



UX / UI PORTFOLIO

OUR PROCESS



Create your solution with help of BA & UX/UI expertise

The UI/UX design team works side by side with the Business analysts to help create products that fit the customers' expectations. All the stages of our user-centered design process do not have to follow any specific order and can be repeated iteratively. Some of them can include a **BA** or **UX/UI** expertise or both. As a result of such collaboration, clients receive detailed and well-structured products analyzed and tested by users.



Setting up Business Goals

Stakeholders Interview BA

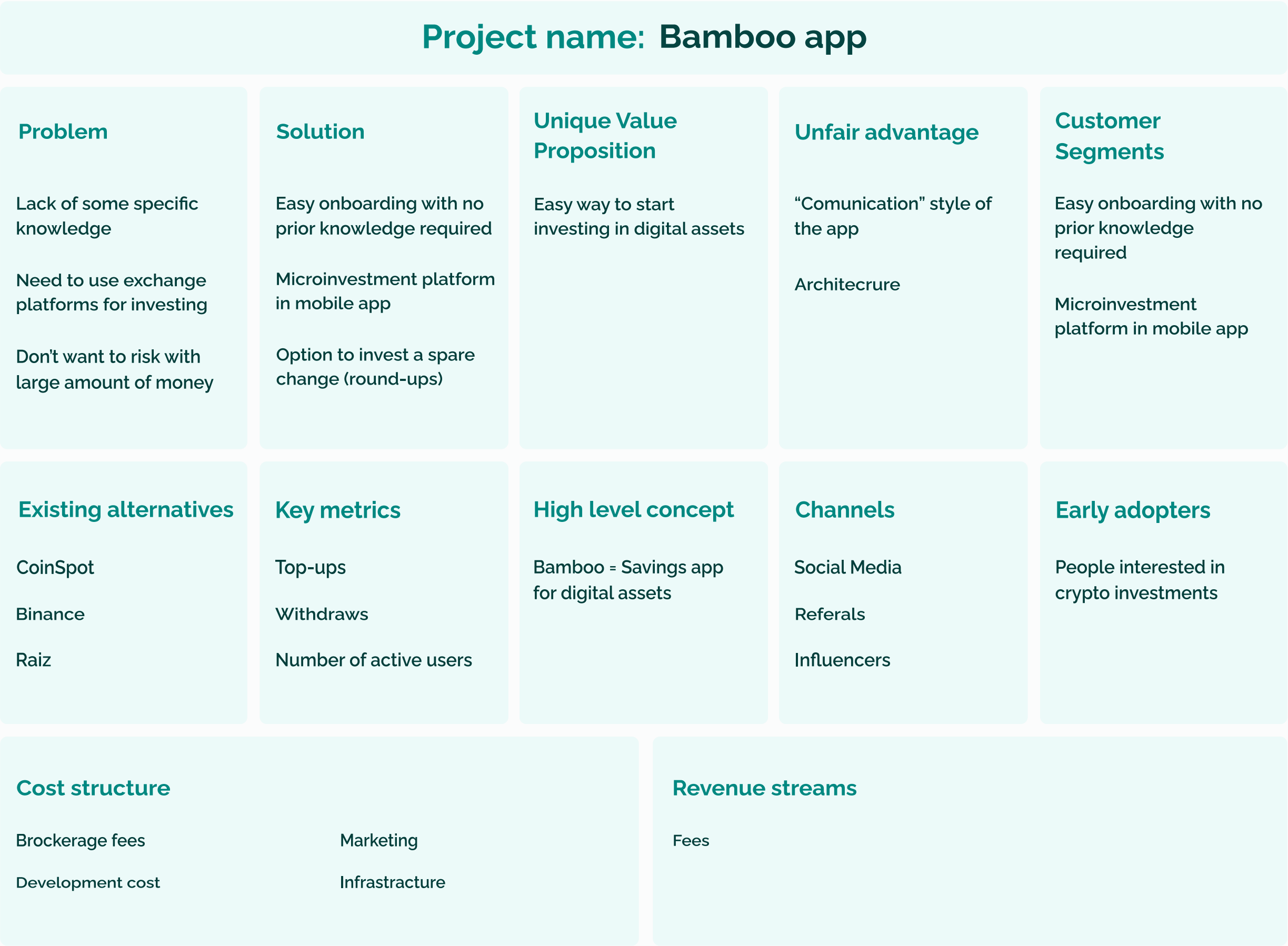
Helps to obtain project-relevant information and elicit stakeholder ideas and suggestions.

