UI & UX Design

UX Methodology

Discovery

1. Stakeholder Interviews
2. Field Studies
3. Exisiting UI Evaluation
4. Visioning
5. Experience Goals
6. Personas
7. Usage Scenarios

Definition

8. Card Sorting Excercise
9. Information Architecture
10. Detailed Task Flows
11. Sketches

Design

12. Wireframes
13. Visual Design Concepts
14. UX Guidelines
15. Design Validation
16. UX Implementation Roadmap

Development

16. HTML Development

Testing & Production

17. Usability Testing
18. UI Validation
19. Release Readiness

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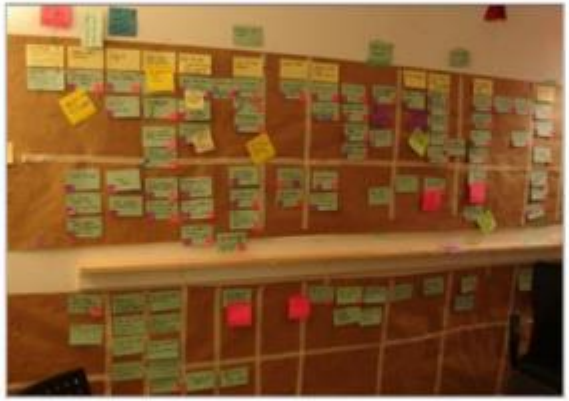
User Research and Persona Development

Participatory

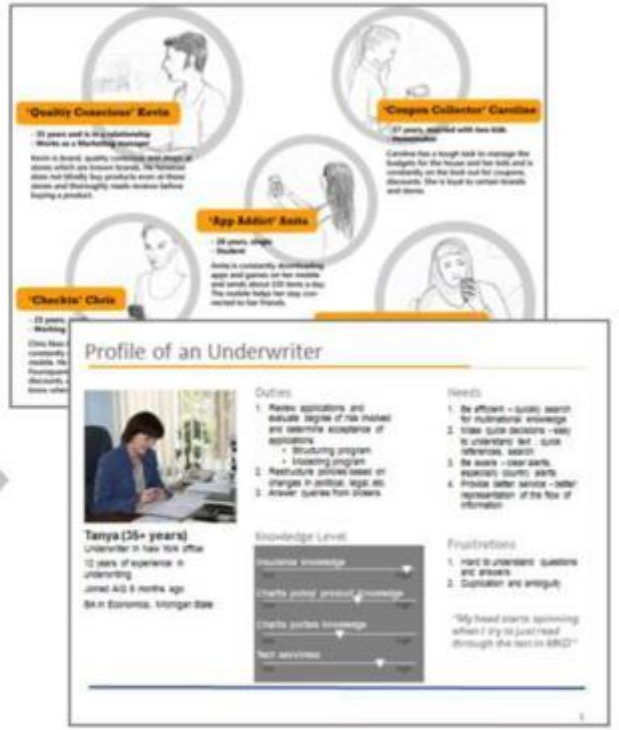
- Contextual Inquiries
- Stakeholder Workshops
- Focus Groups

Observational

- Ethnographic Studies
- Photo Documentation
- Task Analysis



- Customer Insights
- Patterns (behaviour, usage, etc.)
- Design Interventions & Ideas
- Concept Maps

