



**Digital &
Analytics**
by HCL Technologies

Built upon strong foundations

An experience design practice.

Putting people
at the very heart of
digital experiences.

We are no longer satisfied with disconnected experiences which serve singular functions.

Know
me

Anticipate
me

Nurture
me

Listen
to me

Guide
me

We demand more from our experiences both at home and at work.

Emerging exponential technologies are driving the pace of change.

Smart devices

Promoting 'Direct to consumer' culture through an Internet of Things

Connectivity and accessibility

Leading to 'Anytime, Anywhere' content consumption pattern

Partner alliances

Transforming the entire 'supply chain' into machine learning digital hubs

Artificial Intelligence

Enabling natural language conversational experiences

Predictive analytics

Driven solutions specific to individual users needs and goals

Design principles
which make emerging
technologies meaningful
and about people.

We design for context.



We design to make us smarter.



We design to connect.



We design for operations.



We design for self meaning and purpose.

Design
for
context

Design
to make us
smarter

Design
to
connect

Design
for
operations

Design
for self
meaning

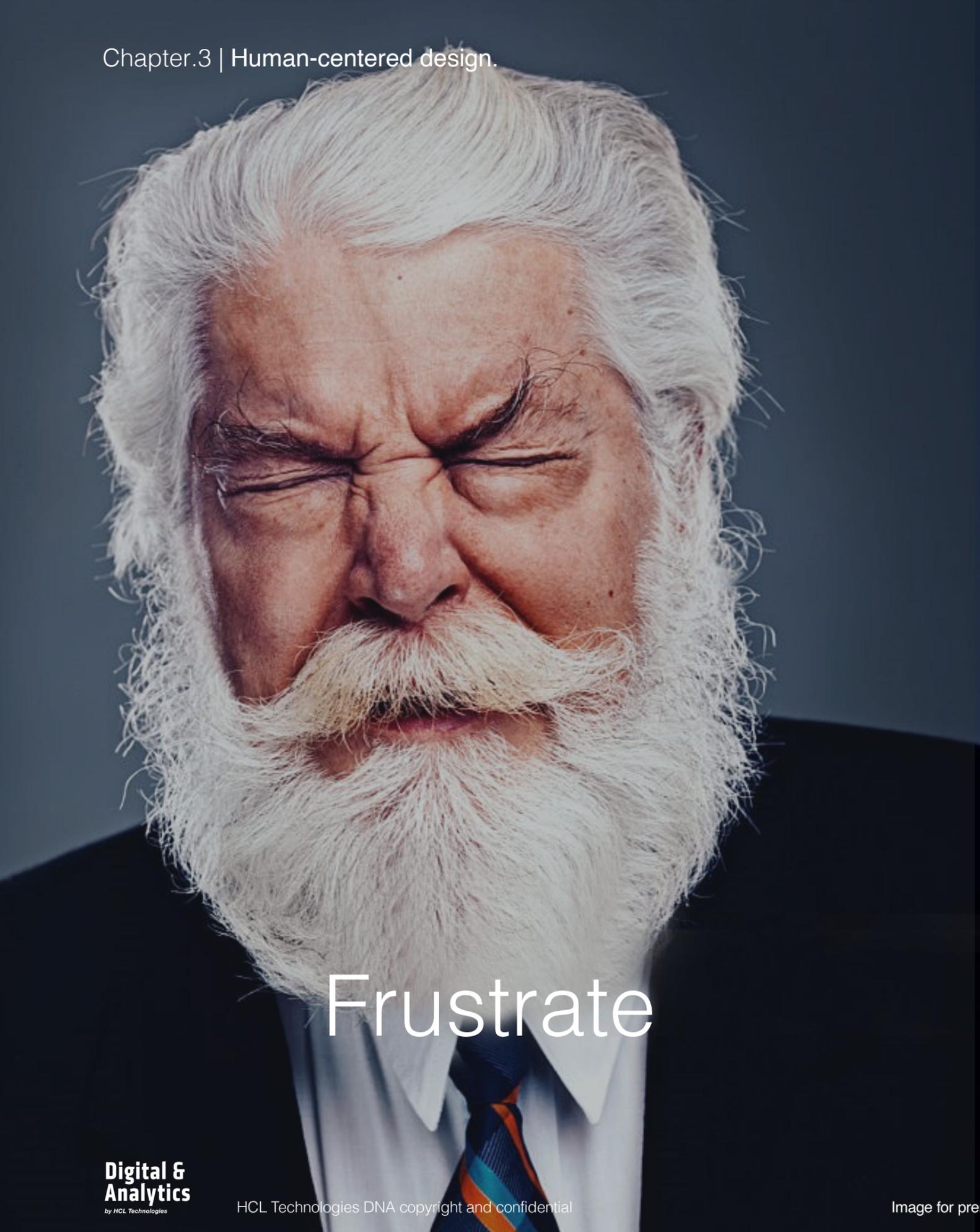
Designing better experiences for people.

Today more than ever technology offers the potential to make human lives easier and more enjoyable.

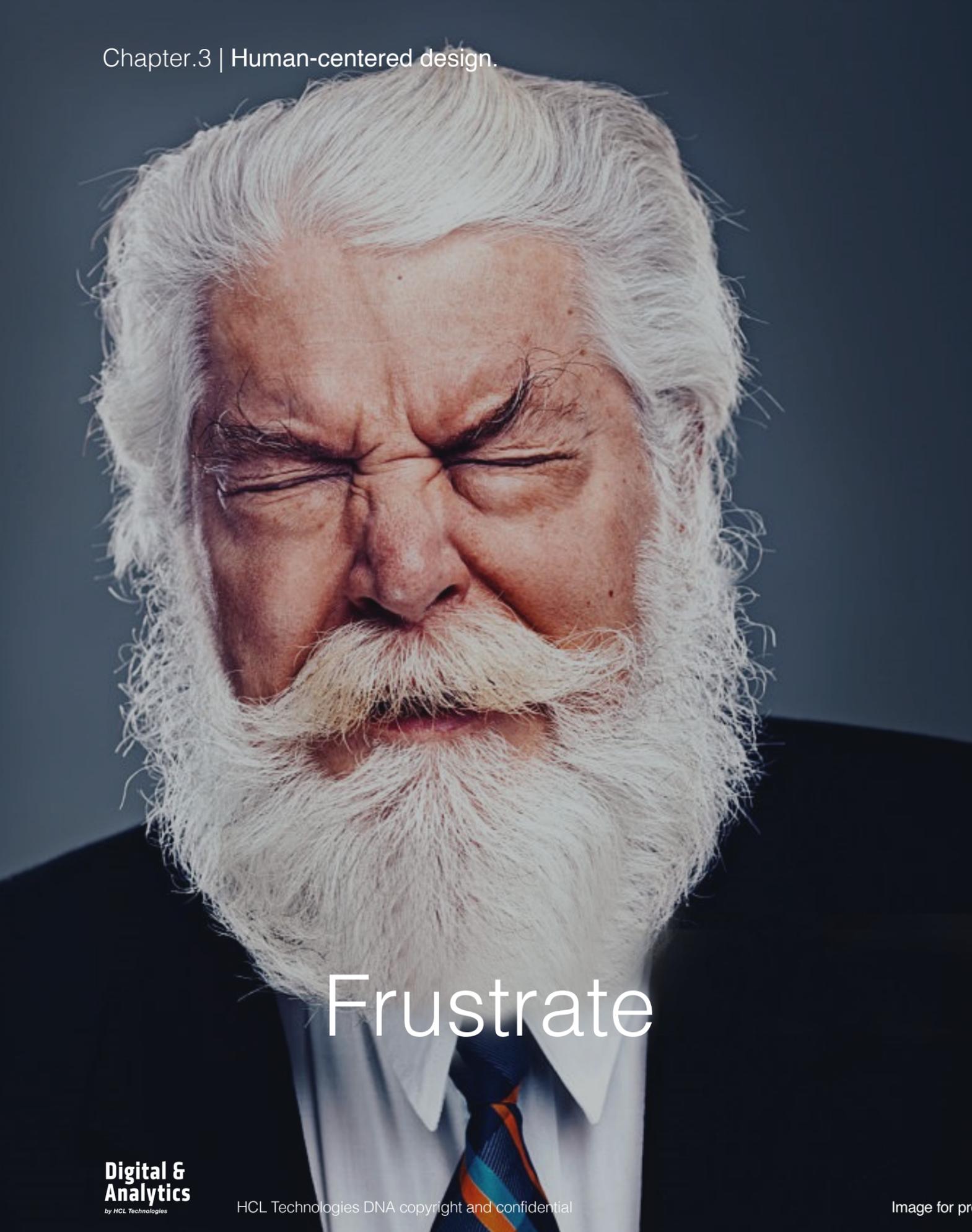
Yet technology can also add complexity, creating barriers and increasing human frustration.

