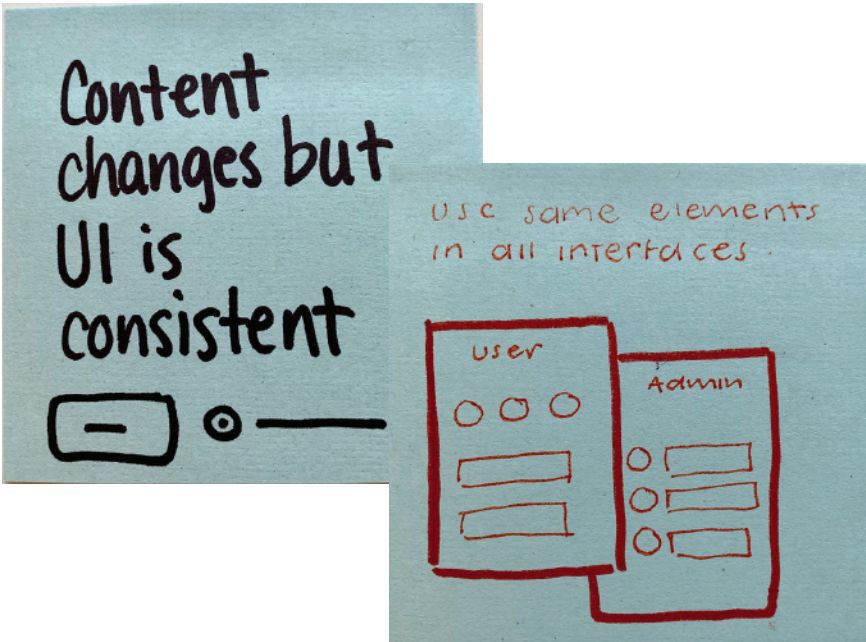
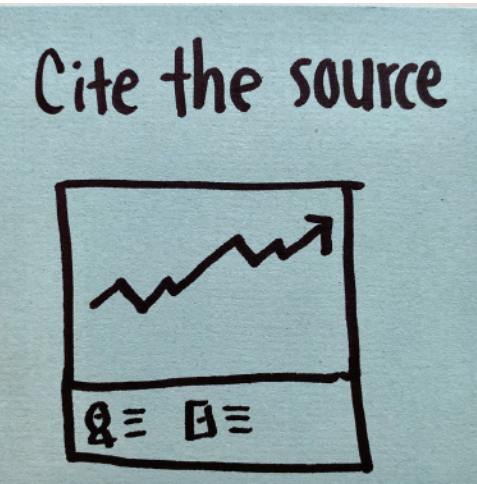Provide an interface for setting goals as individuals and as teams.

Use notifications to call attention to inventory problems that will cause problems within the day/night.
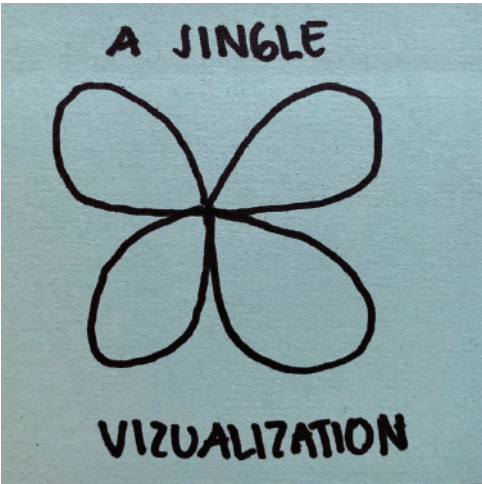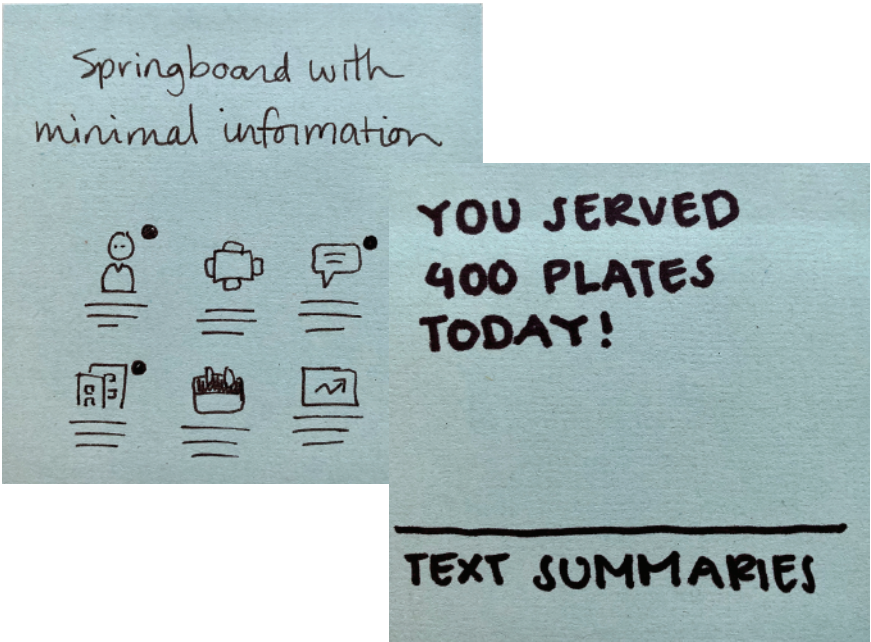
Design