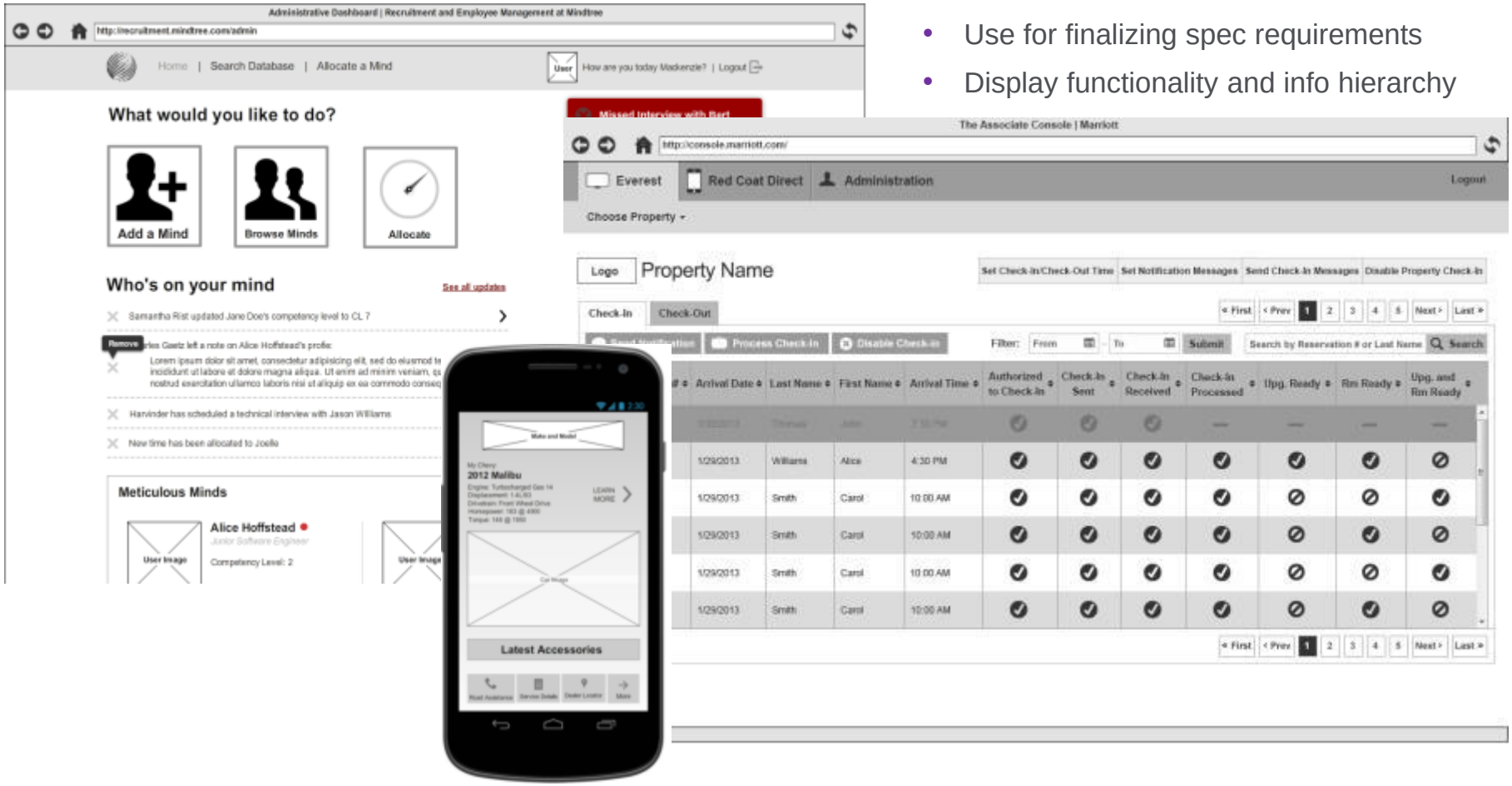


- Personas
- Usage Scenarios
- Experience Goals

Defining the Interaction Design

Wireframes

- Determine layout and placement of fundamental design elements within the interface
- Use for finalizing spec requirements
- Display functionality and info hierarchy

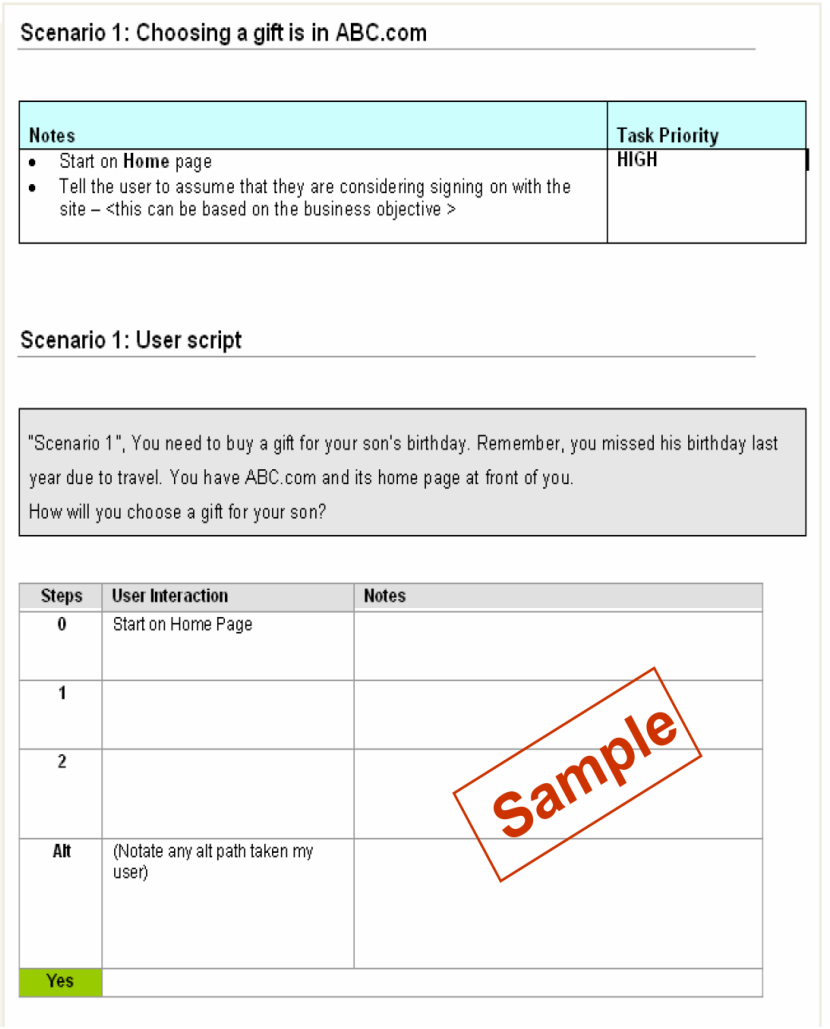


Usability Testing

- Prototype interaction
- Give scenario
  - Perform primary / critical tasks
- Note and probe bottlenecks
- Identify showstoppers
- Revise prototypes based on findings

Action Items:

- User testing
- Capture key findings
- Revise



Scenario 1: Choosing a gift is in ABC.com

Notes	Task Priority
• Start on **Home** page • Tell the user to assume that they are considering signing on with the site – <this can be based on the business objective >	HIGH

Scenario 1: User script

"Scenario 1", You need to buy a gift for your son's birthday. Remember, you missed his birthday last year due to travel. You have ABC.com and its home page at front of you.
How will you choose a gift for your son?