A 'human-centered'
design approach puts
the needs and behaviours
of people first.

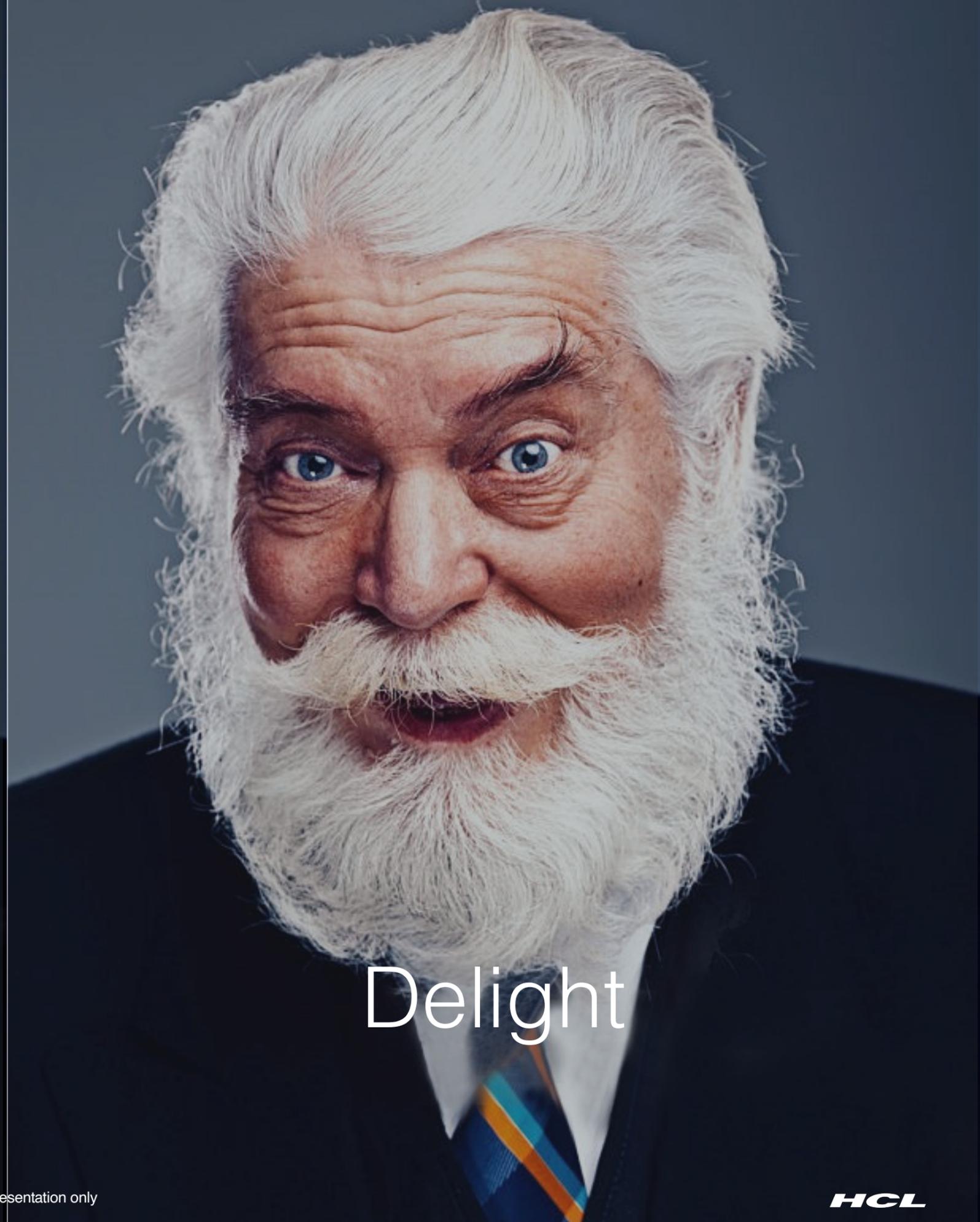
We design to
accommodate those
needs, capabilities and
ways of behaving.



Frustrate



Frustrate



Delight

International Travel of Jason Bocchi (51629371)

Creation Date	22-JUN-2017
Travel Type	<input type="radio"/> Project specific Travel <input checked="" type="radio"/> Non-Project Specific Travel
Duration	<input checked="" type="radio"/> STBT <input type="radio"/> Deputation <input type="radio"/> Transfer
Objective *	
Travel Category *	Sales / Pre Sales
Mobile Number *	07730503290
Cost Center #	BD-Non SAP Sales-Europe-Europe (5266100B22)

In case this travel needs to be charged to a different cost center other than your master cost center i.e. BD-Non SAP Sales-Europe-

Your Previous Itineraries-

You may create new itinerary from list below

	Origin Country	Starting City
Copy this itinerary	Denmark	AARHUS
Copy this itinerary	United Kingdom	LONDON
Copy this itinerary	United Kingdom	LONDON
Copy this itinerary	United Kingdom	LONDON

1 2

Itinerary Details

Starting From		Destination		
Country	City *	Country	Region	City *
United Kingdom		India	Bangalore	
				Air

Advance Details

Type	Country	Stay(days)	Document Currency	Requester Currency	Vendor	No. of D (Adv. re

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BOOK YOUR FLIGHT



LAX ✈ LAS



BRITISH AIRWAYS

Terminal 3

LAX

Los Angeles

.....

Depart



LAS

Las Vegas

.....

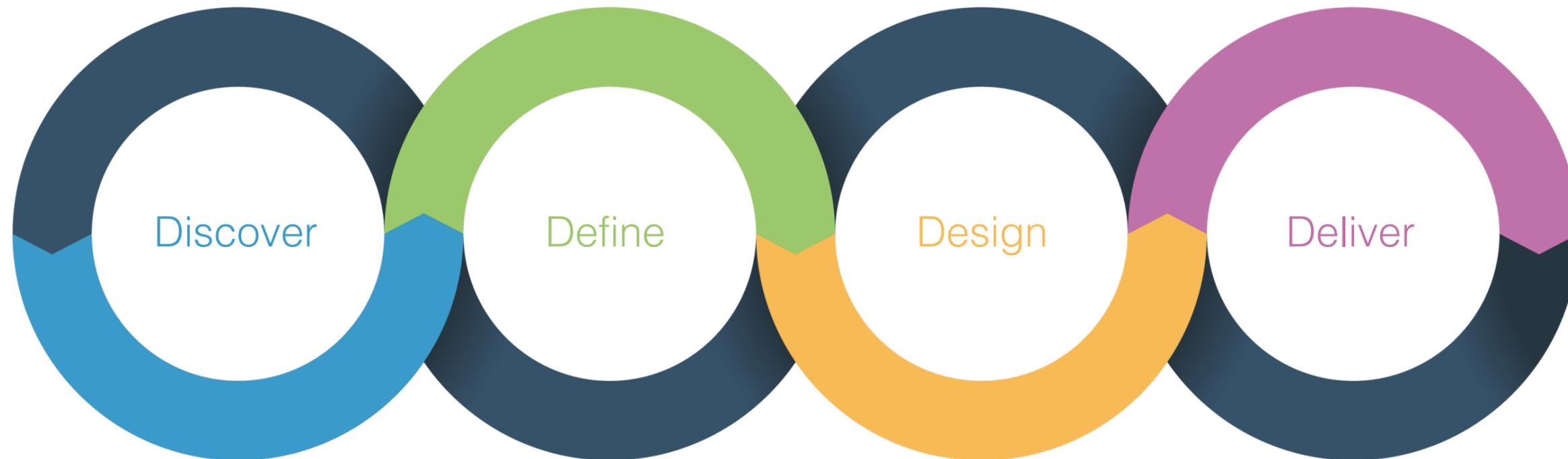
Arrival

A practice built on strong foundations

A large, leafy green tree stands in a dry, cracked landscape. The tree's roots are exposed and spread out across the dark, parched earth, symbolizing deep foundations. The background shows a hazy, dry horizon under a blue sky with scattered white clouds.

Our 4D model.

Exploration & understanding consists of 4 stages.



