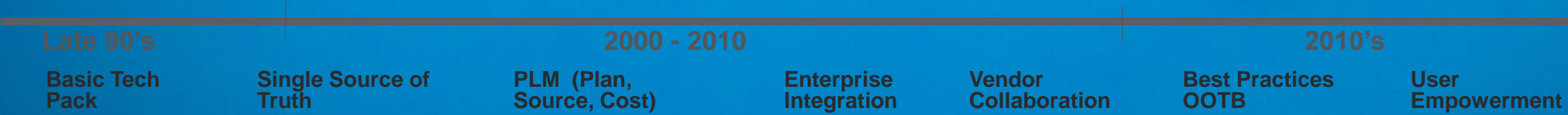


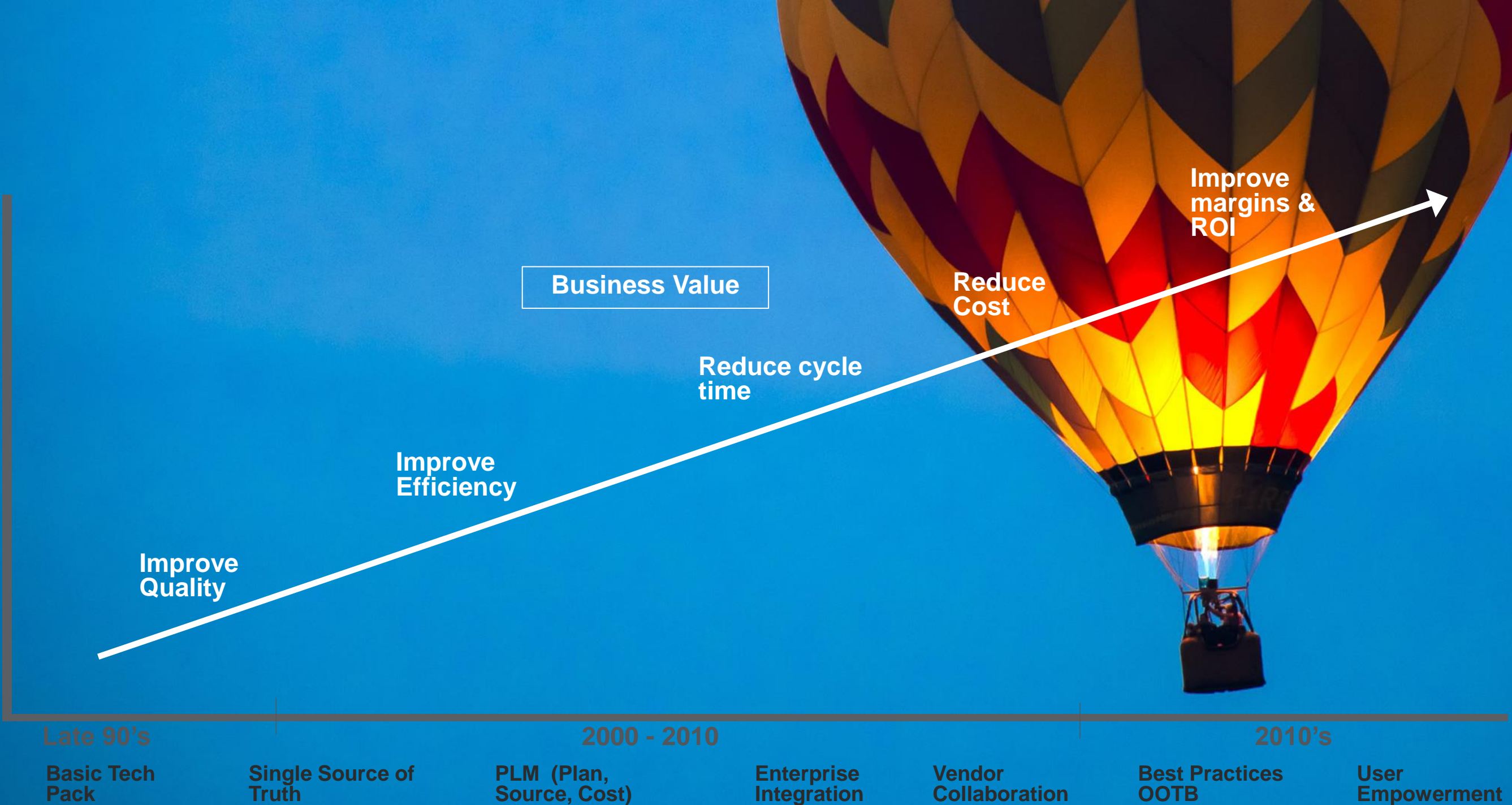


# Evolution of Enterprise PLM

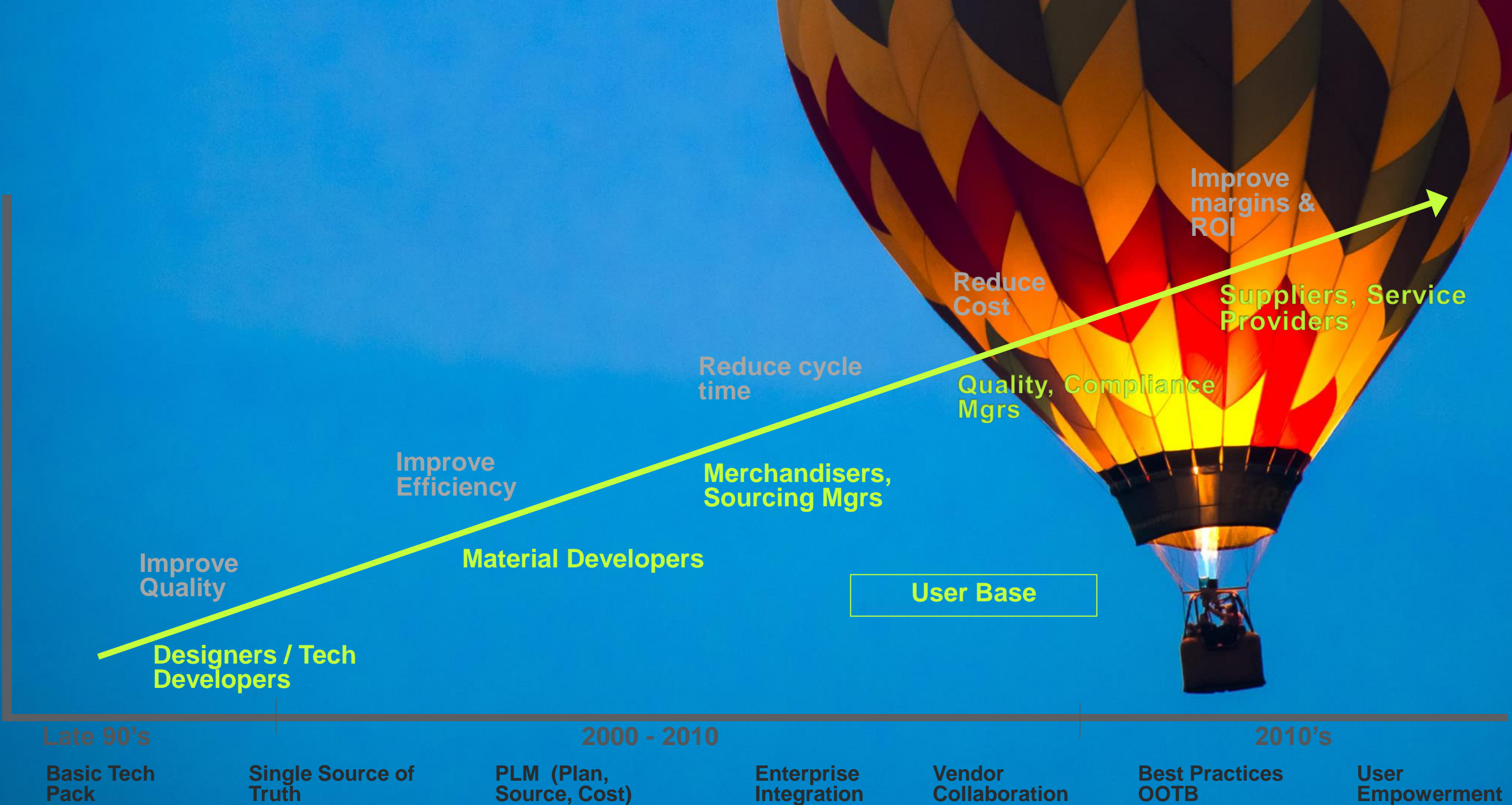