Project Audit BA

Helps to understand better the current state of the project and the steps already done.

Business Model Canvas BA

You will get a summary describing the high-level strategic details needed to get a product successfully to market.



Business model for Bamboo app

Research and Analytics

Competitive Analysis BA UX (or/both)

See how others solve similar problems and don't try to reinvent the wheel. Compare the pros and cons of your competitors.

User Behaviour Modeling BA UX (or/both)

Analysis of your target audience and creating User Personas — defining your users and their goals. Customer Journey Map — creating a visual storyline of every customer engagement with your service, brand, or product.

Value Proposition Canvas BA UX (or/both)

Help ensure that a product or service is positioned around customers' values and needs.



Adam Brown

Age: 35 years

Adam is responsible for the family budget. He rents a house and regularly pays for utilities. Adam wants to have a better understanding of how to get smaller numbers in his bills. Sometimes there are issues he could avoid. Last year, a cracked irrigation valve cost him \$300 more on his water bill. This year, another cracked valve cost him \$600. He wants to avoid and prevent situations like this. Adam tries to figure out how he can reduce his water bills. And what are the causes of such high bills? His water meter is located inside the house. He uses wifi in the house and can get electrical power near the meter to plug the device in.

Goals

- Save money.
- Track water usage.
- Avoid system leakage, unpleasant situations (Adam is concerned that when he is not at home a small (or big) water leak could lead to lots of damage, and insurance costs.)
- Forecast problems.

Needs

- Get information on where is his money going.
- To know the reasons for high bills.
- To stop wasting money on repairs.
- Easily measure and always monitor water usage.
- Motivate family members to start using water more smarter.

Wants

- Find the right solution (value for money spent). Invest in the right product.
- Prevent small issues from becoming big ones. Resulting in a lot of extra money
- The autonomy of the solutions, minimum effort to maintain, spent only a few minutes.
- To optimize his water usage, be more aware of how his family use water.
- Some insurance companies will lower home insurance bill if he puts a leak detector on his water system.

Fears

- Spent money on products that won't be useful, wasted money.
- The installation would be too hard.
- The product won't last too long, easily broken.

