WHO IS FRANÇOIS TESSIER?

# Technology That Serves the Story

A form tells a story. So does a database. **François Tessier has built his career on making them speak.**

His starting point is television, a field where technology is constantly changing. Analog gives way to digital, then to multimedia and interactive media. Then come the convergence of television and the Internet, and the rise of video streaming platforms. Each shift opens up a new way of telling stories and calls for new production processes. Each time, François invents the form of storytelling that the tool makes possible.

## Screens change. The story remains the common thread.

Then he moves into digital transformation. The story seems invisible behind the forms, databases and dashboards. Yet he finds the same material there: every piece of data holds a trace of what a citizen or a customer has lived through. In every database, in every dashboard, the numbers tell the story of the users' journey.

His work is to make what lies behind the technology speak. He starts from the story of citizens, customers or users, then improves it, so that using the tool becomes smoother and their daily lives get better.

*"Technology serves what people experience."* **François Tessier**



WHAT THIS MEANS FOR YOU

Every project starts with a question: what is the story of the people who will use the tool today, and what should it become? Technology comes next, serving that new story.

**Next step: a first conversation about your project.**
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