



imaginea
DESIGN LABS

UX PRACTICE



UX INTRO

UX SERVICES

UX PRACTICE

AGENDA

USER EXPERIENCE

UX encompasses all aspects of the end-user's interaction with your



COMPANY



SERVICES



PRODUCTS

97%

Websites fail at UX

85%

Usability problems can be
found by testing with
5 users

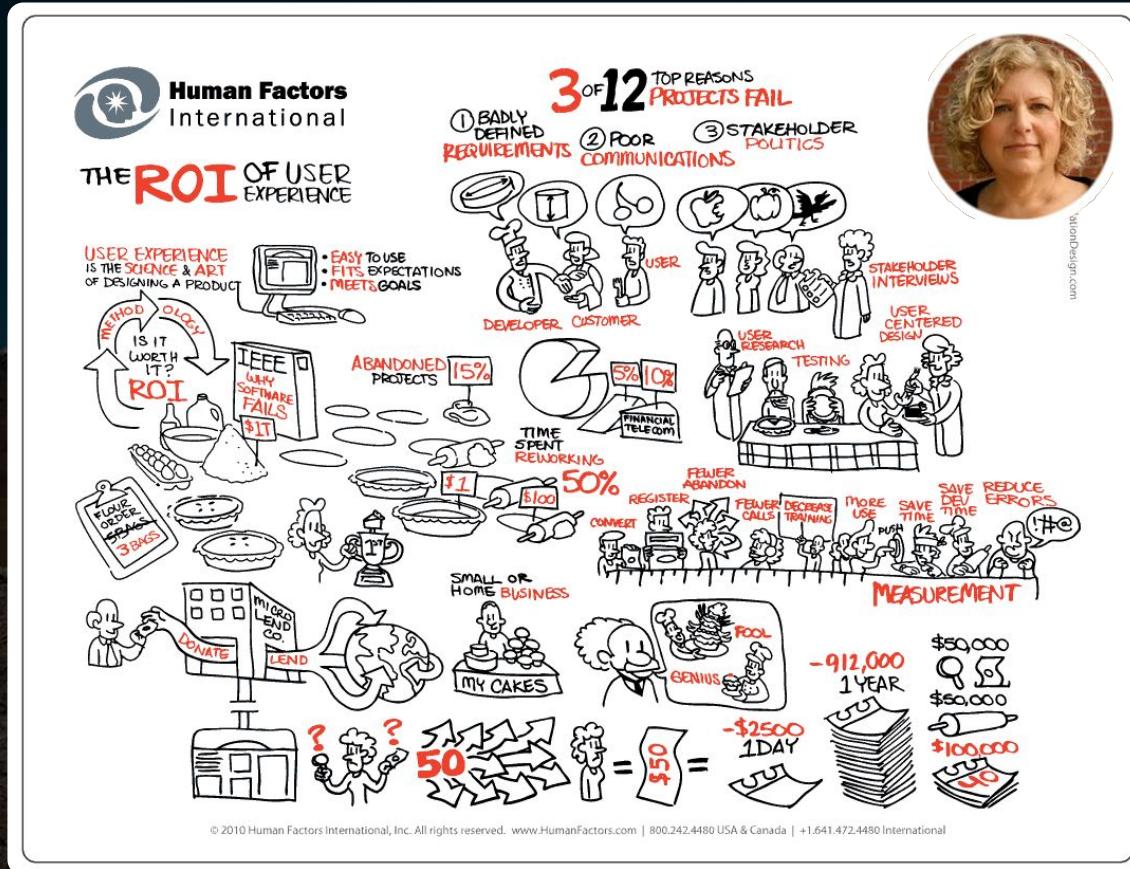
68%

Customers leave because
they believe you don't
care about them

FORRESTER: Lessons leaned from 1500 website user experience reviews