Learn & Understand

We initiate a process of unlocking value by first understanding user needs and client goals

Innovate & Agree

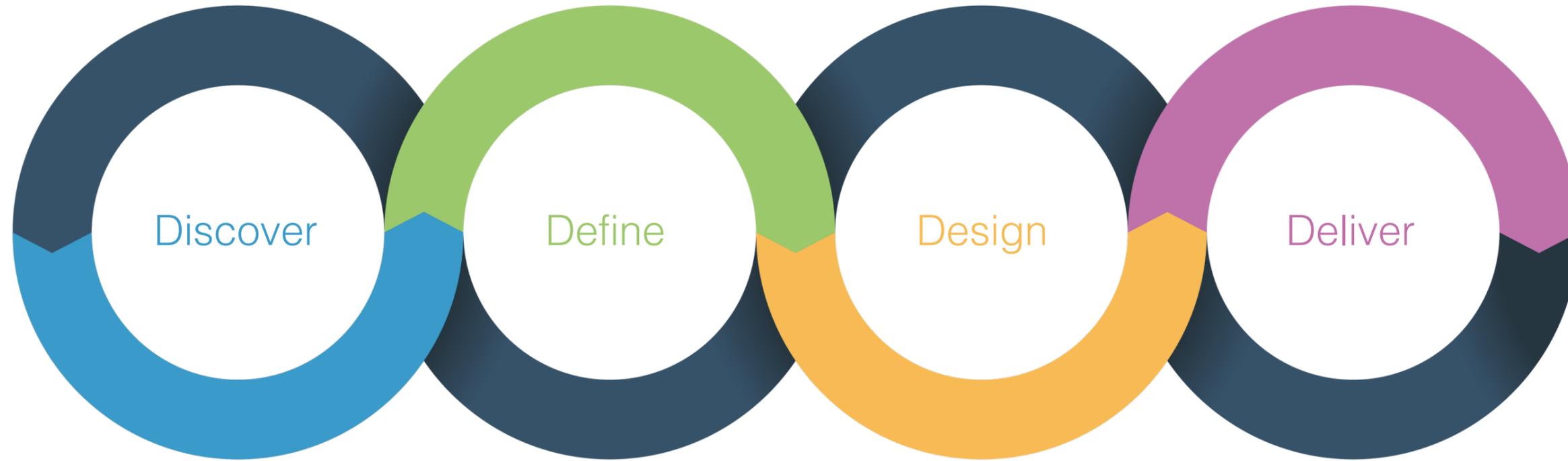
We reimagine and define measurable outcomes, design requirements & technology enablers

Create & Consider

We create experiences that meet the needs of both our clients and their customers

Build & Deploy

We deliver experiences that achieve stated goals through measurable outcomes



Action
Outputs
Roles

Learn & Understand

We initiate a process of unlocking value by first understanding user needs and client goals

User

Research & Interviews, User Value Chain, Usability Test, Ethnography

Organization & Content

XD Readiness, Content Audit

Analytics

Review

Experience Architect, UX Researcher, Content Strategist

Innovate & Agree

We reimagine and define measurable outcomes, design requirements & technology enablers

Innovation

Business Requirements, Prioritization Workshops Empathy Maps, Persona Development, Journey Maps, Paper Prototypes, Process Maps

Experience Architect, UX Researcher, Content Strategist, Information Architecture

Create & Consider

We create experiences that meet the needs of both our clients and their customers

Creation

Content Strategy, Information Architecture, Wireframes, Digital Prototypes, Interaction Design, Visual Design

Experience Architect, Interaction Designer, Visual Designer

Build & Deploy

We deliver experiences that achieve stated goals through measurable outcomes

Building

Pattern Library, Style Guide, Design Assets, New Journey Maps

Validate

Design Validation

Impact

Usability Tests, Analytics Review, Stakeholder Feedback

Experience Architect, Interaction Designer, Visual Designer, Usability Expert

Learn & understand.

We initiate a process of unlocking value by first understanding user needs and client goals.

Stakeholder interviews

Probe their attitudes, beliefs, desires and experiences to get a deeper understanding

Analytics review

Uncover insights from actual users of a system or managers of a business

Heuristic evaluation

Review a systems interface and compare it against accepted usability principles

Opportunity workshops

Assess problems and unmet needs to improve the user experience

Business process validation

Innovate & agree.

We reimagine & define measurable outcomes, design requirements and technology enablers.

Empathy mapping

Probe their attitudes, beliefs, desires and experiences to get a deeper understanding

Persona development

Uncover insights from actual users of a system or managers of a business

Journey mapping

Visual map of customer touch points, pain points and opportunities

Requirements gathering

Document business, user, functional and other requirements

Business process validation

Create & consider

We create experiences that meet the needs of both our clients and their customers.

Card
sorting

Evaluate information
architecture

Rapid
prototyping

Get user feedback
on design concepts

Information
architecture

Visual and contextual
organization of mobile
or web-based content

Interaction
and visual
design

Creating both digital and
physical (non-digital) products,
exploring how a user might
interact with it

Build & deploy.

We deliver experiences that achieve stated goals through measurable outcomes.

Analytics review

Monitor analytics data to pinpoint and investigate issues

Design validation

Validating implementation of developed UI to be accurate & adequate to the initial designs

Usability testing

Evaluate by observing representative users perform tasks

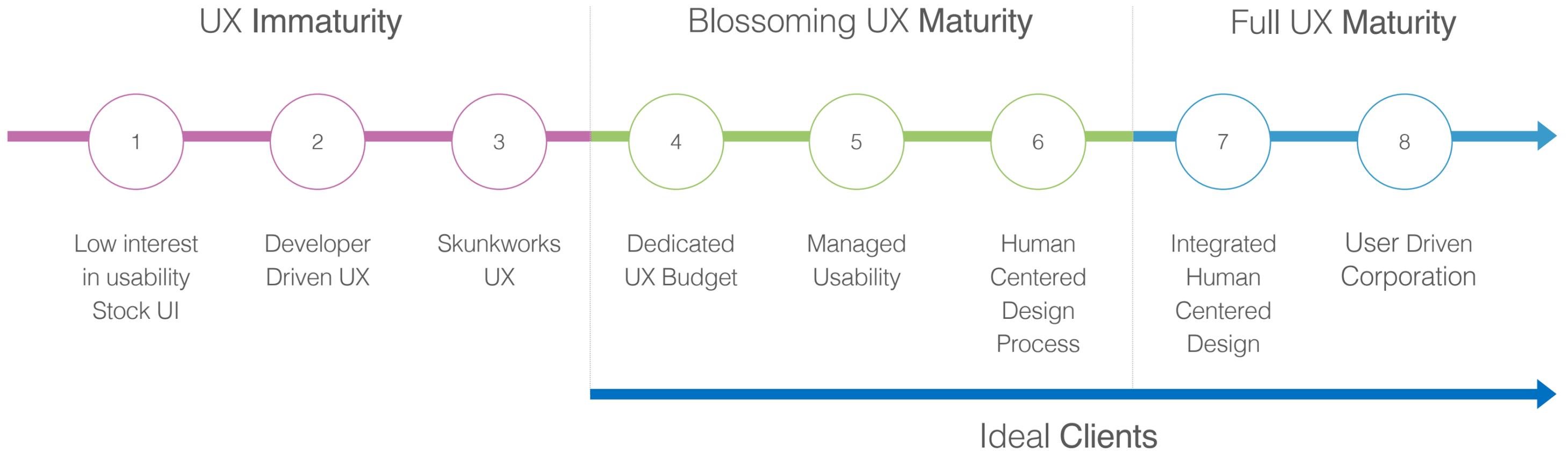
Pattern library & style guide

Create a central repository of all UI design elements of the interactions and functionality

Business process validation

Where our customers
are on their journey and
where they want to be.

UX maturity model.



Standard off the shelf design with no research or user understanding

Deploying standard out of the box solution with no UX/UI

Poor user experience with low user adoption making it difficult to perform tasks

Visual designs only without user research

Creating visual designs which focus on look & feel

Difficult to perform tasks, less user adoption resulting in a below average user experience

Evaluative research and visual design restricted by limitations around the technology

Partial user research, personas, wire framing, prototyping and visual design approach

Average user experience and user adoption. Users are able to complete tasks with limitations

Human centered approach to designing technology solutions for the end-to-end user

Detailed user research using personas, journey maps, wire framing, prototyping & design

Optimum user experience, improved productivity, high user adoption and low training costs

The 4D building blocks.



4D Outputs.