Steps	User Interaction	Notes
0	Start on Home Page	
1		
2		
Alt	(Notate any alt path taken my user)	
Yes		

Sample

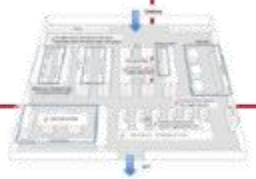
Process – Mindtree Way…

Idea
Ideas describing application of technology to business situation

Mobile payment

Splinternet

Detail concept
Detailed concept include, creative illustration, implementation plan and cost benefit analysis



Retail

User stories
Creative concept development as sketches or PPTs describing key user journeys

Mobile coupon

Screen mockups
Static screen flows to demonstrate user experience

UI Prototypes
Functional UI working on stubs providing real user experience

Gesture shopping

Mobile & Web Accelerator

mKonnect

Functional prototypes
Complete solutions providing frontend, backend and administrative functions

Accelerators, Partnerships and Much more…

Accelerators & Tools

Mindtree WATCH
Mindtree MITRACK Marketing Initiative Tracker
Mindtree Checkmate

Partnerships

sitecore
SDL
Adobe
IBM
Worklight An IBM company

Frameworks

Digital Maturity Assessment

Technology Assessment

mKonnect Prototypes

inSOCIAL Analytics

Consumer Insight Cell

***i*nnovation Lab**

User Experience Research Cell

Compliance Test Lab

dMagic : The Multichannel Site Builder…

Consolidate Services

- Review and Ratings
- Consumer Relations
- Consumer Data Warehouse
- Mid/Back office services

Consolidate Technology

Content · Tools · Consumer Data · Processes · Social · Enterprise Intelligence

- Mobile platforms
- Content Management
- SFA / CRM
- Enterprise App Integration
- Social Platform

Reusable Components and Services

- Catalog, Pricing, Inventory
- Security / Registration
- UI Library
- Social Sharing

White Label Application Templates

- Brand and Campaign sites
- Customer acquisition forms
- Surveys & File Audit forms

- Pre-built Components
- Domain Specific UI Templates
- Pre-built Domain Specific third party Integrations
- Cloud Based
- Supports CMS of Choice
- Multi-channel Support

Welcome to possible

Mobility

Consulting | Design | Development | Services

"We help our client's to enable their customers, employees and business partners to respond in real time to dynamic business needs through innovative, business relevant, rapidly deployable and scalable Mobility Solutions and Services"

30+ global brands. Engineering mobile brand marketing websites	Enterprise mobility strategy. Business & technology consulting	800+ sales team. Tablet based sales enablement.	Personalized context aware service delivery. Engages and nudges consumers to action.
Fortune 10 CPG Firm	Global apparel & sport goods retailer	Global CPG player	Global credit card & corporate travel solutions

netbiscuits SYBASE SAP kony IBM Worklight An IBM company HTML5

Mobility Solutions – Industry & Solution focus areas

DIGITAL MARKETING & M-COMMERCE SOLUTIONS

- Mobile Marketing Websites
- Mobile Campaigns & Product promotions
- Mobile Commerce - eStores
- Location based promotions

SALES & DISTRIBUTION MANAGEMENT SOLUTIONS

- Field Sales Management Solutions
- Product Information & Customer reviews
- Field survey solutions

CUSTOMER RELATIONSHIP MANAGEMENT SOLUTIONS

- Field Service Management
- Self-Service Portals & Apps
- Loyalty Management Solutions
- Location based services

DECISION SUPPORT SOLUTIONS

- Mobile BI and Analytics
- Business Manager Dashboards
- GIS linked data Visualization Solutions

EMPLOYEE PRODUCTIVITY SOLUTIONS

- Employee Dashboard
- Employee Service Portal
- Business Information dashboard
- eLearning Solutions

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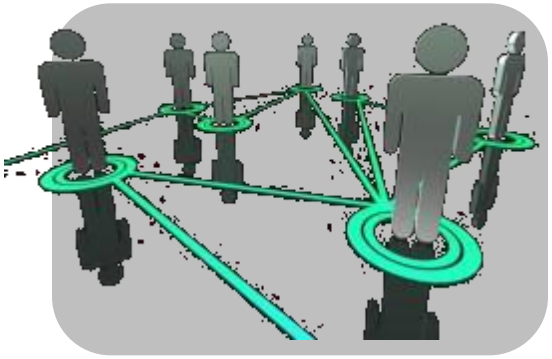
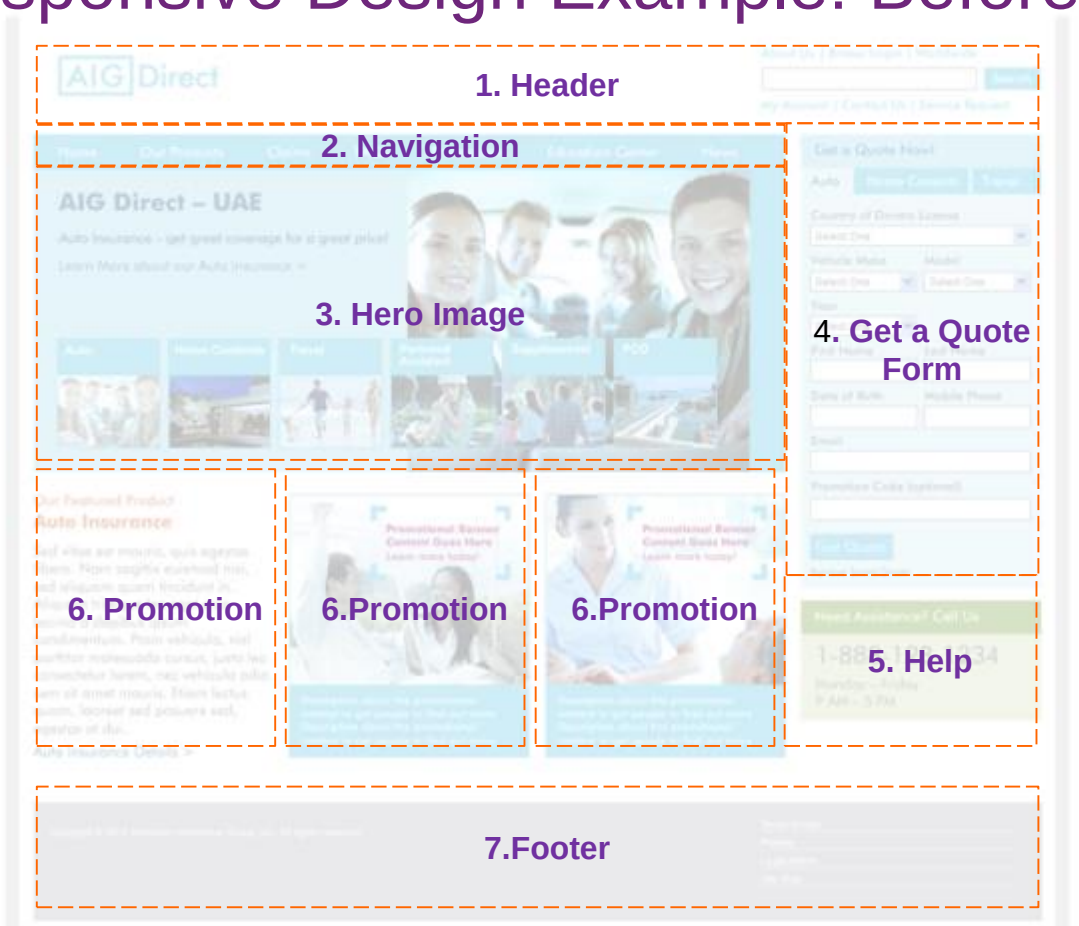
Design Contextual Applications