NIELSEN NORMAN GROUP: Why you need to test with only 5 users

SMASHING MAGAZINE: From like to love: The UX of Long-term relationships

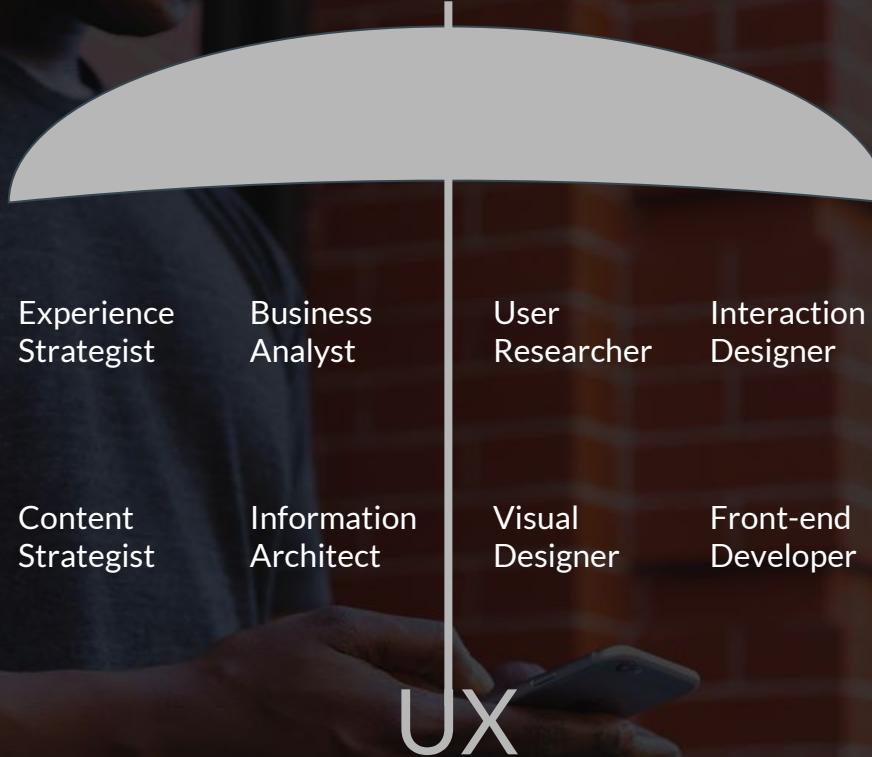


UX HONEYCOMB



Peter Morville

UX UMBRELLA



Dan Willis

OUR UX SERVICES



A black and white photograph of a person's hands working on a pottery wheel, shaping a piece of clay. The hands are dirty and focused. Three large, semi-transparent white circles are overlaid on the image, containing the text for each service.

