



The Digital Pumpkin is Mindtree’s unique digital innovation hub - an interactive space where multi-disciplinary teams come together to ideate, design and craft meaningful digital experiences.

The Digital Pumpkin is a collaborative environment that helps clients accelerate innovation, conduct primary research and create functional prototypes and pilotable solutions. We synthesize consumer behavior insights, business insights and technology adoption trends into digital business solution concepts that resonate with our clients’ business goals.

Translating ideas into concepts and solutions prove to be one of the greatest hindrances in creating innovative digital consumer experiences. At the Digital Pumpkin, we collaborate with our customers to co-create new digital experiences, by bringing together business needs, technology trends and new media. We help accelerate your digital innovation journey with our three-pronged approach:



Ideate

We discover new ways to support your digital initiatives. We help you with idea selection, validation of the idea through research, concept detailing, user-journey creation and business-case creation.



Experience

We transform your ideas - from a concept into a working prototype. Our physical and virtual infrastructure is geared to create new digital experiences and bring them to life.



Initiate

All transformative initiatives require executive as well as management buy-in. We help present your concept to decision makers, beta customers or colleagues.

The Digital Pumpkin offers a multitude of solutions, accelerators and tools for clients to access and put digital innovation plans into play:

Social Analytic Cell	Multichannel Site Builder	Distributed Franchise Collaboration System	Consumer Engagement and Loyalty Platform
Our social interaction solution translates chatter into actionable insights.	Our content management system dynamically creates multiple website variations.	Our hub-and-spoke enterprise collaboration solution assists organizations with a distributed franchise base.	A multi-channel consumer engagement and loyalty solution for enterprises.
Next-generation Unified Interfaces	In-store Flash Deals Solution	Market Scouting	Virtual Assistant
Our user interface team focuses on integrating and aggregating complex enterprise systems.	Our gesture recognition technology improves retail conversion rates.	Our technology for evaluating markets through "inspire to buy" models.	A cost-effective digital innovation that uncovers customer disconnect in standard digital solutions.

Since the opening of the Bangalore-based Digital Pumpkin in 2013, the innovation hub has been the seedbed for more than 50 major transformations. Building on the success of the Bangalore center, another branch has been initiated in Warren, New Jersey. This facility addresses the demands of Mindtree's U.S. clientele.



For all your innovation needs, please get in touch with our experts at:

The Digital Pumpkin

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Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there.