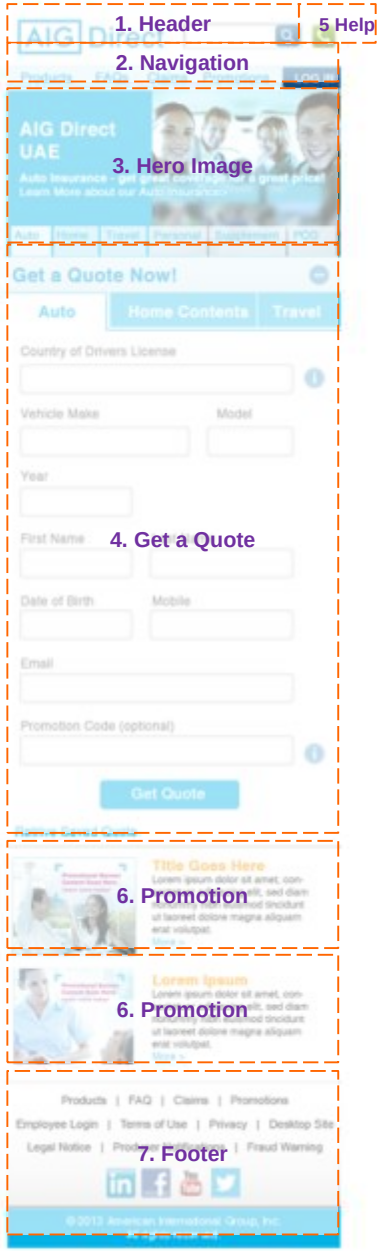


ACTIVITY + **TREND** + **MEDIUM**

Business task | **Gaming / Social / Context** | **Digital platform**

Responsive Design Example: Before





1. Brand Visibility and Highlights
2. Normalize Main link of Desktop site for Mobile site
3. Retain the theme of Desktop site for consistency and to give user a unique look and feel
4. Effective usage of accordions to display huge chunks of prioritized data
5. Minimized Help and made it visible at same location on every page
6. Representation of listed campaigns and/or promotions
7. Moved less used links to Footer

After

AIG Direct
Products FAQs Claims Promotions LOG IN
AIG Direct UAE
Auto Insurance - get great coverage for a great price!
Learn More about our Auto Insurance>
Auto Home Travel Personal Supplement PCG
Get a Quote Now!
Auto
Home Contents
Travel
Country of Drivers License
Vehicle Make
Model
Year
First Name
Last Name
Date of Birth
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Email
Promotion Code (optional)
Get Quote
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UX/UI Audit - GoWallet

Splash Screen

Usability Challenges

Splash Screens:

- Two splash screens
  - Extra load time can cause user drop off
  - Two screens before user is shown how GoWallet works
- Second Splash screen offers no value / unnecessary
- Outdated design pattern
  - Dark colors not as user enticing
  - Dark colors do not match website

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Suggested Solution

Current Screen

Suggested Screen

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Splash Screen Solution

Splash Screen:

- Simplifies load time
- Matches GoWallet website
- Good use of tagline
  - Tagline is used throughout GoWallet Site