# Evolution of Enterprise PLM



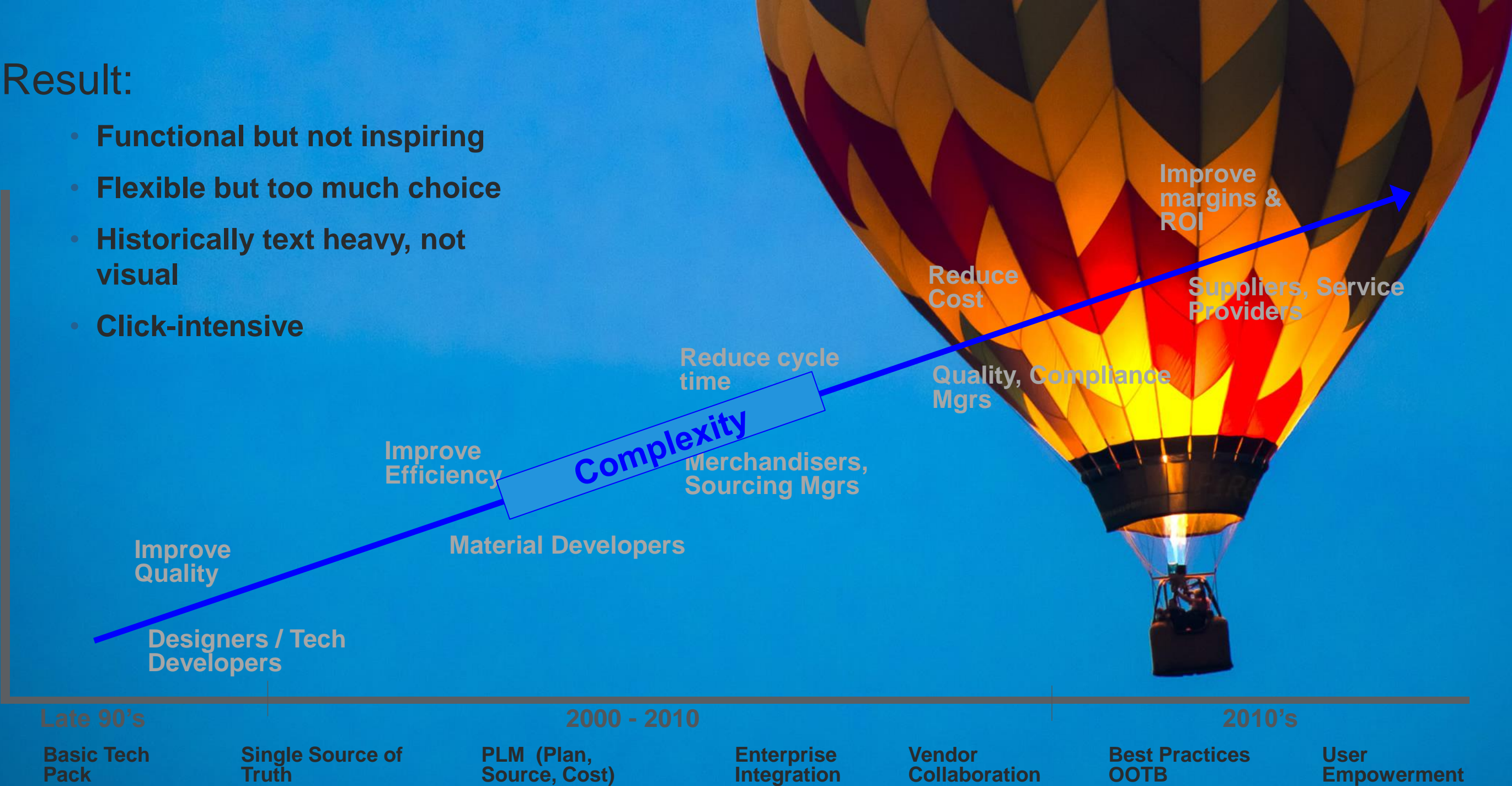
# Evolution of Enterprise PLM





## Result:

- Functional but not inspiring
