




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 learned 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



THE ROI OF USER EXPERIENCE

USER EXPERIENCE
IS THE SCIENCE & ART
OF DESIGNING A PRODUCT

EASY TO USE
• FITS EXPECTATIONS
• MEETS GOALS

METHOD ONLY
IS IT
WORTH
IT?
ROI

IEEE
WWW
SOFTWARE
FAILS
\$1T

ABANDONED
PROJECTS 15%

TIME
SPENT
REWORKING
50%

FINANCIAL
TELECOM
5% 10%

USER
RESEARCH

TESTING

USER
CENTERED
DESIGN

FLUID
ORDER
PROCESS
3 BARS

MY
ORD
LEND
CO.

MY
CAKES

FOOL
GENIUS

REGISTER
FEWER
CALLS
CONVERT

FEWER
ABANDON
DECREASE
TRAINING
MORE
USE

SAVE
TIME
SAVE
DEV
TIME

REDUCE
ERRORS
\$100

DONATE
LEND

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3 OF 12 TOP REASONS PROJECTS FAIL

1 BADLY
DEFINED
REQUIREMENTS

2 POOR
COMMUNICATIONS

3 STAKEHOLDER
POLITICS

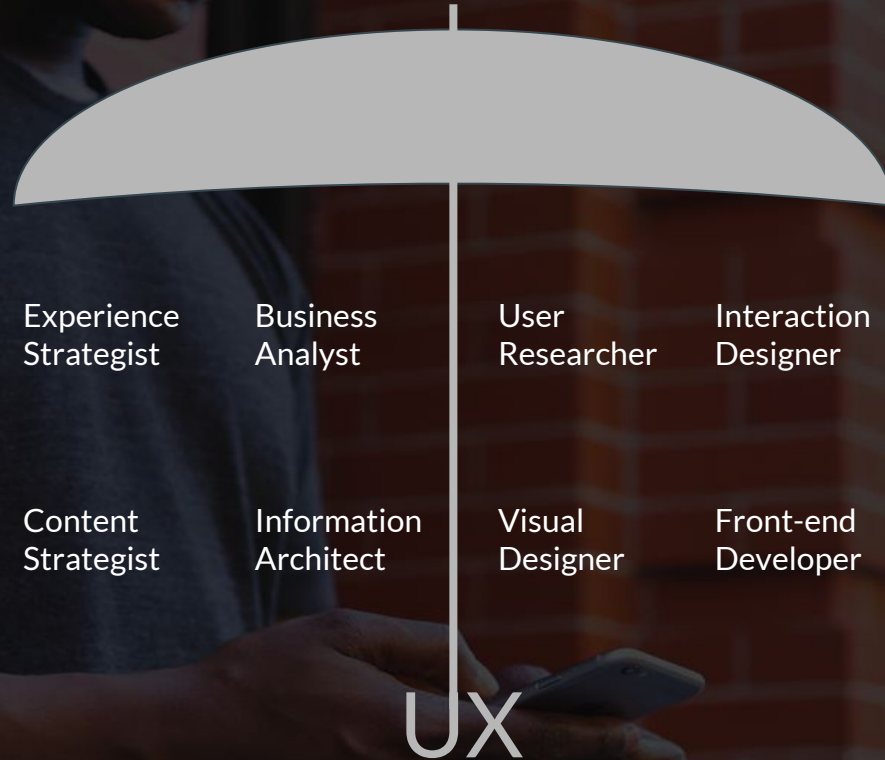


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UX HONEYCOMB



UX UMBRELLA



OUR UX SERVICES

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

Usability report
card

UX Toolbox

Integrated
governance