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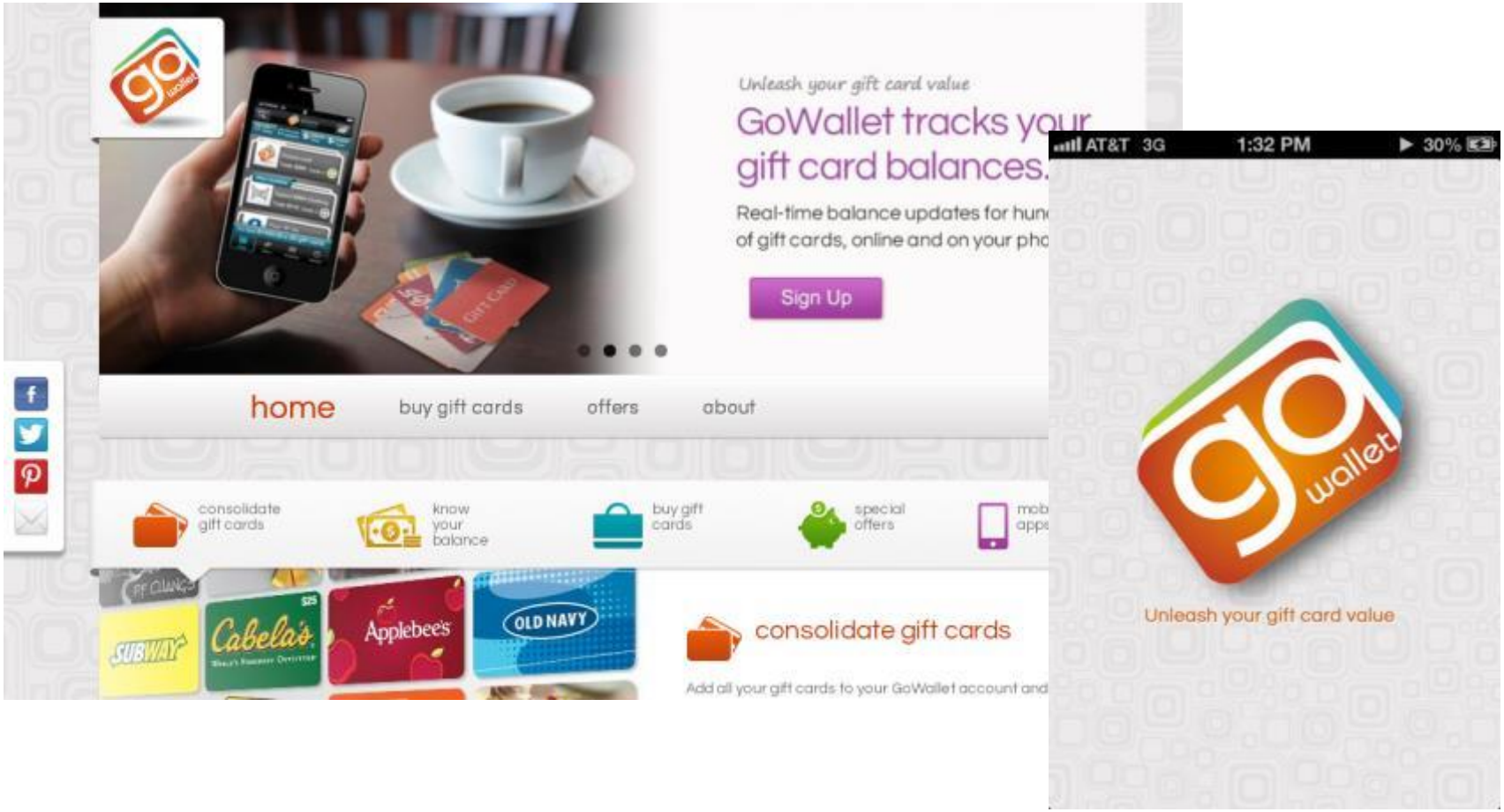
Consistency Achieved

Website and app retain a similar look and feel



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How It Works and Sign Up Screens

Usability Challenges

GoWallet website and app are visually disconnected.

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Usability Challenges

How It Works screen:

- No upfront info
  - User has to click each icon for information
- "Add Cards" as call to action unclear
- Does not engage user as to what your app does or why they need it
- Clicking Sign Up or Login leads to a loading screen - Can cause drop off:
  - Extra screen
  - Load time
  - Connectivity issues
- Visual design is not enticing
  - Visual design does not match GoWallet website

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Suggested Solutions

Current Screen

Suggested Screens

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How It Works Solution

How It Works screen:

- Clear Call to Actions
- Educates user on benefits of GoWallet
- Visual design
  - Clean and to the point
  - Creates consistency between website and application
- Use of pagination with timer
  - Gives user time to read app features
  - User can swipe for next screen

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Sign Up & Log In Solution

Sign Up and Log In Screen:

- Clear Call to Actions
- Simplifies sign up and log in process
  - One screen for both actions
  - Visual guidance for user to sign up with Facebook
  - Ability sign in

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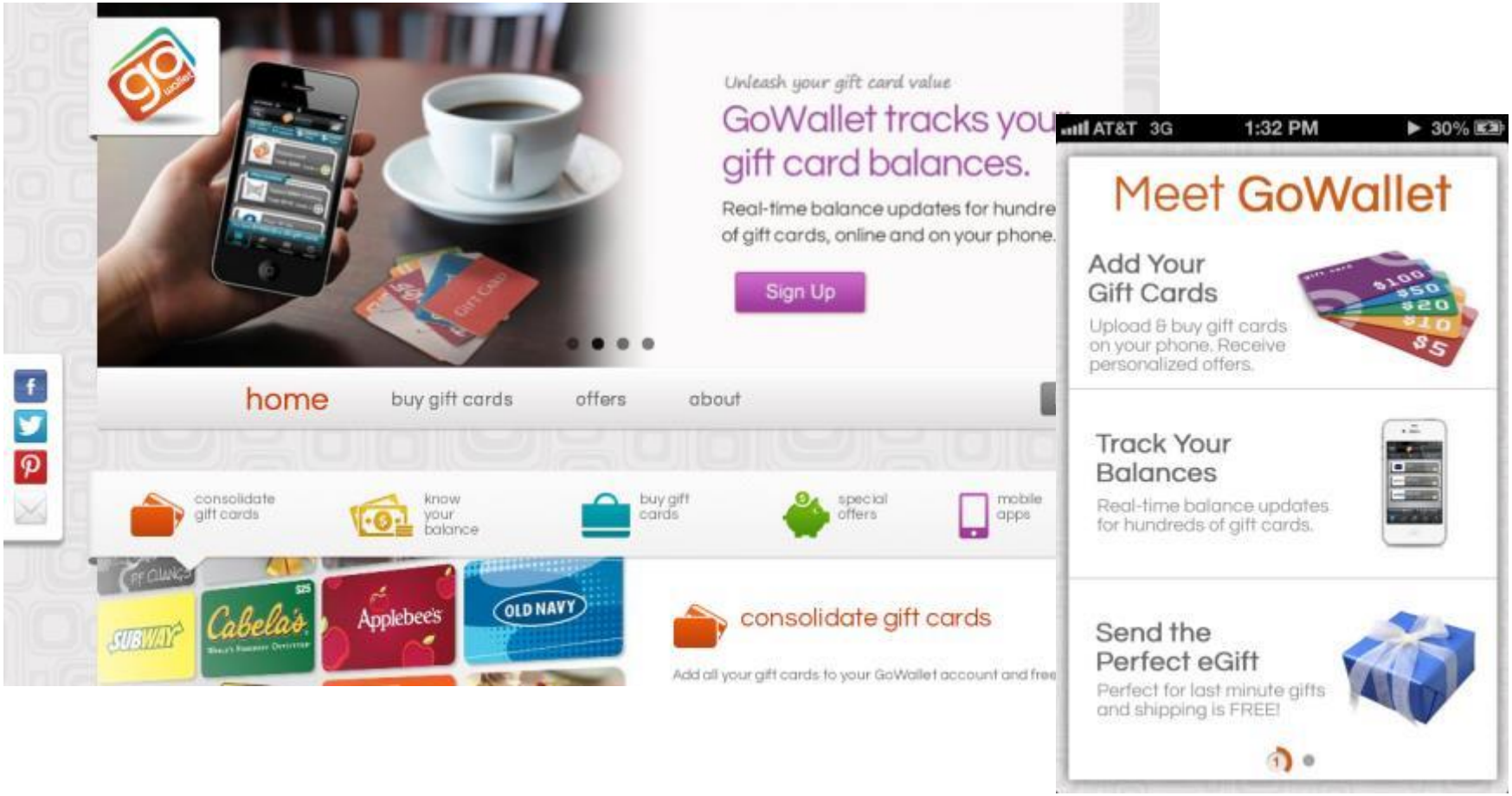
Clarity Achieved