- Flexible but too much choice
- Historically text heavy, not visual
- Click-intensive





## Improve UX

- Efficiency
- Intuitiveness
- Consistency
- Friendliness
- Modernity

## Maintain platform advantages

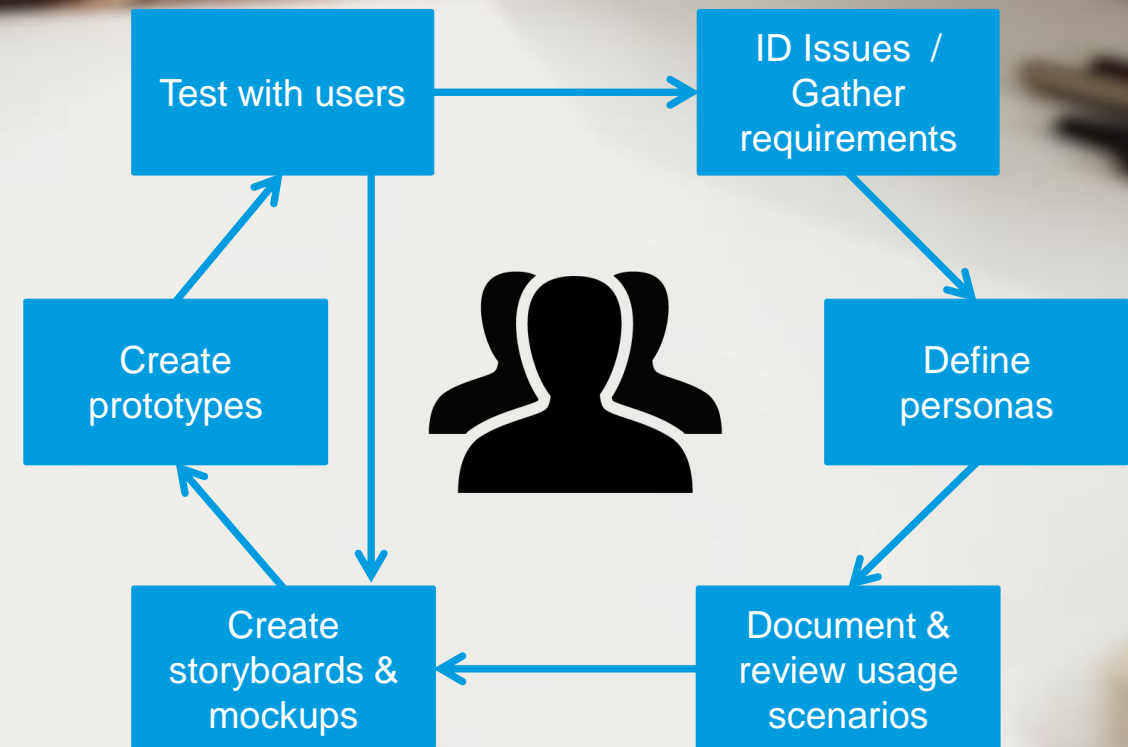
- Performance & scalability
- Stability
- Capability
- Flexibility
- Security



