

OCTO

Softcat

Desire Paths: the illicit trails that defy urban planners



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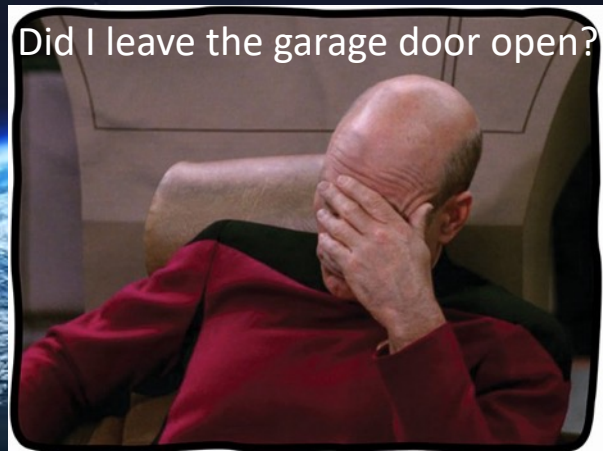
Ohio State University - Paving the desire paths



“Desire lines tell us about
the endless human desire to
have choice ”

Professor Andrew Furman

*(professor in interior design and
architecture at Ryerson University in
Toronto)*



User, stakeholder, parent, student, staff engagement is key to understand their “desires”, how they work or want to work.

No one knows their jobs better than the people doing them!

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User Centered Design

Understand

What are the users trying to achieve and why?

Assess and Review

Throughout the journey advise and support to ensure ambitions and goals are met

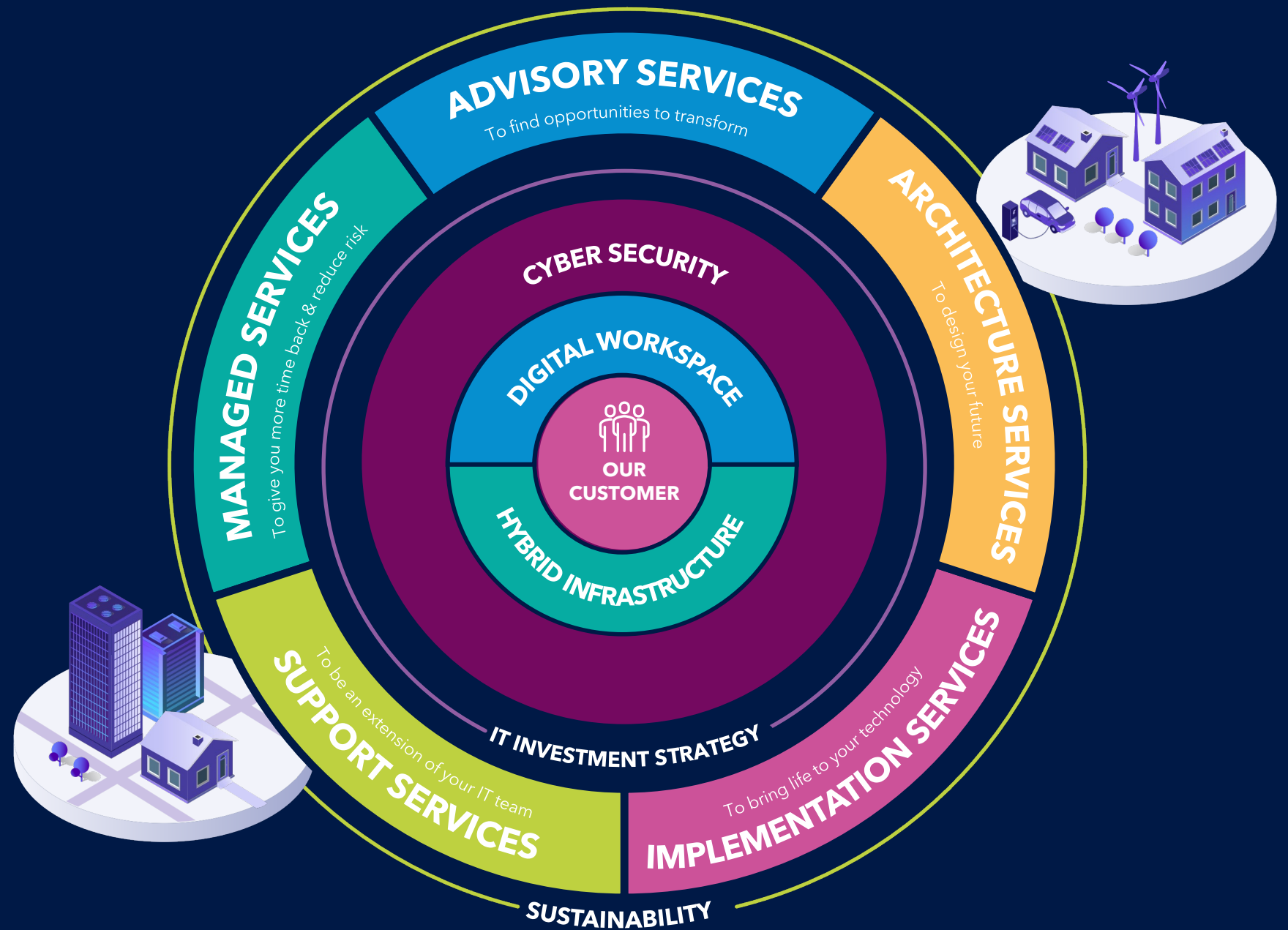
Deliver an outcome that enables

Deliver the services that enables the most effective use case for the users through engagement and understanding their needs



CUSTOMER EXPERIENCE

We are always looking at how we could improve the experience of our customers through investment into new CX technologies and resource.



How we work

○ We work with our customers to build a mutual and detailed understanding of their business pressures and objectives.

We put our in-depth industry knowledge, technology understanding and recognition of people's needs at the centre of any of our recommended solutions to meet objectives.

○ We define the measurable results up front, so that our customers are secure in the knowledge of what outcomes will be achieved.