Clear benefits meet ease of use



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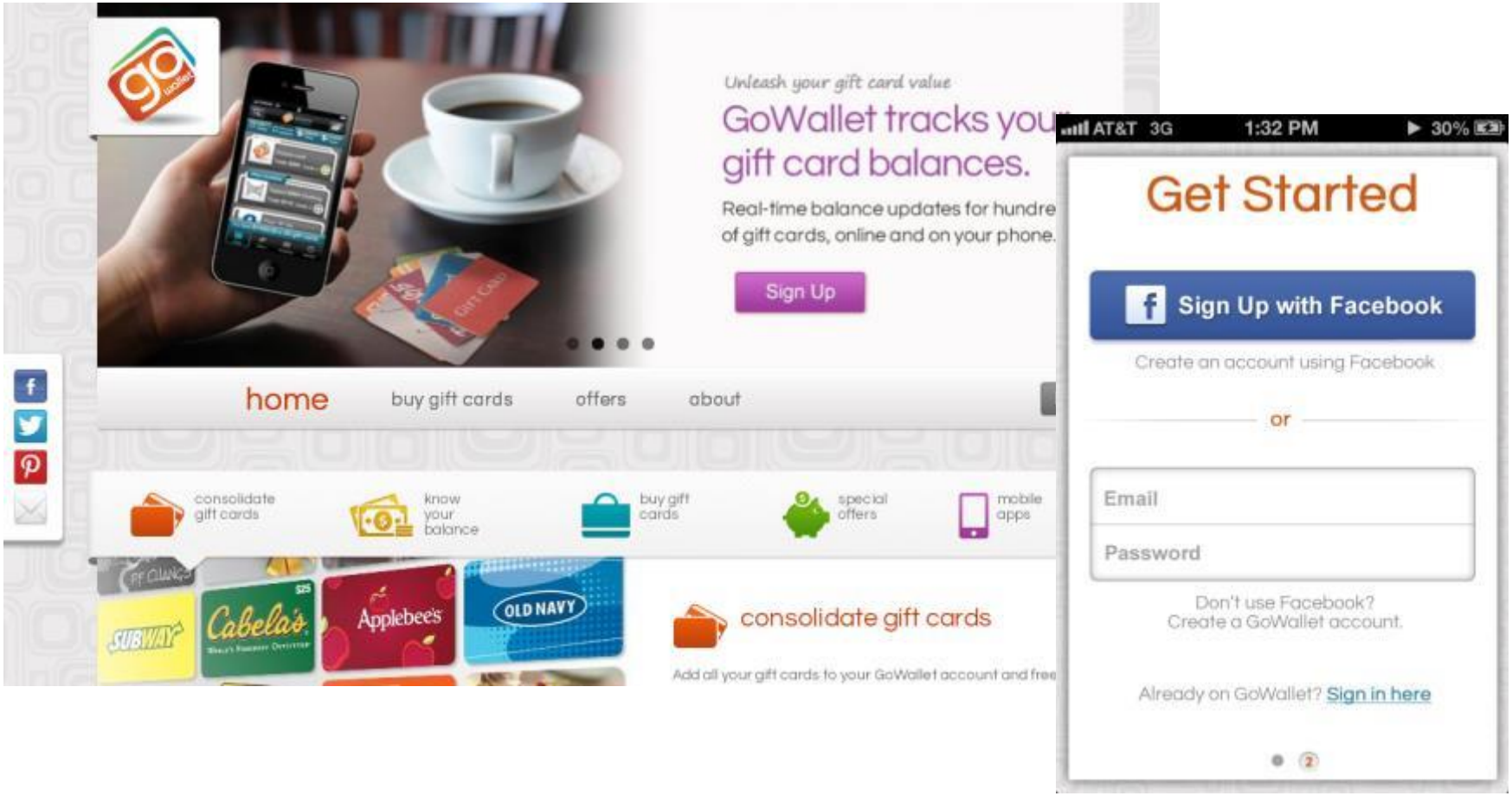
Clear Action Achieved