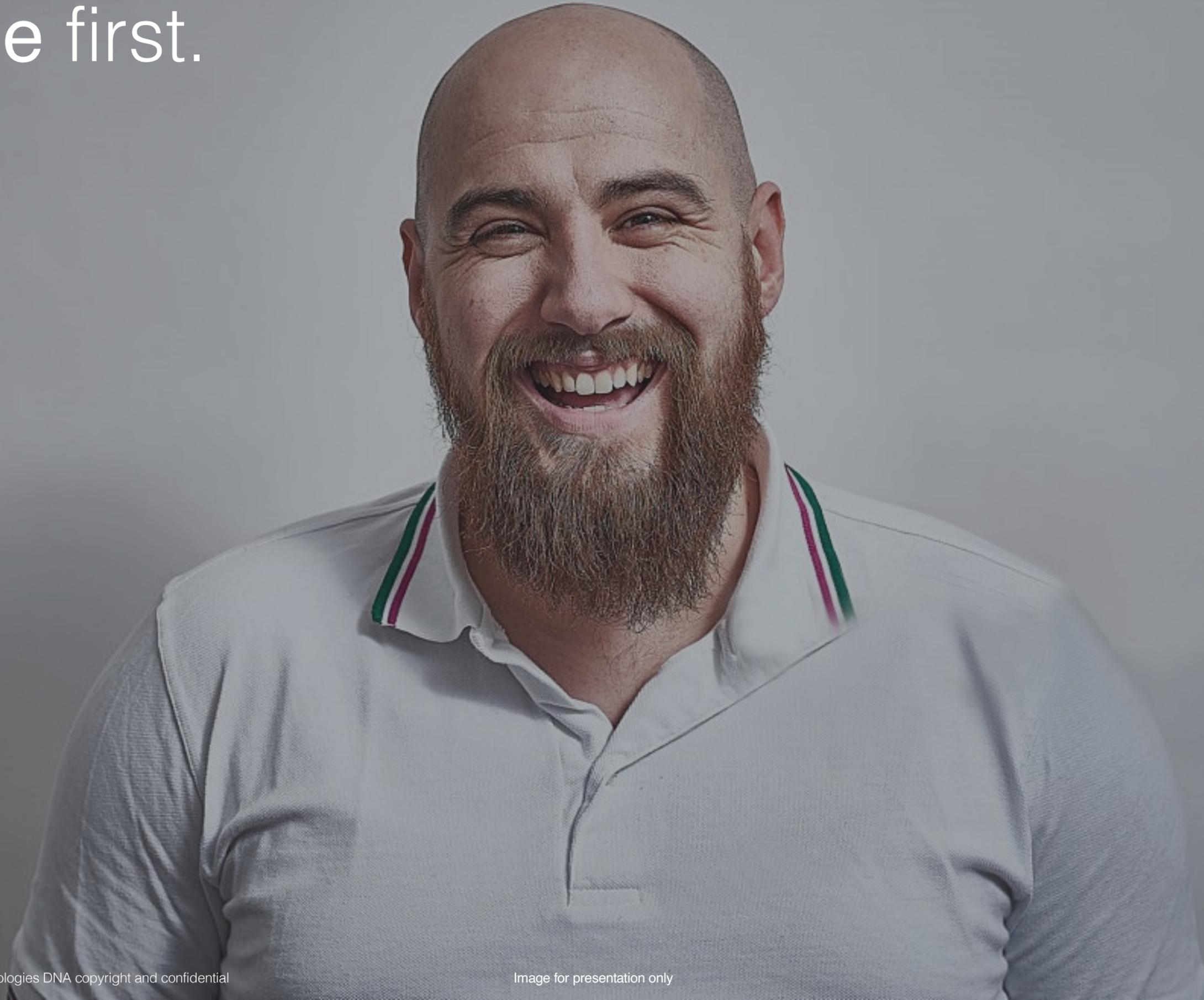
- Obtain Client Business Goals
- Usability Report (existing system)
- UX Maturity Assessment
- Ethnographic Analysis
- Heuristic Evaluation
- User Research & Interviews**
- User Value Chain
- Personas**

- Business Requirements Gathering
- Task Analysis
- User Stories
- Empathy Maps
- Opportunity Workshops
- Journey Maps**
- Prioritization Workshops
- Content Strategy

- Information Architecture**
- Sitemaps & Navigation
- Sketches
- Wireframes
- Prototyping
- Interaction Design
- Visual Design

- Patterns Library
- Style Guide**
- User Acceptance Testing

People first.



Defining and understanding your user.

Building personas and proto-personas.

Social & demographic characteristics

Combining Psychographic, Demographic, Geographic profile and Behavioral profile.

Habits (consumer & behavior)

Reflect the relationship between the brand and/or specific product

Needs, desires and goals

Unlocking potential and what real value to the user looks like

User experience goals

User experience is what the interaction with the system feels like to the users

All products should have personas!. It is the most basic tool for design experience. Key to identify our real users profile, needs, wants, expectations and end up with a product/service user-oriented.

[Playbook link to personas](#)

Empathising with your user.

Building empathy maps.

Think & Feel

What really counts
Major preoccupations
Worries and aspirations

Hear

What friends say
What the boss says
What Influencers say

Say and do

Attitude in public
Appearance
Behaviour towards others

See

In the environment
What friends are doing
What the market offers

Pain?

Fears, Frustrations & Obstacles

Gain?

Wants / needs, Measures of success & Obstacles

[Playbook link to empathy maps](#)

Following in the users footsteps.

Building & defining journey maps.

Identify
customer
touchpoints

We identify crucial touchpoints that have the biggest impact on customer satisfaction

Focus on
the user

Allows the application / product to be focused towards the user (user-centered design)

Brings clarity
to the whole
process

Provides us with a clearer insight of the whole process carried out by the user

Identify
improvement
opportunities

Locate additional improvement opportunities & areas where there's a risk of dissatisfying the user

Customer journey maps describe a schema of the path traveled by a typical customer moving through our touchpoints.

[Playbook link to journey maps](#)

An enhanced personalised experience.

You only get by putting people first.

Customer satisfaction

Personalised experience

Make smarter choices

Harmonized user experience

Living Playbook.



Bringing everything
together in one place
for everyone to use.

[Playbook link to living playbook](#)

Key roles.

Working together in
harmony to achieve
success.

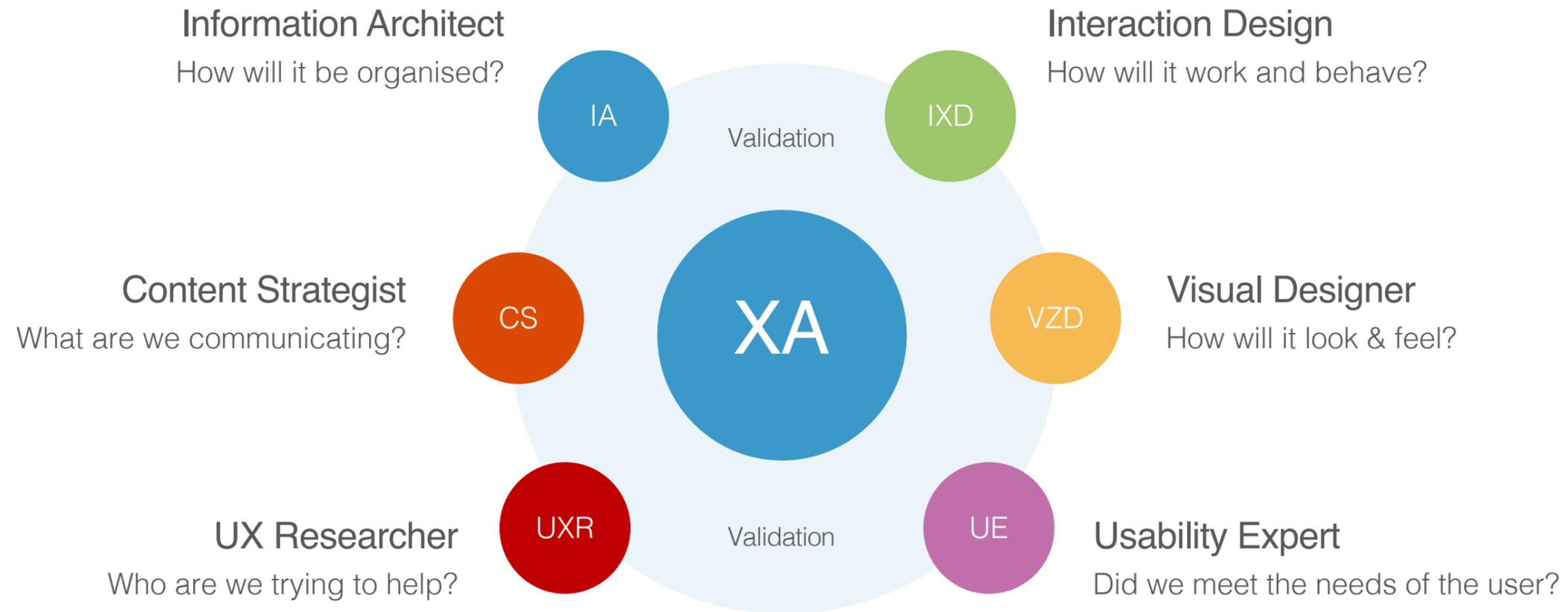


To User Experience (UX) and User Interface (UI) are some of the **most confused and misused terms** in our field.