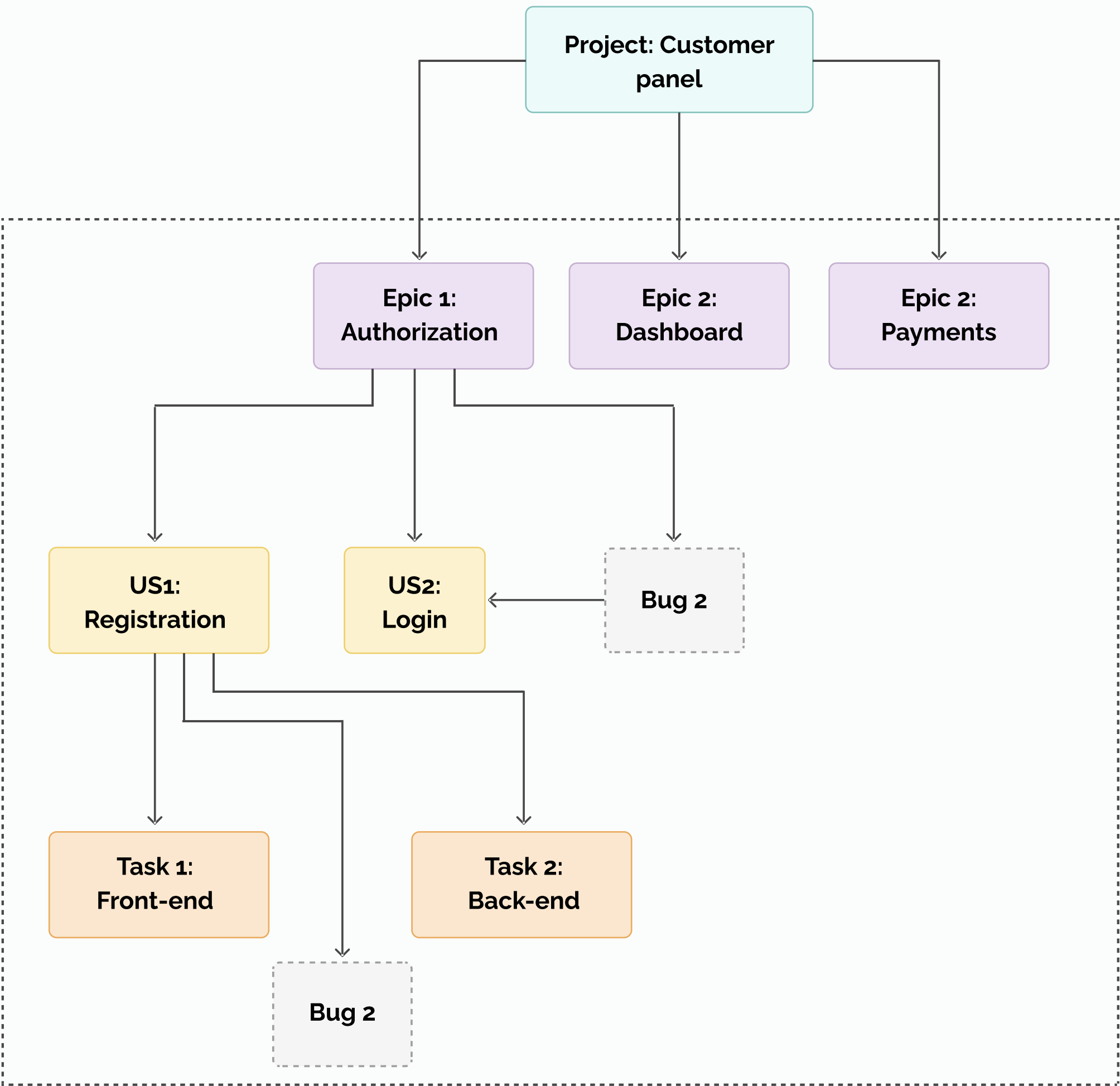
Data Structuring

User Stories Mapping BA UX (or/both)

Here we prepare a short description of all features from an end-user perspective and arrange them in functional groups.

Information Architecture UX

Here all the pieces of gathered information will be arranged and organised within the websites, web, mobile applications, and social media software.



User story

Ideation & Prototyping

Brainstorming & Sketching UX/UI

Now we use our core data, user stories and Information Architecture to come up with possible solutions.

Moodboards UX/UI

We create them to reach a better understanding of the needs of visual design and extract.

Wireframing & Prototyping UX/UI

We add details and structure to ideas, reuse patterns and create pages on top of user flows. The result is low-fidelity wireframes. Prototyping adds more visibility and insight into the future product.