Call to action is clear & familiar for user improving probability of sign in



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Portfolio of UX Design Capabilities

iOS User Experience

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Android User Experience

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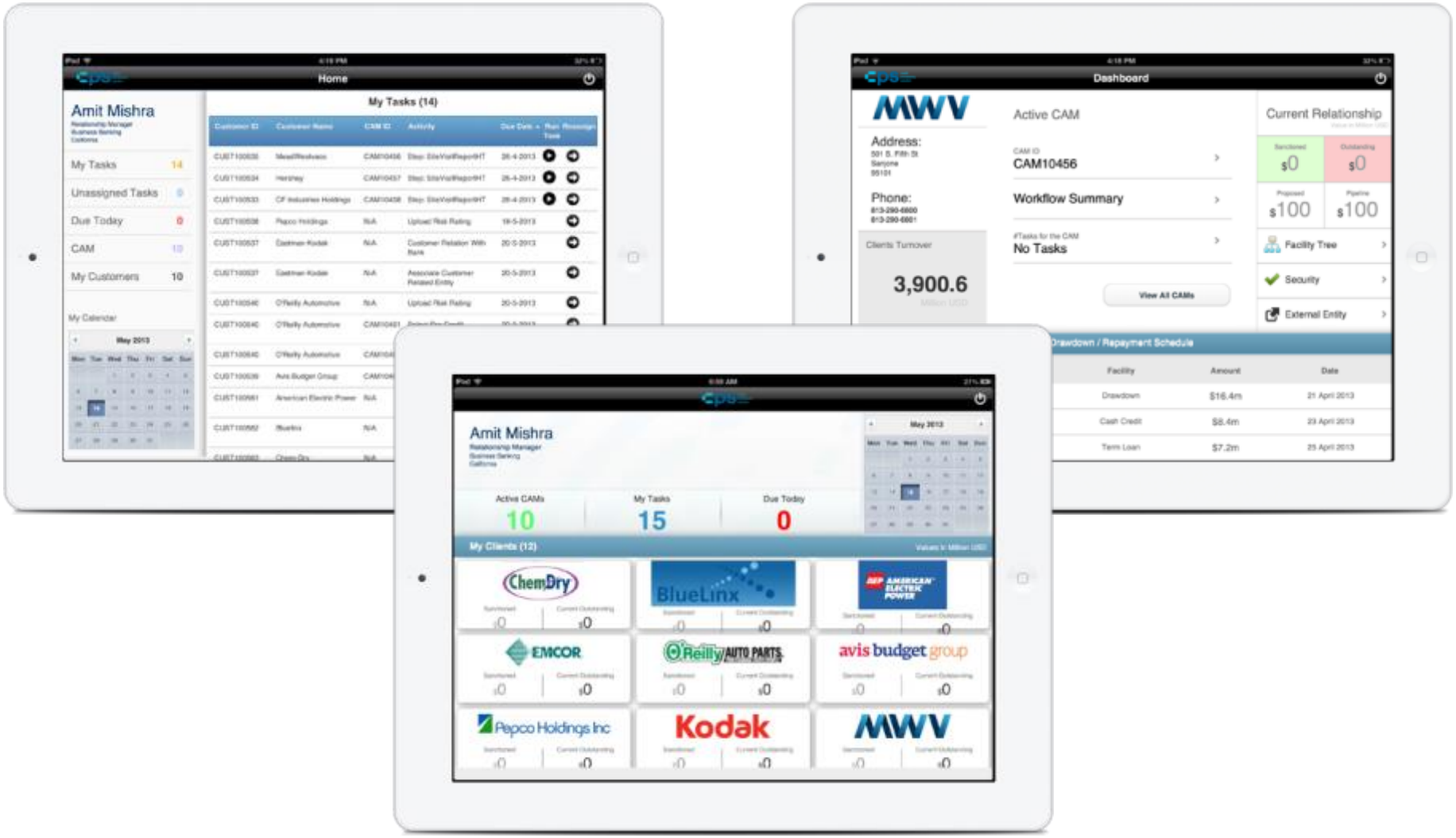
iPad/Tablet User Experience



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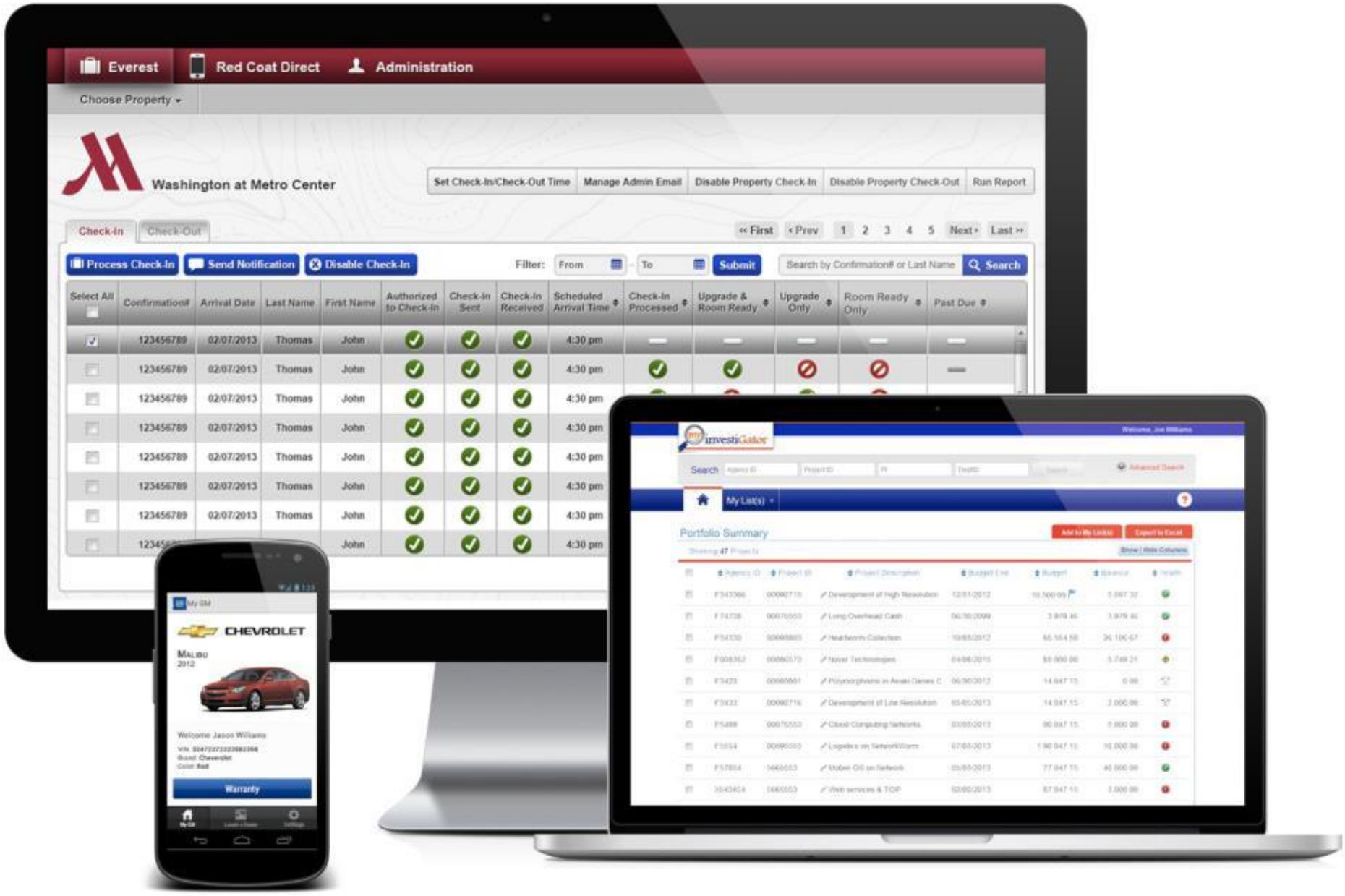
Mindtree Design Examples