A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper mache on it.

A great product experience starts with UX followed by UI. Both parts are essential for the product's success.

Key roles.

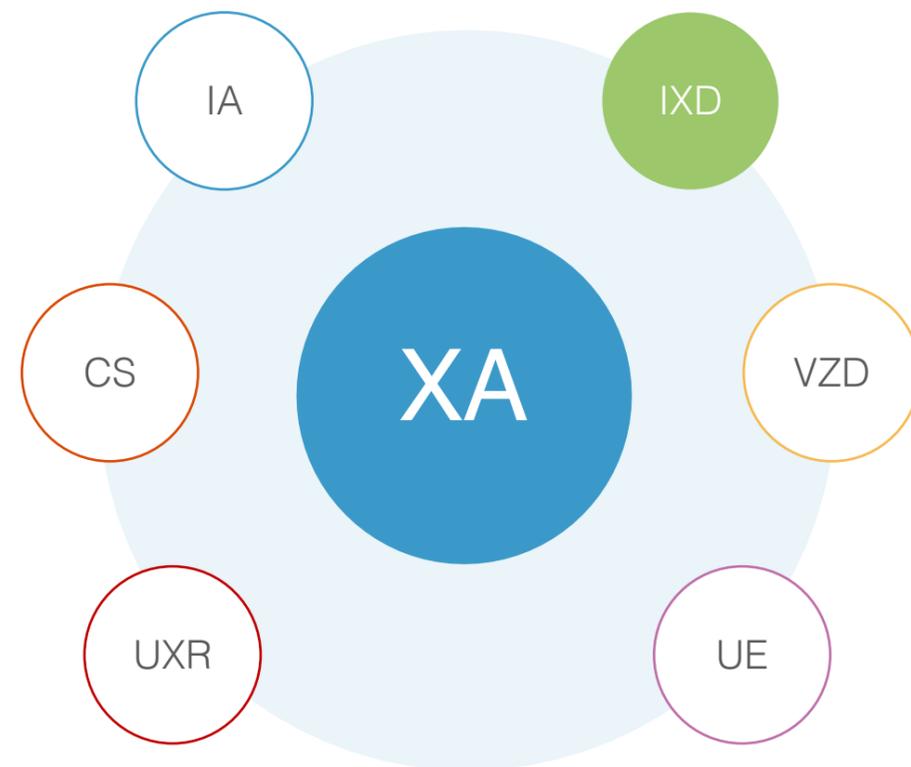


User Experience is a conglomeration of tasks focused on optimization of a product for effective and enjoyable use; **User Interface Design** is its compliment, the look and feel, the presentation and interactivity of a product.

However like UX, it is easily and often confused by the industries that employ UI Designers

Interaction designer.

How will it behave?



[Playbook link to interaction designer job roles](#)

Interaction design is the practice of designing interactive digital products, environments, systems and services.

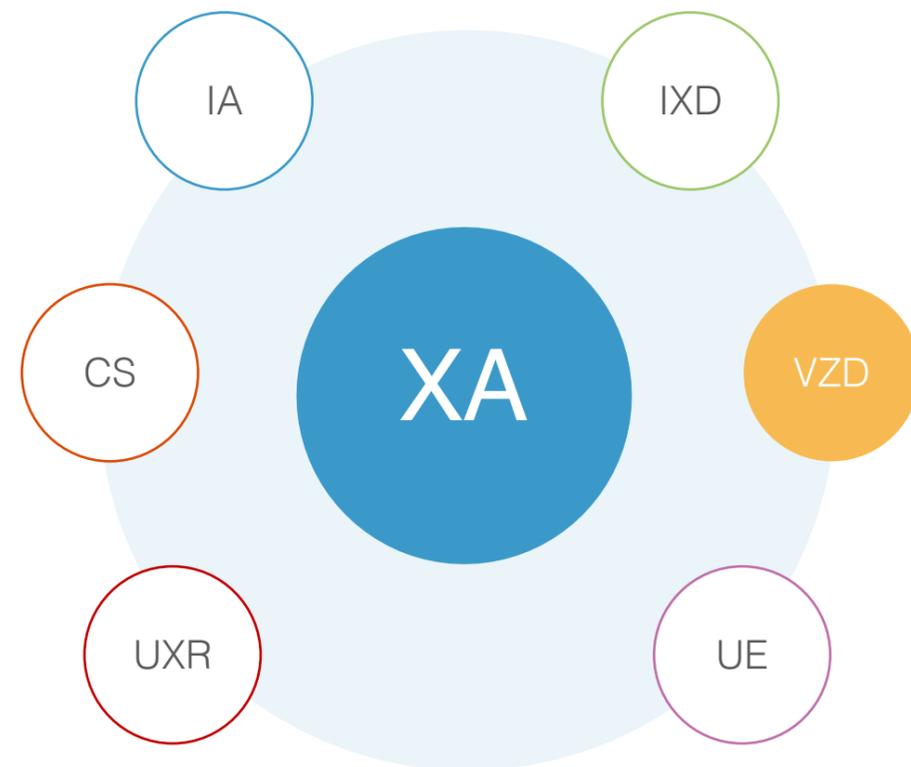
Interaction designer is the **relationship** and **interaction** between **users** and **devices**, focusing on creating interfaces with **logical** and thought out **behaviours** and **actions**.

Is the ability to understand what the overall **feeling** a user experiences while using the device or system, including trust, ease, enjoyment and confidence that ultimately **delivers success**.

- Action vs. reaction looks, how interactions **happen** and **unfold**.
- Ensures users know what is **happening** in the application and **why**
- Workflow ensures that users know **how** to **use** a tool or application
- Malfunction takes into account **mistakes** that are bound to happen

Visual designer.

How will it look and feel?



[Playbook link to visual designer job roles](#)

A design is the use of imagery, colour, shapes, typography and form to **enhance usability** and **improve** the user experience.

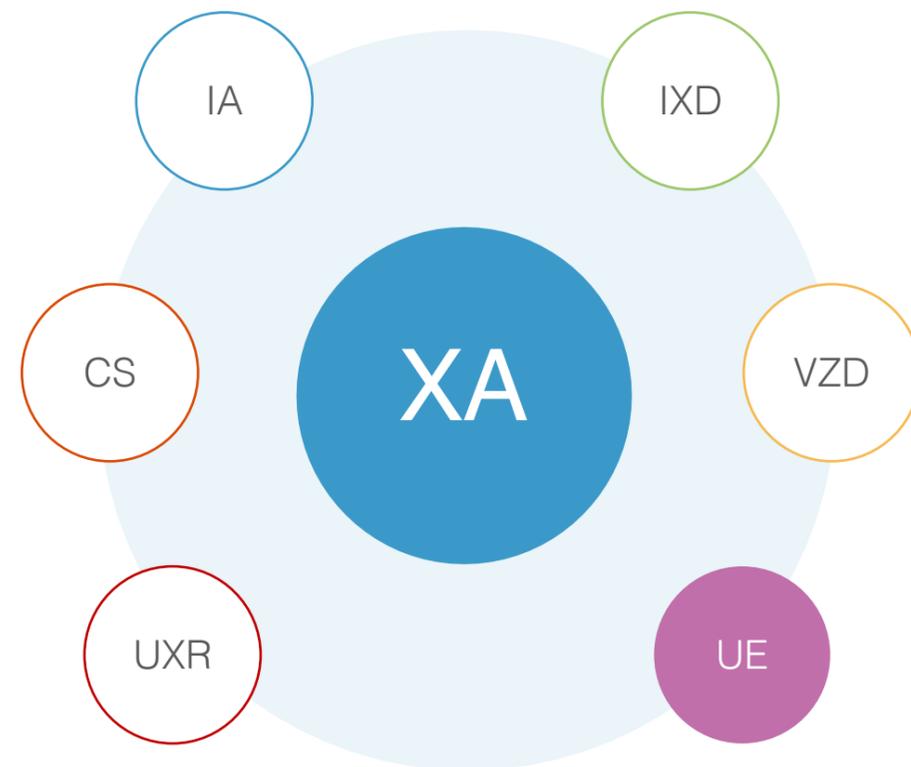
Visual designers are the **problem solvers** of the design world with a deep understanding of **user experience, user interface & digital design**.

Rather than just bringing products and brands to life, they play a key role in defining what goes into a unique style and voice.

A visual designers **primary focus** is the **look and feel** of a website, an app or other digital products. In other words, they're the ones who add colour, pair typefaces and set layouts.

Usability expert.

Meeting the needs of the user?