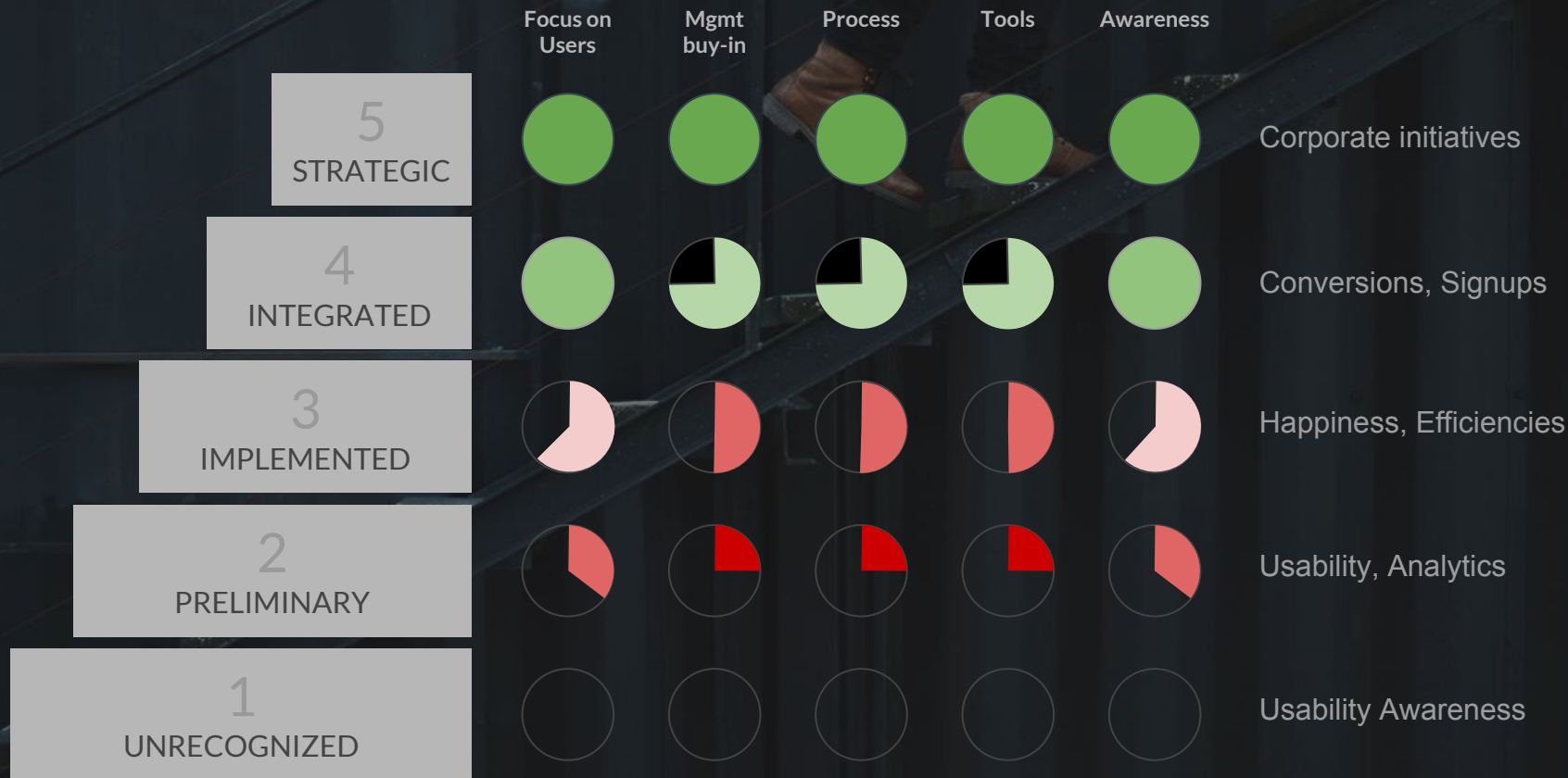
UCD vs Agile UX

Deliver, measure
& iterate

ROI Case studies

Educate and
empower

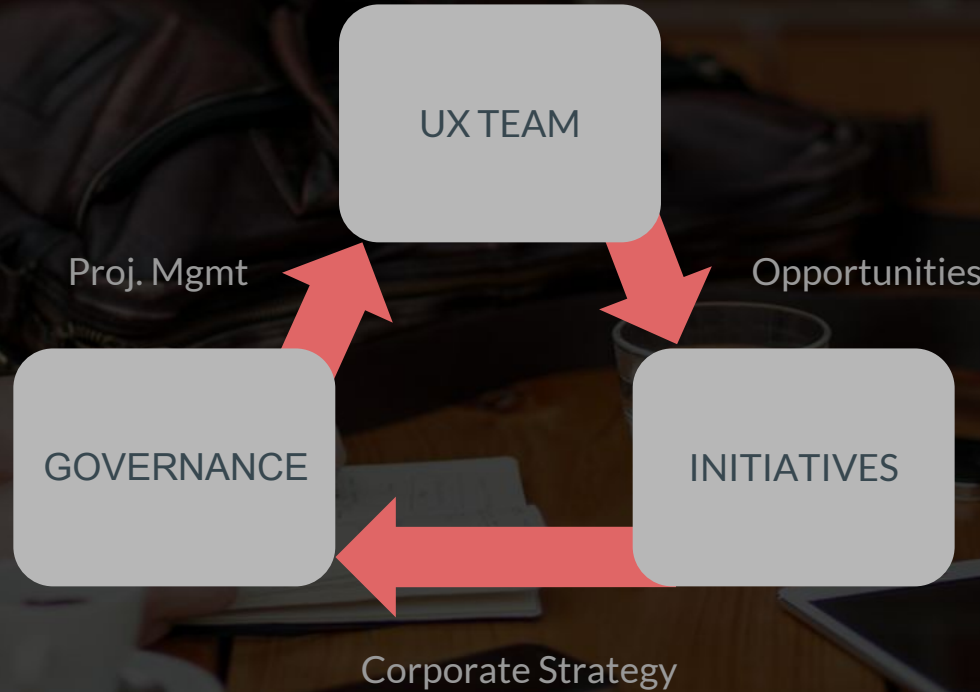
UX MATURITY MODEL



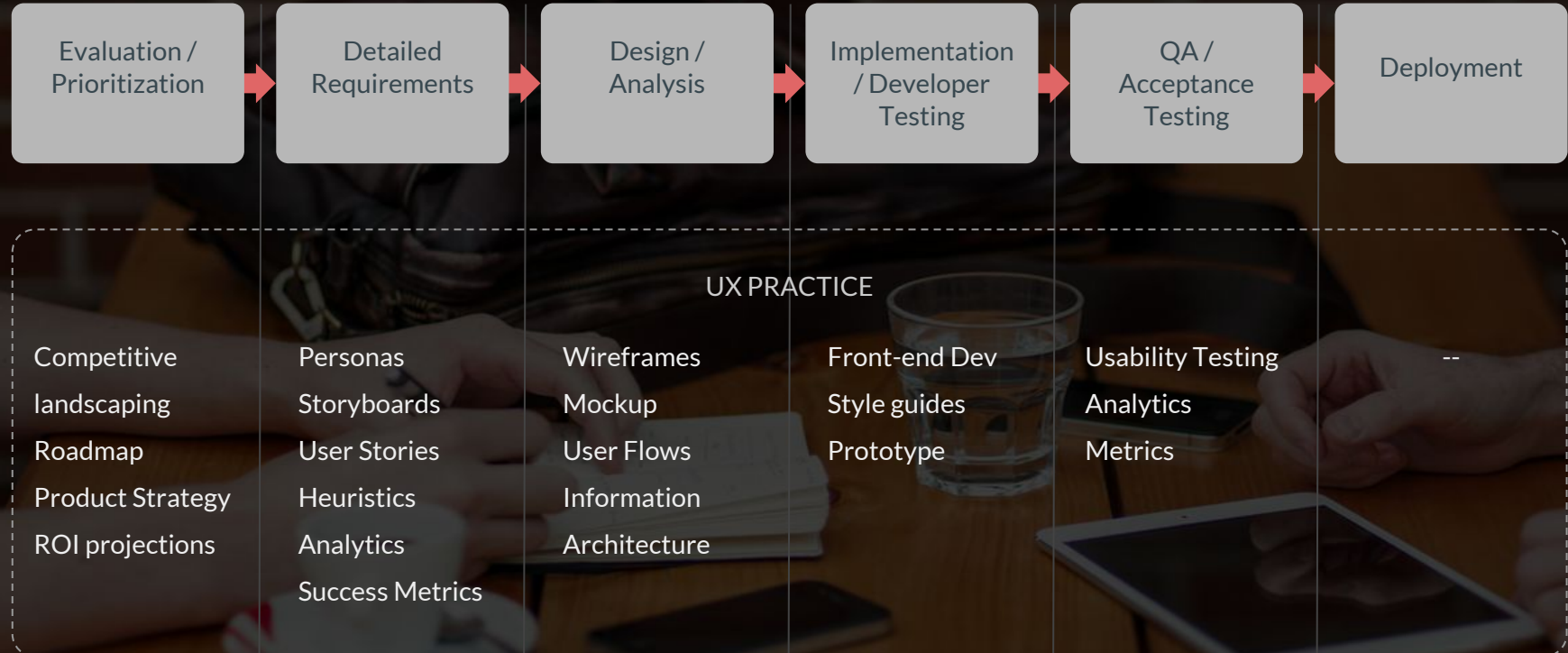
UX TOOLBOX



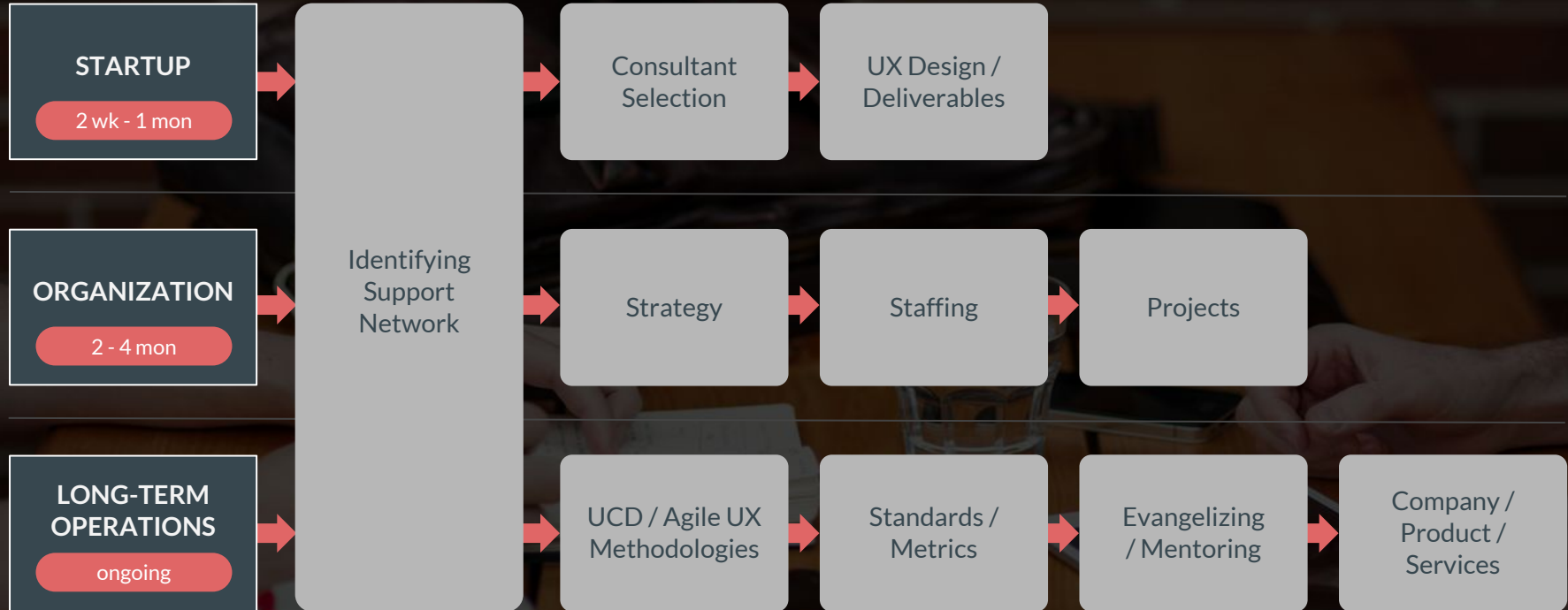
ENGAGEMENT MODEL



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.