Red Coat Concierge



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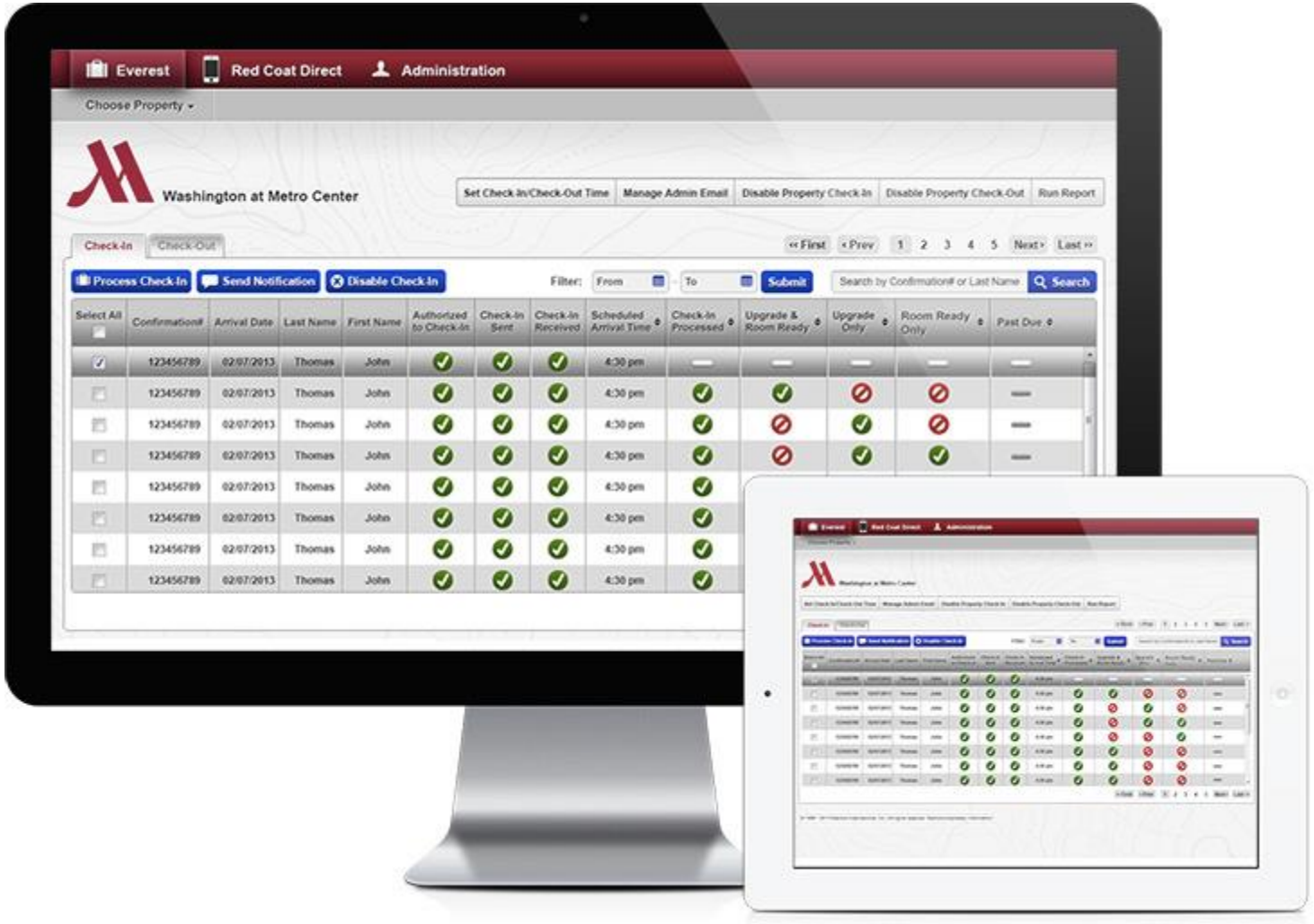
Responsive Design



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