[Playbook link to usability expert job roles](#)

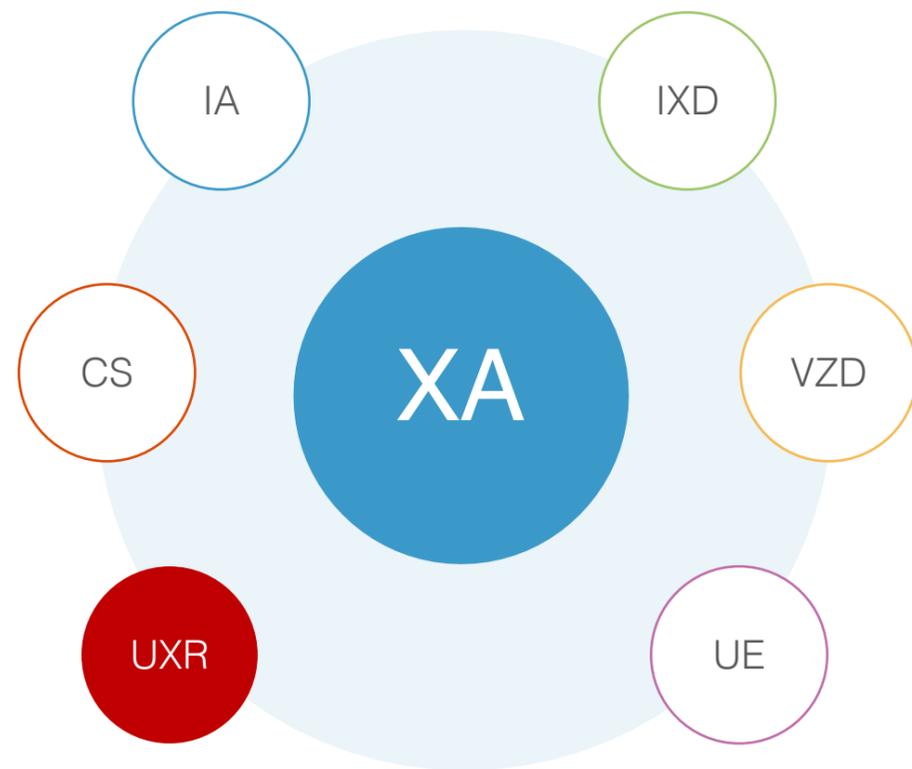
Usability experts ensure that a product meet the **needs** and **requirements** of both the user and the company's requirements.

A usability expert works in the **development phase** of a new product to determine if it is **easy** and **enjoyable to use**.

These consultants can use a variety of tools in their work, from controlled studies with test subjects to detailed analysis of inventions based on an existing understanding of usability and functionality.

User researcher.

Who are we trying to help?



[Playbook link to user researcher job roles](#)

A UX researcher undertakes research to better **understand** their **audience** and how that audience **interacts** with a system, application or device.

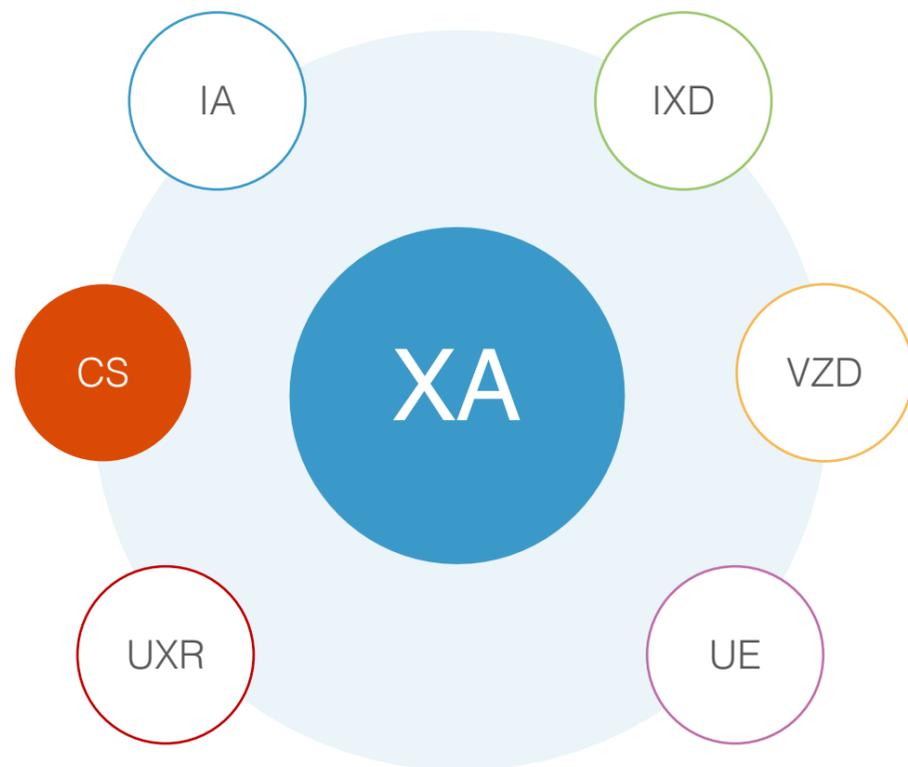
UX Researchers are often also asked to undertake a business analysis role and **identify** the **business requirements** for the system.

Responsible for the following list of tasks.

- Running usability tests to see how **users interact** with the current system
- Developing **user surveys** to get **information** from potential users
- Undertaking **heuristic** and **expert audits** of systems
- **Shadowing users** during their normal work activities to understand how they interact with the systems and under what context.
- **Document customer journeys**, top tasks and other deliverables that will support the design and development of the system

Content strategist.

What are we communicating?



[Playbook link to content strategist roles](#)

Like a visual design, the **words** in a user interface is one of the very **first things** users see & interact with.

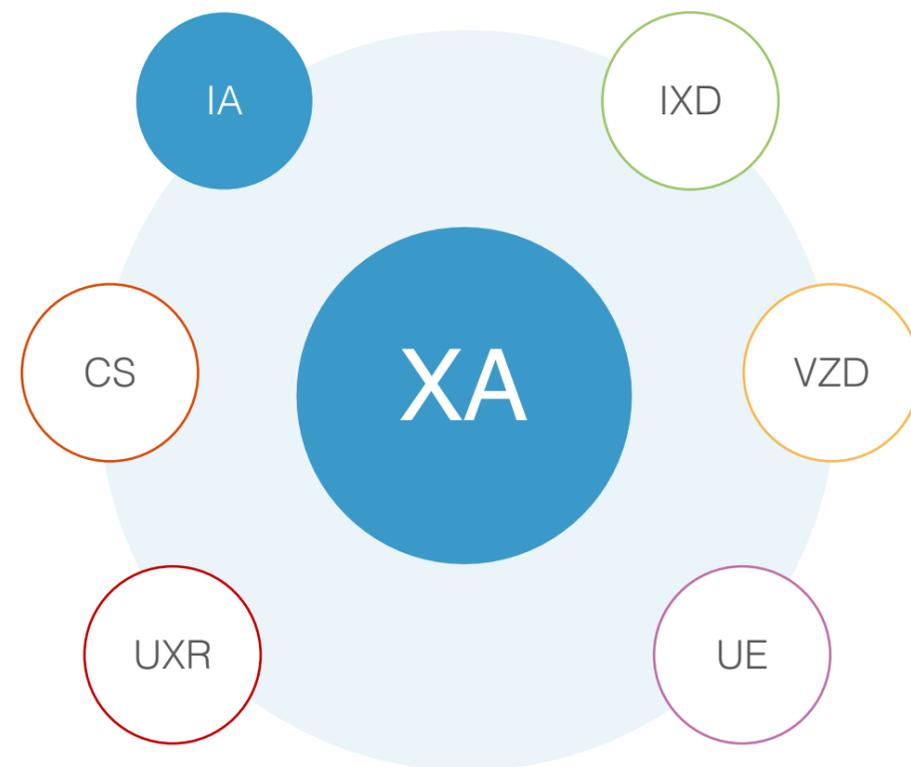
High-quality writers or content strategists on a UX team is **less common**, but these roles are **extremely important** to the overall **success** of a products **quality** and **relevance**.

Content strategy is the process that ensures content is **published, edited, republished, repurposed** and **archived** at the **right time**. It also plans ahead for content that needs to appear in **multiple places** and sometimes at **specific times** so that information can be **personalised** by **audience type** and **needs**.

Website, Apple watch, app or mobile device the end user **expects certain things**. One of those things is **consistency** across content voice and tone which can be as simple as the general feel of the **language** on the page or specific items such as 'buttons' and 'calls to action'.

Information architect.

How it will be organised.



[Playbook link to information architect roles](#)

Information architecture helps users understand their surroundings and find what they're looking for in the digital world.

