UX Methodology

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

**Definition**
8. Card Sorting Exercise
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
Process – Mindtree Way…

Idea
Ideas describing application of technology to business situation

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

UI Prototypes
Functional UI working on stubs providing real user experience

Gesture shopping

Mobile payment

Mobile coupon

Retail

Splinternet

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

Screen mockups
Static screen flows to demonstrate user experience

Functional prototypes
Complete solutions providing frontend, backend and administrative functions

mKonnect
Accelerators, Partnerships and Much more…

Digital Maturity Assessment
Technology Assessment
mKonnect Prototypes
inSOCIAL Analytics

Accelerators & Tools

Partnerships

Consumer Insight Cell

iInnovation Lab

User Experience Research Cell

Compliance Test Lab
dMagic: The Multichannel Site Builder…

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

Confidential - for limited circulation only
### Mobility Solutions – Industry & Solution focus areas

<table>
<thead>
<tr>
<th>DIGITAL MARKETING &amp; M-COMMERCE SOLUTIONS</th>
<th>SALES &amp; DISTRIBUTION MANAGEMENT SOLUTIONS</th>
<th>CUSTOMER RELATIONSHIP MANAGEMENT SOLUTIONS</th>
<th>DECISION SUPPORT SOLUTIONS</th>
<th>EMPLOYEE PRODUCTIVITY SOLUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Mobile Marketing Websites</td>
<td>• Field Sales Management Solutions</td>
<td>• Field Service Management</td>
<td>• Mobile BI and Analytics</td>
<td>• Employee Dashboard</td>
</tr>
<tr>
<td>• Mobile Campaigns &amp; Product promotions</td>
<td>• Product Information &amp; Customer reviews</td>
<td>• Self-Service Portals &amp; Apps</td>
<td>• Business Manager Dashboards</td>
<td>• Employee Service Portal</td>
</tr>
<tr>
<td>• Mobile Commerce - eStores</td>
<td>• Field survey solutions</td>
<td>• Loyalty Management Solutions</td>
<td>• GIS linked data Visualization Solutions</td>
<td>• Business Information dashboard</td>
</tr>
<tr>
<td>• Location based promotions</td>
<td></td>
<td>• Location based services</td>
<td></td>
<td>• eLearning Solutions</td>
</tr>
</tbody>
</table>

**Mindtree**
Design Contextual Applications

ACTIVITY
Business task

TREND
Gaming / Social / Context

MEDIUM
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
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
Suggested Solution

Current Screen

Suggested Screen
Splash Screen Solution

Splash Screen:

• Simplifies load time
• Matches GoWallet website
• Good use of tagline
  • Tagline is used throughout GoWallet Site
Consistency Achieved
Website and app retain a similar look and feel
How It Works and Sign Up Screens
Usability Challenges

GoWallet website and app are visually disconnected.
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
Suggested Solutions

Current Screen

Add Cards

Organize, protect and use your gift cards.

Sign Up
Login

Suggested Screens

Meet GoWallet
Add Your Gift Cards
Upload & buy gift cards on your phone. Receive personalized offers.

Track Your Balances
Real-time balance updates for hundreds of gift cards.

Send the Perfect eGift
Perfect for last minute gifts and shipping is FREE!

Get Started
Sign Up with Facebook
Create an account using Facebook

Email
Password

Don’t use Facebook? Create a GoWallet account.

Already on GoWallet? Sign in here
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
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
Clarity Achieved

Clear benefits meet ease of use
Clear Action Achieved

Call to action is clear & familiar for user improving probability of sign in
Portfolio of UX Design Capabilities
iOS User Experience
Android User Experience
iPad/Tablet User Experience
Mindtree Design Examples

Red Coat Concierge
Responsive Design
smooth, silky hair in 1 shower. guaranteed.*
experience Touchably Smooth hair
“Let’s unleash possibilities”

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