Low-fidelity wireframes for DIG Insights

Visual Design

Design System UX/UI

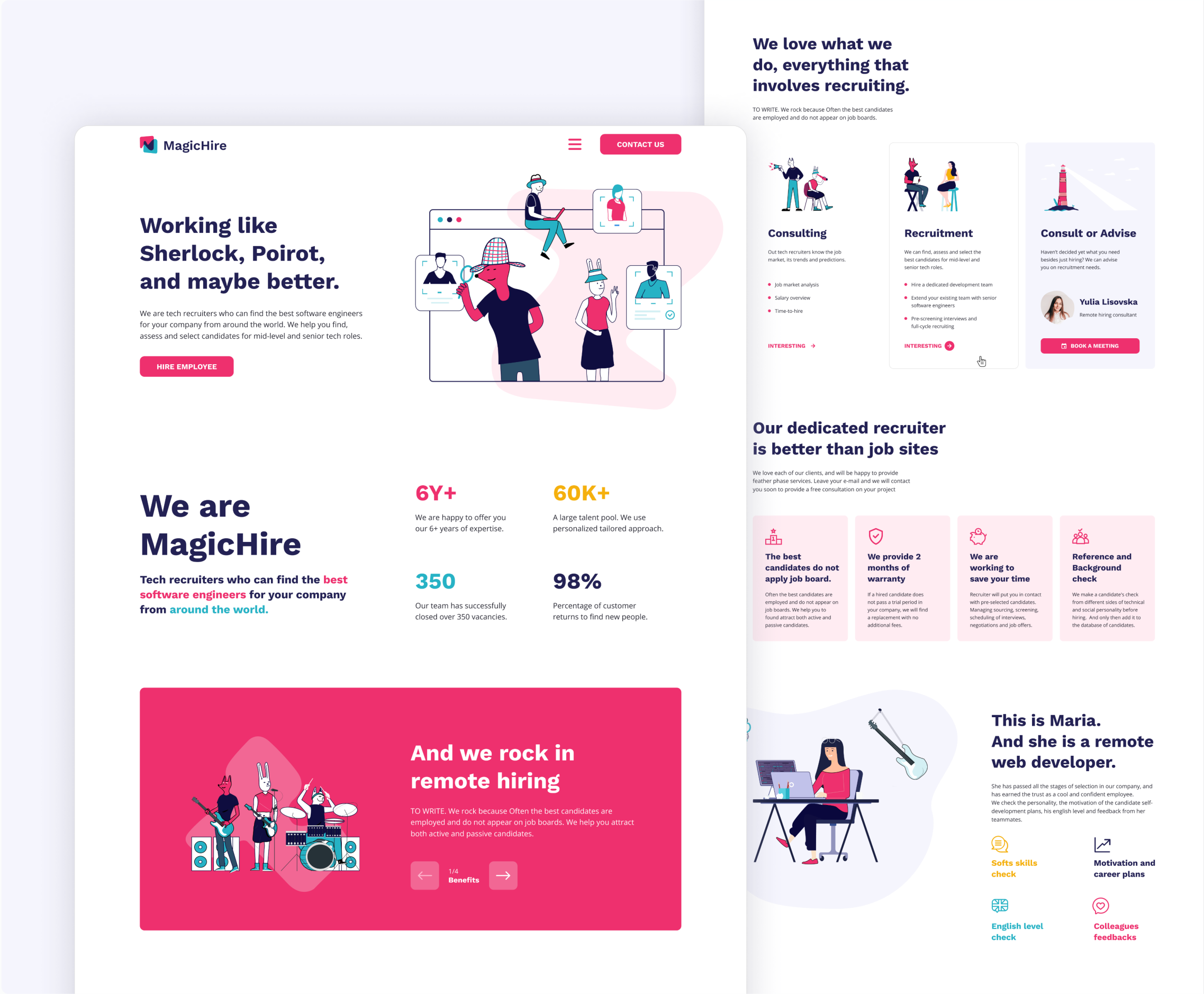
Here we prepare a collection of repeatable, reusable components and guidelines that explains how to use each of those components.

High-fidelity Visual Design & Prototyping UX/UI

What you get here is all interface elements, spacing, and graphics look just like a real app or website. With prototyping the product will look the way customers will see it.

Branding UX/UI

We create brand guidelines, logo, icons, social media illustrations, printed products, etc.