In other words, information architecture is the **creation of a structure** for a website, application or other project that allows us to understand where we are as users and where the information we want is in relation to our position.

Information architecture results in the creation of site maps, hierarchies, categorizations, navigation and data.

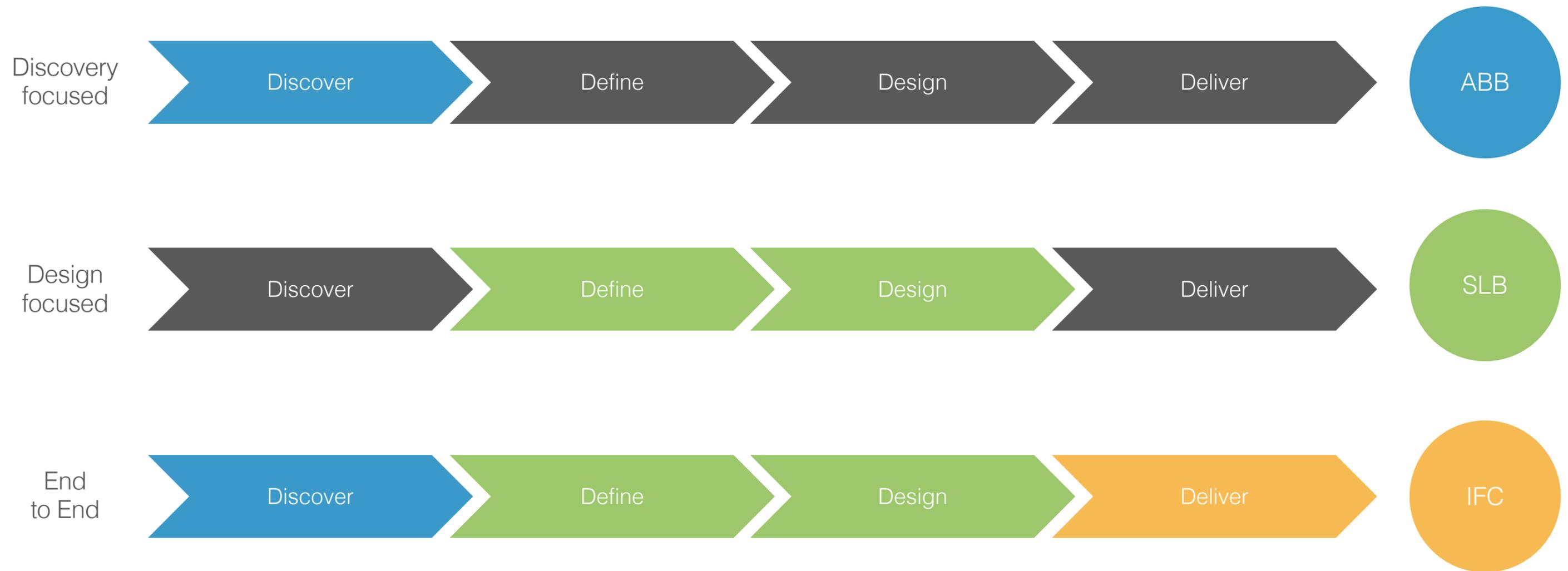
- What is the flow of users through the site?
- How does the application help the user catalog their information?
How is that information presented back to the user?
- Is that information helping the customer and driving decisions?

Service offerings.



Practical applications of our model.

What we've done and who we've done it for.



Offering	Focus	Baseline Pricing
Experience Design End to End	Full end-to-end experience design from user research, ideation, interaction design and visual design.	\$500K - \$2+ million
Design only	Information architecture, interaction design, visual design, and design validation.	\$250K - \$1+ million
User research	Human insights used for input design projects including personas and journey mapping.	\$100K - \$500K
User journey mapping	One to two week project to develop ad hoc personas and user journey mapping.	\$75K - \$200K
UX strategy	UX Strategy with vision, guiding principles, strategies, governance model, organization, and change management approach.	\$100K - 500K
UX Center of Excellence	Establish the UX guidelines, governance, research, design standards, design pattern libraries, and graphic assets	

Value proposition of a human-centered design approach.

Qualitative and Quantitative

Lasting value is achieved through an understanding of both actual human behavior and key metrics.

Flexible, Elastic Model

Like humans, our approach to design must be flexible to accommodate individual needs, but with an eye towards scale.

Digital, and analogue

Mobile is ubiquitous. Sensors are everywhere. Our approach is looking around the corner to a time when we speak to our refrigerators.

Business impact higher user adoption

Simply put, our approach makes a lasting impact on peoples' lives because that's who we start and end with.

Value proposition model here.

Competition.



Practice growth.

Ideal projects would consist of:

Scope is end-to-end: Discover, Define, Design and Deliver

All roles fit our capabilities

Highly visible/strategic approach

Business executive stakeholders actively involved

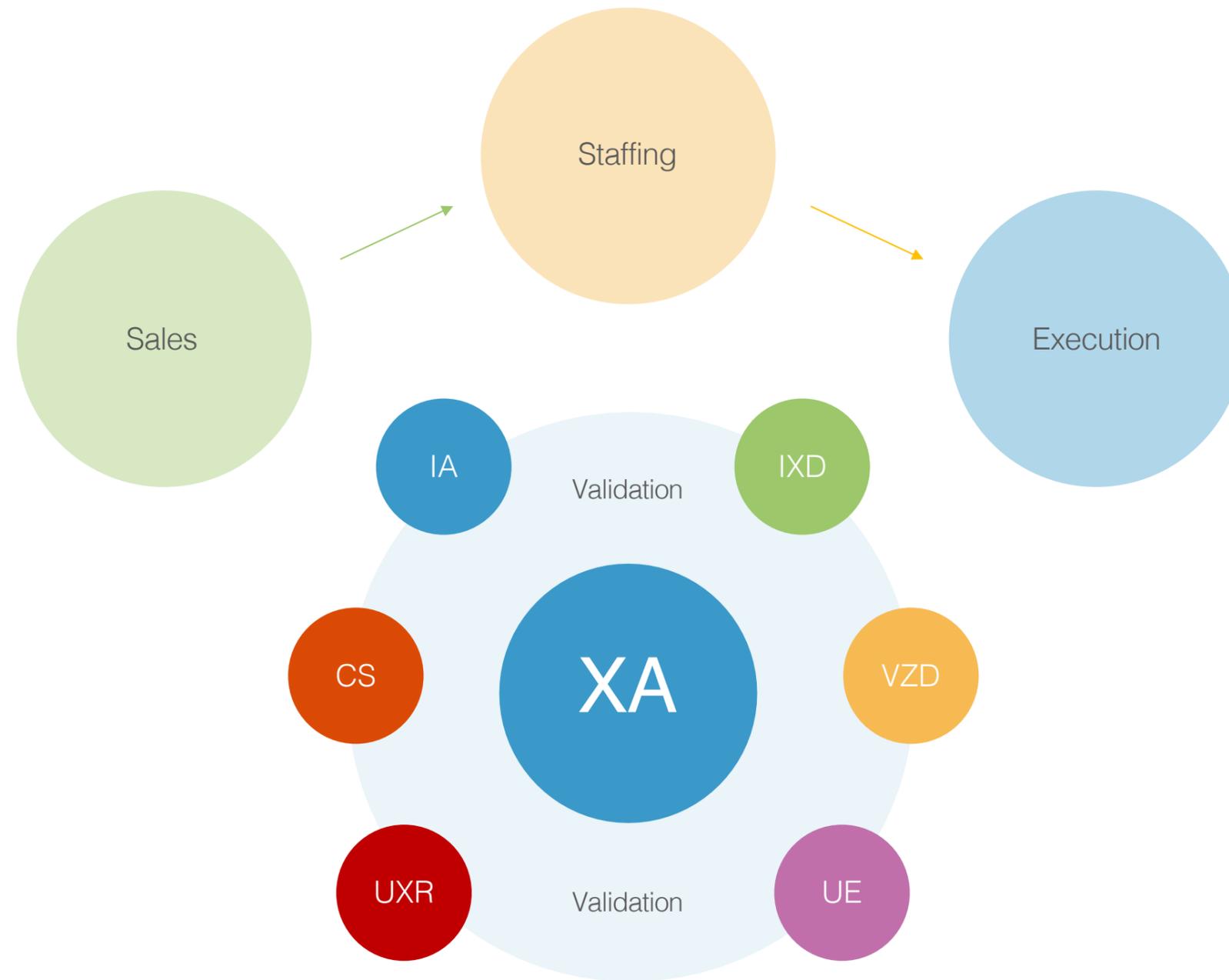
Non-IT Executive level sponsorship

Project is funded

Rate card not requested

Practice management.