## UX Design should:

- “Seek to understand **People**, their **Activities**, and the **Context** of those Activities
- Explore **ways to support** those Activities”

- *Stephen Anderson, Chief Experience Officer @ BloomBoard Inc.*

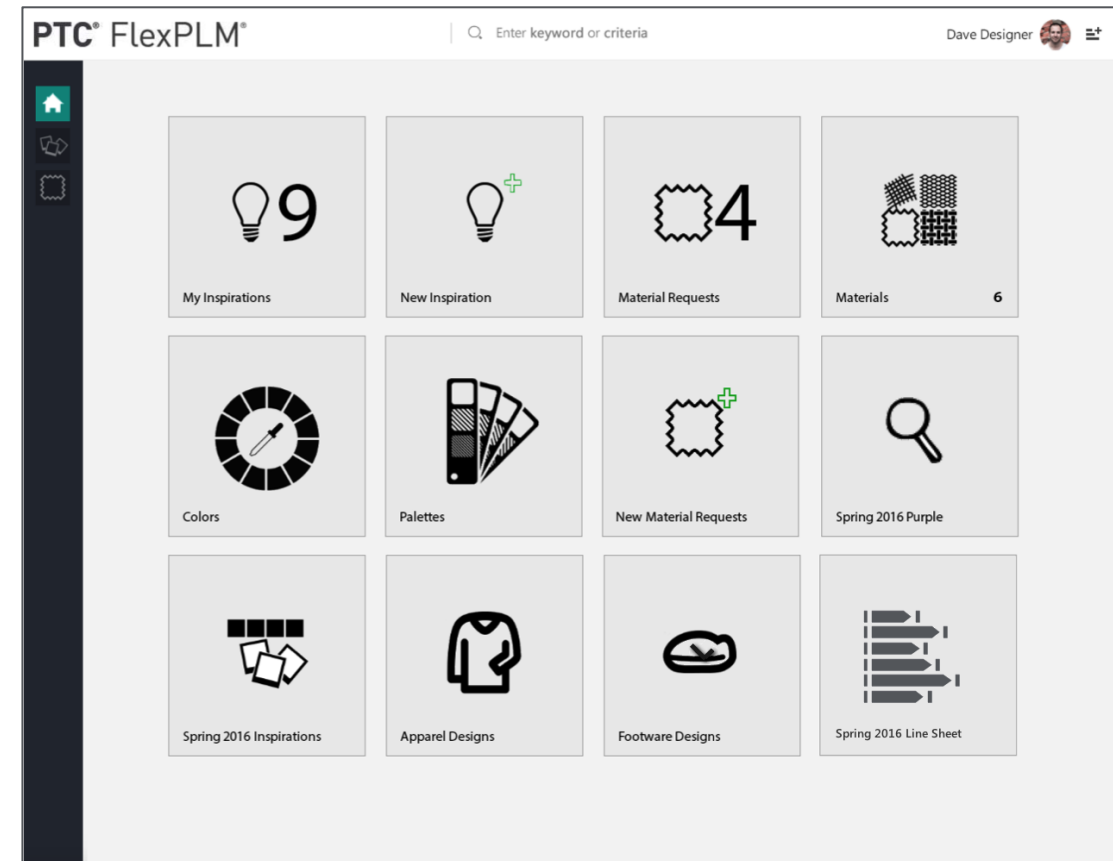


## Develop Role-Based / Task-Based Apps

...which are:

A collection of features supporting frequently performed real-world tasks for specific roles.

- Task-focused & decision-oriented
- Accessible via a Start Page
- Integrated with each other
- May have mobile-specific versions





# PTC<sup>®</sup> Live Global