Remote UX
Consultancy

On premise
UX staff
placement

Institutionalizing
UX Practice

WHY INSTITUTIONALIZE UX

TANGIBLE

MEASURABLE

REPEATABLE

CONSISTENT

UX PRACTICE

OUR PRACTICE

Align UX to
your corporate
priorities

Define UX
Model

Incorporate UX
into
development
process

Celebrate your
success

Support network

UX Toolbox

UCD vs Agile UX

ROI Case studies

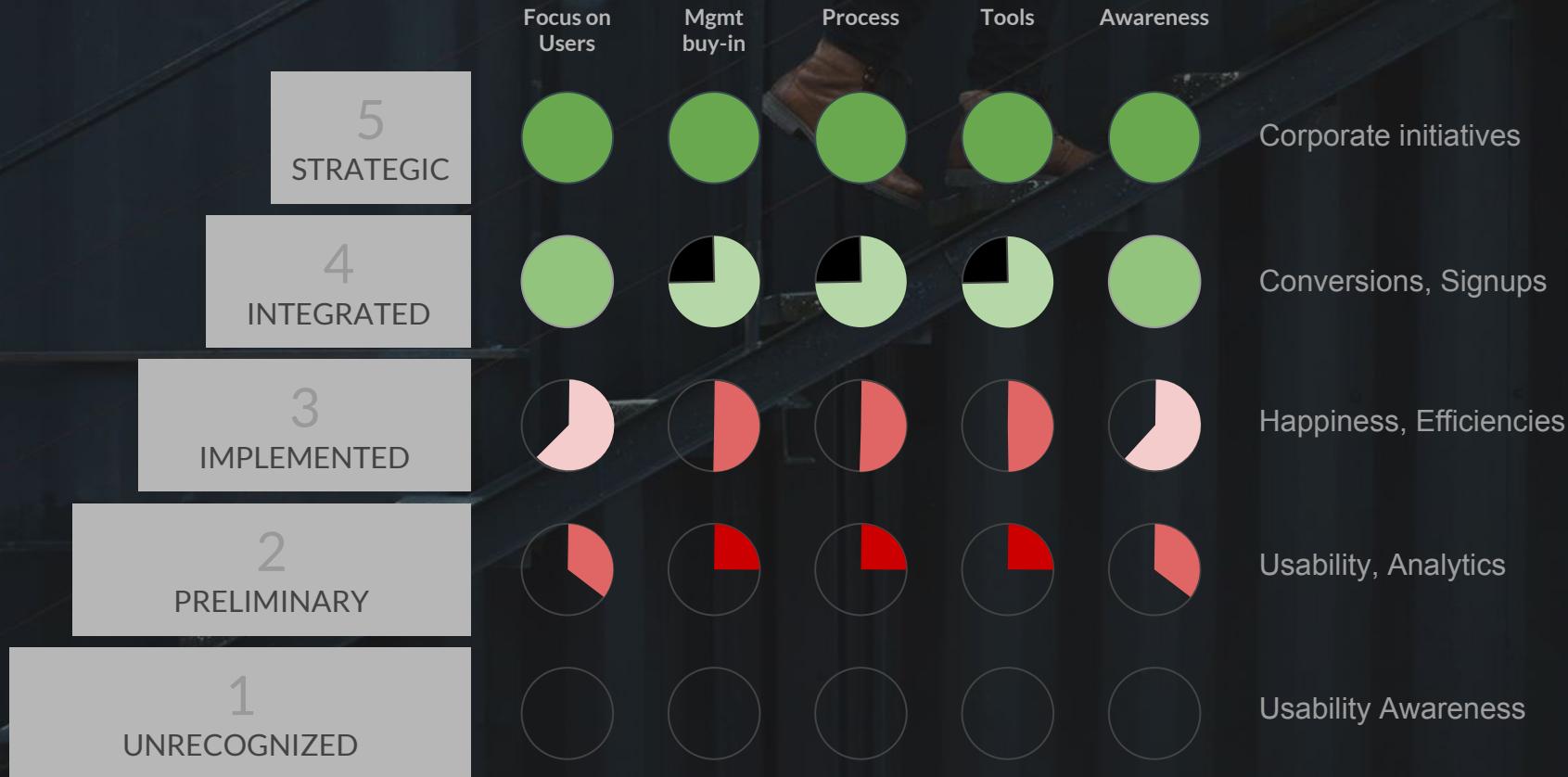
Usability report
card

Integrated
governance

Deliver, measure
& iterate

Educate and
empower

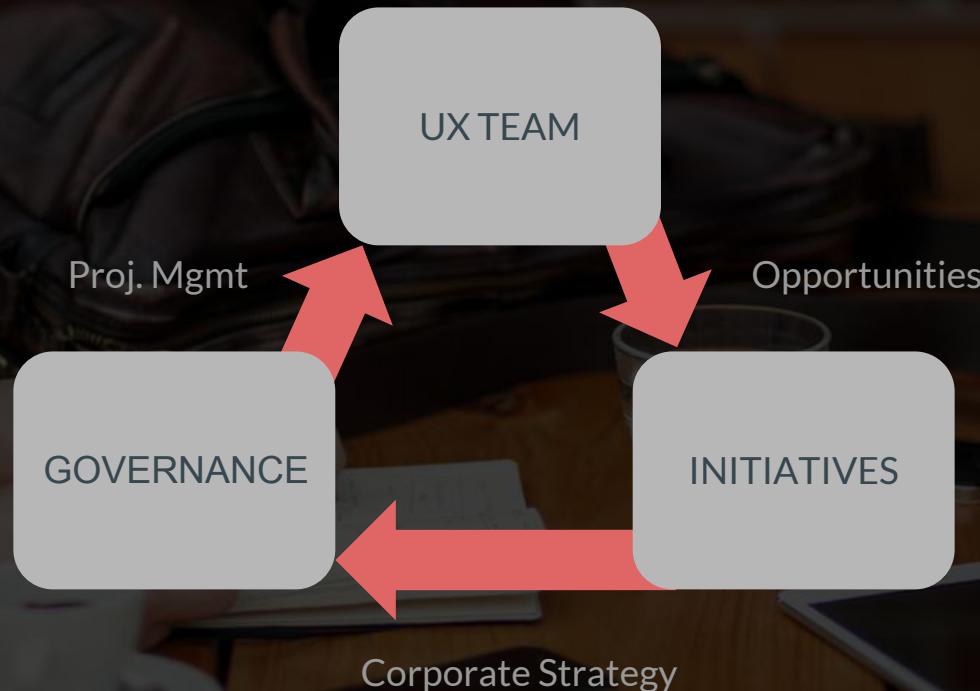
UX MATURITY MODEL



UX TOOLBOX



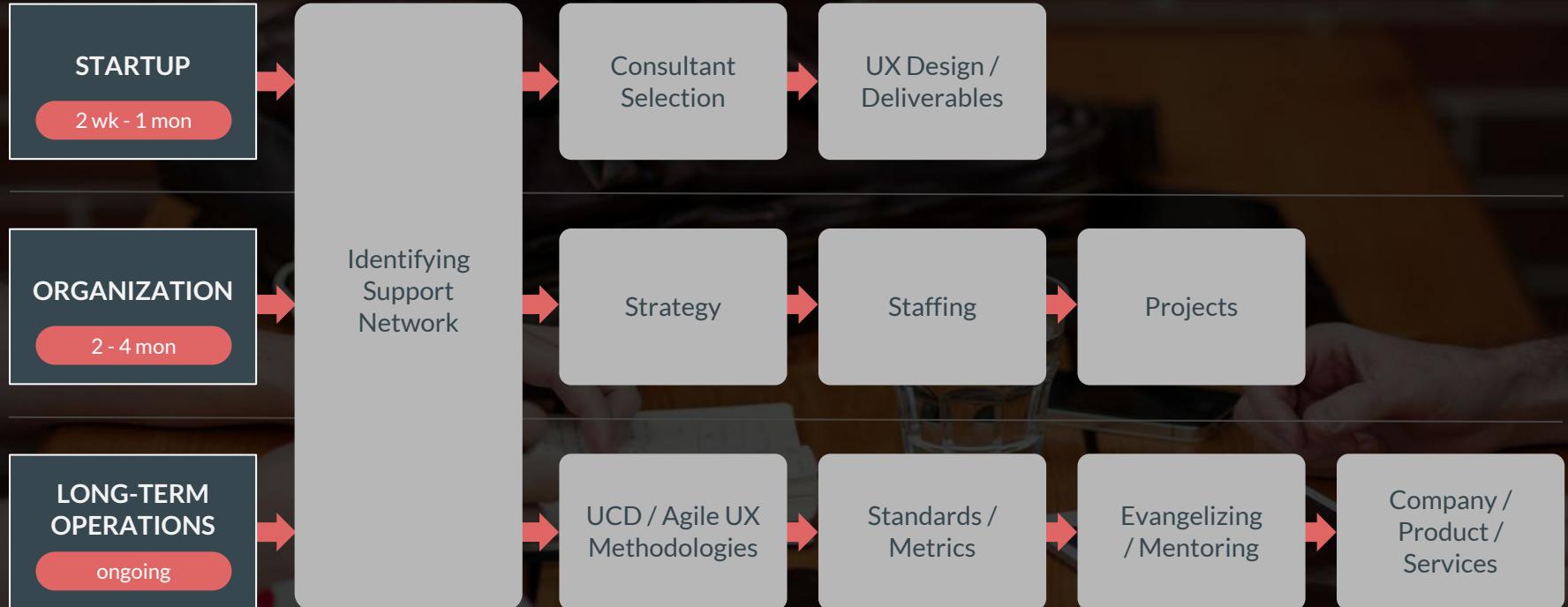
ENGAGEMENT MODEL



AGILE DEVELOPMENT



GANTT CHART



THE TEAM



Chandrasekhar Sivaram
Vice President



Subhasish Karmakar
Head of Design



Vinod Sharma
Manager



Noorul Ameen
Design Lead

30+ Designers

5 yrs avg exp.

10 Clients

20 Projects

4 Products

THANK YOU

IMAGINEA DESIGN LABS

Established in 2015, we are a young and dynamic design team "hands-on" with almost every aspect of innovation for products and services. Through our expertise, we gain insights to help you understand your customers better, strategize and create delightful user experiences across multiple platforms. Our success metrics are your increased customer conversion, adoption and engagement.

IMAGINEA TECHNOLOGIES, INC

One of India's premier technology engineering company with a product design DNA. We help companies drive innovation through disruptive technologies that capture new opportunities in the marketplace. We can engage at any stage of the process, from consulting and ideation, through product development and implementation.