Create a single design language across both professional and consumer tools, allowing for minimal customization, primarily through content.

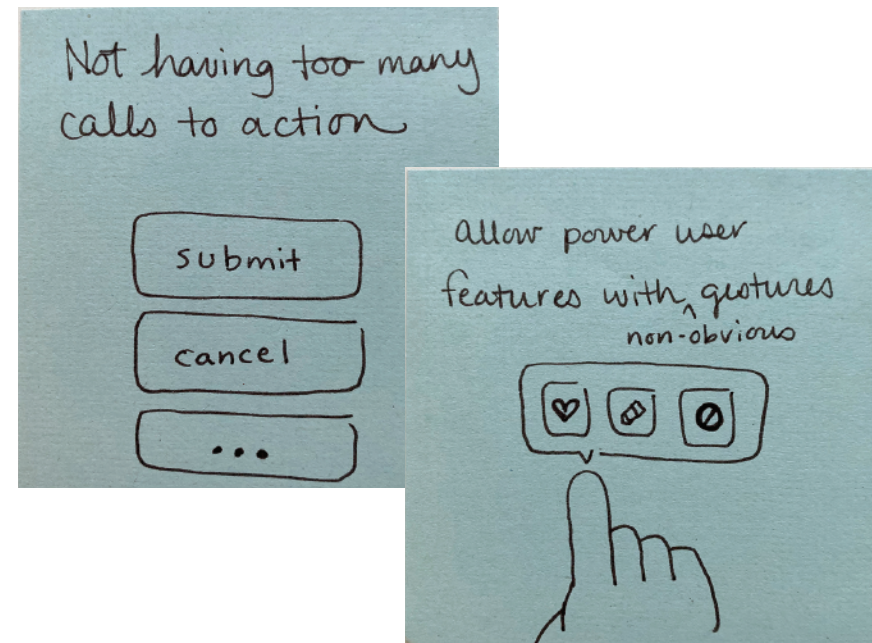Always show data sources for visualizations and insights.

Provide a single simple visualization to express the overall health of the company, allowing the customer to drill into the details.

Lead with text insights, allowing the user to drill down into supporting data and visualizations.
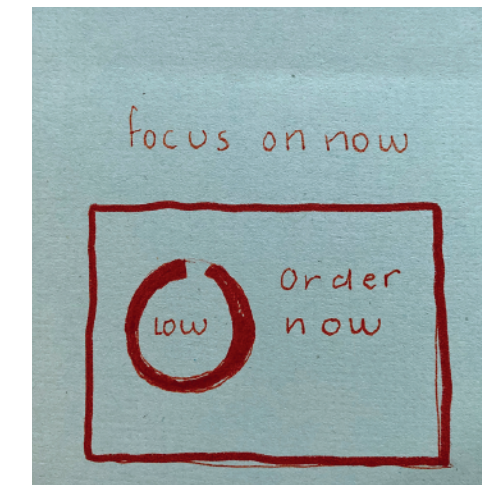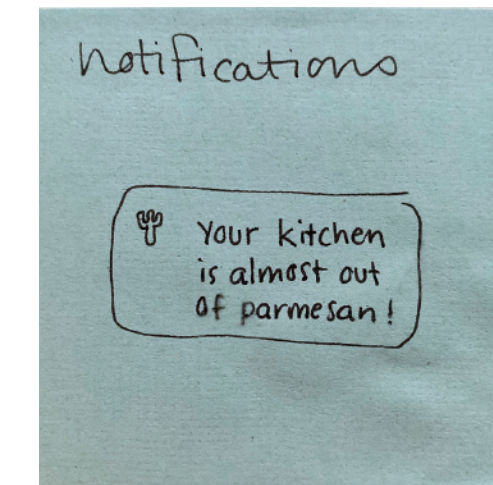
Design

Limit the UI to the most likely paths of use, creating more buttons or long-press interactions for less common interactions.

Call out qualitative and quantitative success stories that highlight the value of Observations Suite.

Lead with what's happening now to ensure that pressing matters don't get lost in visualizations of long-term data.

Send the most important notifications via push notifications and text messages to ensure they don't get lost.