

CHEMISTRY TEAM PTE LTD – SUMMARY OF PORTFOLIOS AND PAST PROJECTS

S/No	Client Name	Year	Summary of Project	Relevant Transformation Pillars
1	National Heritage Board (NHB)	2021 (ongoing)	<p>Bukit Brown Cemetery: Participatory Workshop and Spatial Design for Two Commemorative Sites</p> <p>Chemistry is working with NHB, Singapore Heritage Society (SHS), and All Things Bukit Brown (atBB) to design the experience and space of two sites within Bukit Brown Cemetery. The proposed design includes digital experiences and touchpoints to commemorate and preserve objects obtained from graves exhumed during the construction of Lornie Flyover, and to create a holistic narrative and experience for visitors of Bukit Brown. This project was designed with stakeholders and users using a Participatory Design approach.</p>	<p>People Processes Products</p>
2	National Heritage Board (NHB)	2021 (ongoing)	<p>Founders' Memorial</p> <p>Chemistry, in partnership with Local Projects NY, is developing a comprehensive visitor experience blueprint that will realise the values that have made Singapore what it is and pays tribute to those who helped found the nation to what it is today. Based on deep citizen engagement across all sectors, Chemistry has been working intensely to translate and embody these values, and the aspirations of the nation.</p>	<p>People Processes Products</p>

3	Infocomm Media Development Authority (IMDA)	2021 (ongoing)	<p>IMDA Pixel Start-Up UX Project-Based Coaching</p> <p>Chemistry has been appointed by IMDA as an UX Consultant to train and coach start-ups under IMDA PIXEL. They have conducted one-on-one project-based coaching engagements and design sprints to support start-ups in activities such as Quantitative User Research to uncover existing challenges and pain points, translating research into insights and research assets such as Consumer Persona Profiles, Consumer Support As-Is Journeys, Development of To-Be Journeys, Service Blueprint and product development.</p> <p>Chemistry has also assisted several start-ups in design execution and implementation by creating human-centred user interfaces for digital solutions, conducting usability testing sessions, and facilitating product development with developers.</p>	People Processes Systems Products
4	Infocomm Media Development Authority (IMDA)	2021 (ongoing)	<p>IMDA Open Innovation Challenge Consultancy and Workshop Facilitation</p> <p>Chemistry has been appointed by IMDA as an UX and business design consultant to conduct problem and opportunity framing workshops, as well as implementation & KPI setting workshops as part of IMDA's Open Innovation Platform Grant.</p> <p>Through these workshops, Chemistry has helped organisations to identify and scope their current gaps and challenges, frame new opportunity areas, establish</p>	People Processes Systems Products

			requirements for solutions, develop robust implementation roadmaps, identify key concerns and potential strategies, as well as setting KPIs for multiple stakeholders	
Availability for Phase 3 of OTG – Project Implementation Phase				YES