Title.



UX Leadership.

Operations & Oversight

Discipline Leaders

Geographic Leaders

Studio Leader

Scott Miller

Chief Experience Director
North America + Europe

Robert Pfaff

UX Discipline Director
North America

Jason Bocchi

UX Practice Director
Europe

Ryan Tanner

Studio Lead
Frisco

Tim Liu

XD Practice Director
North America

Rick Nelon

Design Thinking Director
North America

Tim Liu (temp)

UX Delivery Lead
North America

Jason Bocchi (temp)

Studio Lead
London

Michael Selz

Human Insights Director
North America

Sure Bharadhwaja

UX Delivery Lead
India

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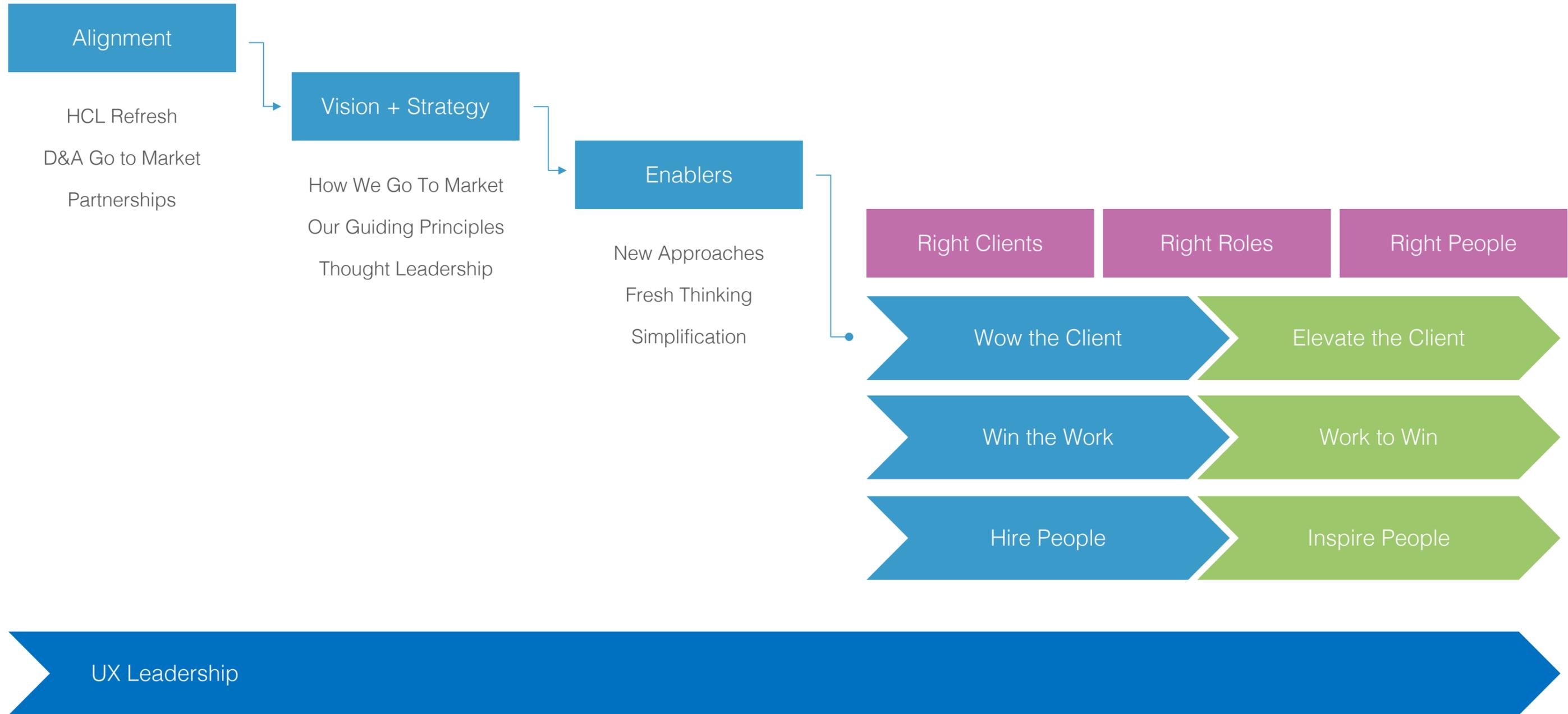
Studio Lead
India

Guys any ideas and thoughts
beyond this point?

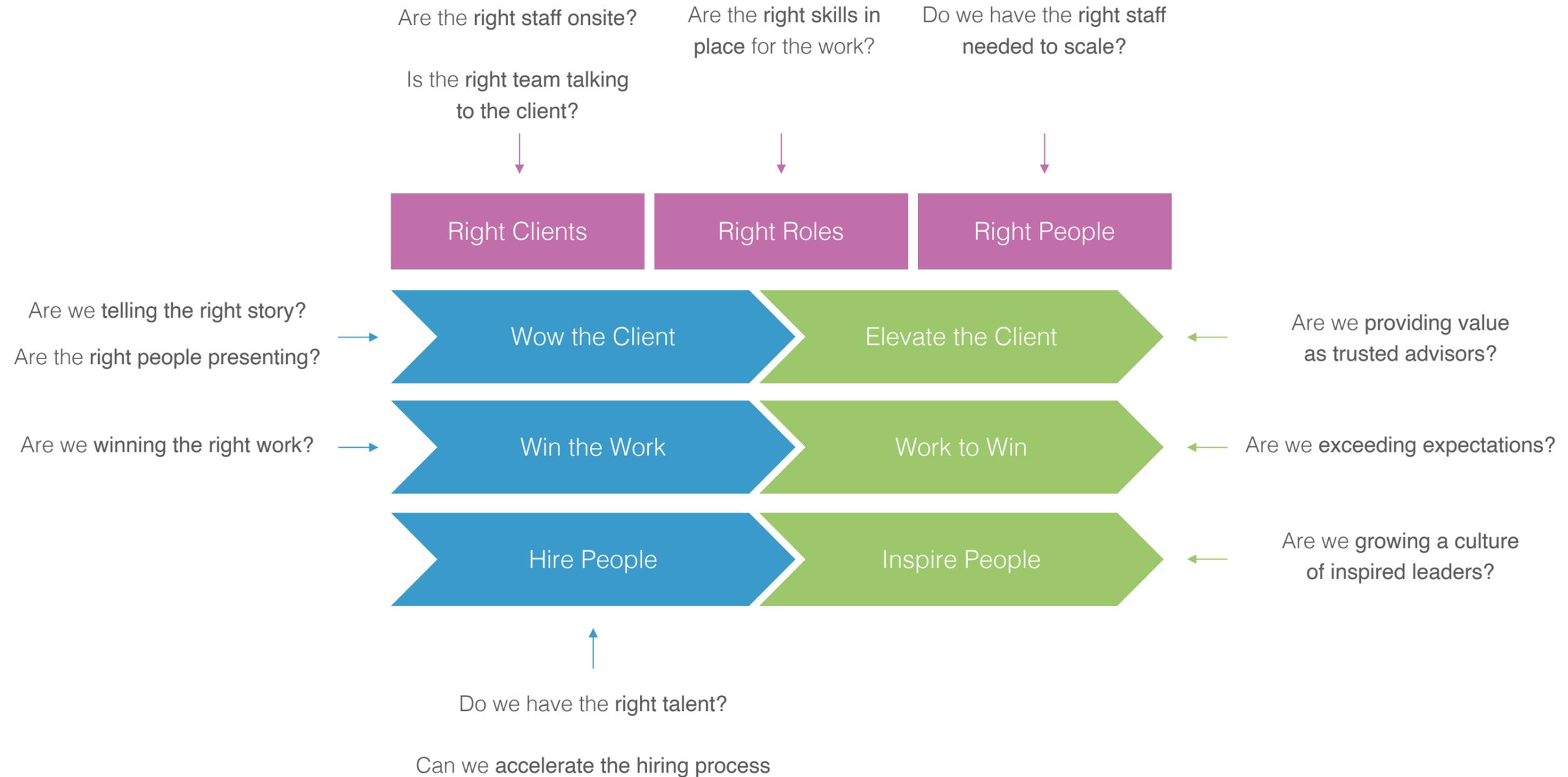
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Right clients. Right roles.
Right people.

Practice management.



The right stuff.



A large, leafy tree stands in a dry, cracked landscape. The ground is split horizontally, revealing a cross-section of the earth. The tree's roots are exposed and spread out across the dark, cracked soil below the surface. The background shows rolling hills under a blue sky with scattered white clouds.

Digital & Analytics

by HCL Technologies

Thank you.

An experience design practice.