High-fidelity Visual Design for Magic Hire

Finalizing

Responsive design UX/UI

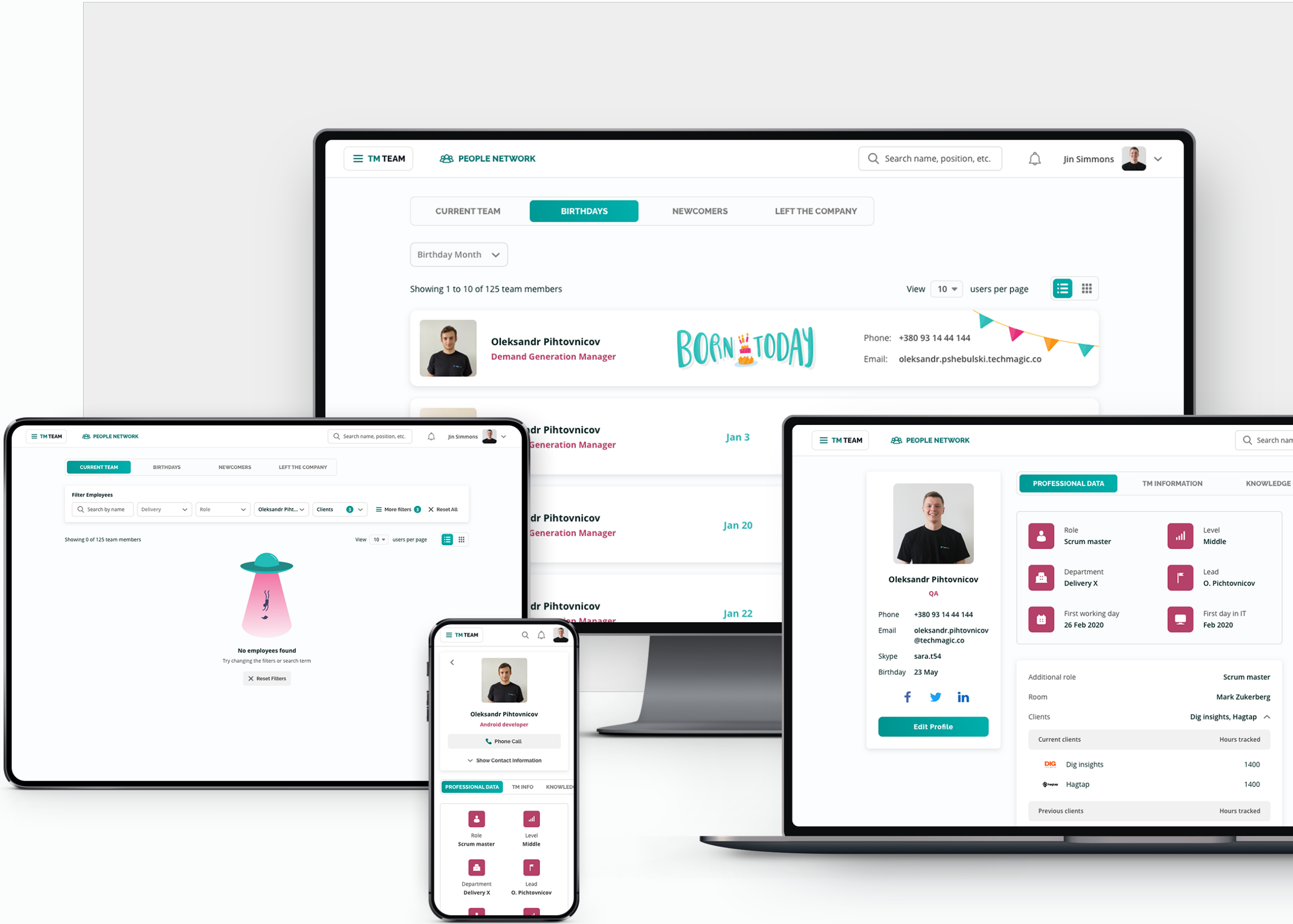
If the product requires several platforms to work on, we create responsive guidelines which will be used to create responsive versions of the screens.

Interaction and Motion design UX/UI

The idea is to build a truly habit-forming product that makes users come back over and over again.

Vision and Scope Document BA

It consists of executive summary, business requirements, vision of the solution, scope and limitations, project context.



Responsive design for TechMagic: Team app

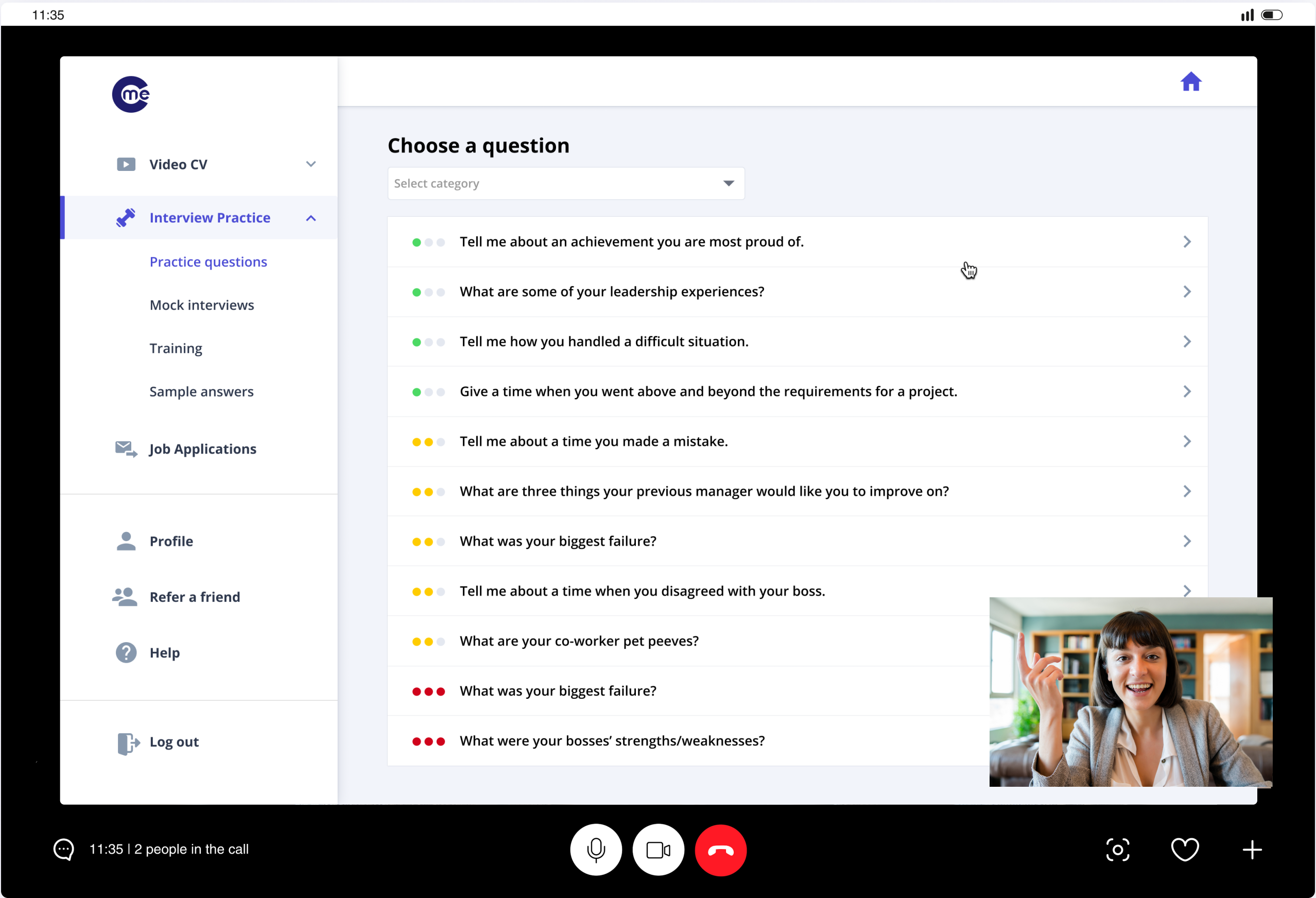
Validation

User Testing BA UX

Plan your test ahead and, if you can, plan a short roadmap of improvements. Your goal is not just improving KPIs, but learning something.

Feedback analysis BA UX

UX lab, survey, sessions recording... test, observe and fix, test, observe and fix.



User testing for C-me